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European Union

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From: General Secretariat of the Council

To: Council

Subject: The impact of video-on-demand (VOD) platforms on the EU audiovisual market, in particular on the relationships between the different actors in the value chain

- Information from the Spanish delegation

Delegations will find attached an information note from the Spanish delegation on the above subject, which has been put on the agenda under 'Any other business' for the next Education, Youth, Culture and Sport Council meeting on 17-18 May 2021.

The impact of video-on-demand (VOD) platforms on the EU audiovisual market, in particular on the relationships between the different actors in the value chain

The European audiovisual market is undergoing a very intense transformation. Before the pandemic, the emergence of large 'VOD' platforms boosted a process of transformation, which deepened during restrictions on mobility and the lockdown, in such a way that the production, distribution and exhibition of audiovisual content has undergone and continues to undergo radical changes that everything indicates that they will endure in post-Covid society.

This situation has had an impact on the value chain of audiovisual production and consumption in the EU, affecting the *statu quo* in which the different players operated. Therefore, it could be very useful to have an updated knowledge of the situation of the European audiovisual market; in particular, of the relations between the large platforms and the European producers whose projects are financed by the large platforms; as well as the situation of the rest of the rights holders that make up the value chain. This information will be of utmost importance for monitoring the implementation of the Media Action Plan and the Recovery plans of the Member States, some of which also focus their efforts on the audiovisual sector.

For the above reasons, we request the Commission to make its best efforts to have this information on the European Audiovisual Market available and to provide it to the Member States.