



#DSM

# Digital Single Market

## LUMIERE VOD - Directory of European Films

The Directory of European Films is one of the flagship initiatives of the Digital4Culture strategy.

Launched by the European Commission and the European Audiovisual Observatory, the new directory will allow professionals, public authorities and citizens to access information on European films and their online availability through video-on-demand (VOD) services in all countries of the European Union.

→ European films still lack visibility and are often not readily accessible on online VOD platforms.



European films represent around **29%** of all films available via VOD – by contrast, American films constitute around **50%**.

Around **62%** of European films recently released in cinemas are available through VOD. However, this is only the case in an average of 4.7 countries.



European films need to be more accessible on the various online VOD platforms.

There is no dedicated directory of European cinematic works online, although initiatives in this regard are growing at national level.

### Yet Europe is a major player in world cinema:



More than 18 000 films were produced in Europe between 2007 and 2017.



Total production volume in Europe has risen by 47%, from 1 444 feature-length films in 2007 to 2 217 in 2017.

The European audiovisual sector was worth some €112 billion in 2017.

According to a Eurobarometer survey, 9 out of 10 Europeans take the view that culture, cultural exchanges and intercultural dialogue should have greater prominence in the EU. And we are seeing changes in the way we consume media, and exponential growth in the VOD market:

According to Digital TV Research, VOD subscriptions are set to increase by 409 million between 2017 and 2023 to reach 777 million subscribers around the world.

## Online directory of European films:

LUMIERE VOD - The Directory of European Films is a technological innovation which enables producers, distributors and video-on-demand services to adapt their activities and improve the presence and circulation of European works online and, ultimately, to create a rich and varied digital film archive. The initiative is financed by the MEDIA programme of support for the European audiovisual industry.



## LUMIERE VOD can be used by:

**Authors and producers**, who can see in which countries and on what services their films are available through VOD.

**Public authorities**, in particular support funds and promotional agencies, which can ensure that the films they support are actually available and can be exported to other Member States.

**Distributors**, who can broaden the reach of their European films by identifying VOD services offering similar works, which could probably also host their films.

**VOD services** can identify European films available online in other countries which might also be of interest to their audiences.

## LUMIERE VOD will help to:

Increase the transparency and visibility of European films on the VOD market.

Identify new market opportunities for European films.



## The directory:

Launched in April 2019, the beta version comprises:

Information from more than 250 VOD catalogues, representing in total around 35 000 European films.

Over 150 000 hits in the catalogues of VOD services.

A network of partners, VOD services of European and North American origin and information portals showing what is on offer are participating in the LUMIERE VOD project.

Overall, the tool will give European citizens and professionals better information on the range of European films available online in the various Member States, and will boost the visibility of European cinema throughout the EU.

18 October at the Grand Lyon Film Festival:  
Launch of the prototype directory of European films

April:  
Launch of the beta version

End 2019 :  
Launch of the final version