

ACCESS TO CHILDREN'S FILMS

Focus on TV and Online VoD services

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**TV as everyday
media with high
audience reach!**



**VoD as
increasing
market for films
and young users**

Presence and diversity of children's films on TV and online VoD

TV program analysis 2011

Countries: DE - F - UK - IT - SE - PL - HU

Sample:

- Theoretical sample week
- 391 public and private TV programs
- 914 films for children

Funding: Thuringian Ministry of Education, Science & Culture

VoD portal analysis 2013

Countries: DE-F-UK-SE-BE-NL-DK-NO-AT-CH-ES-RU-FI

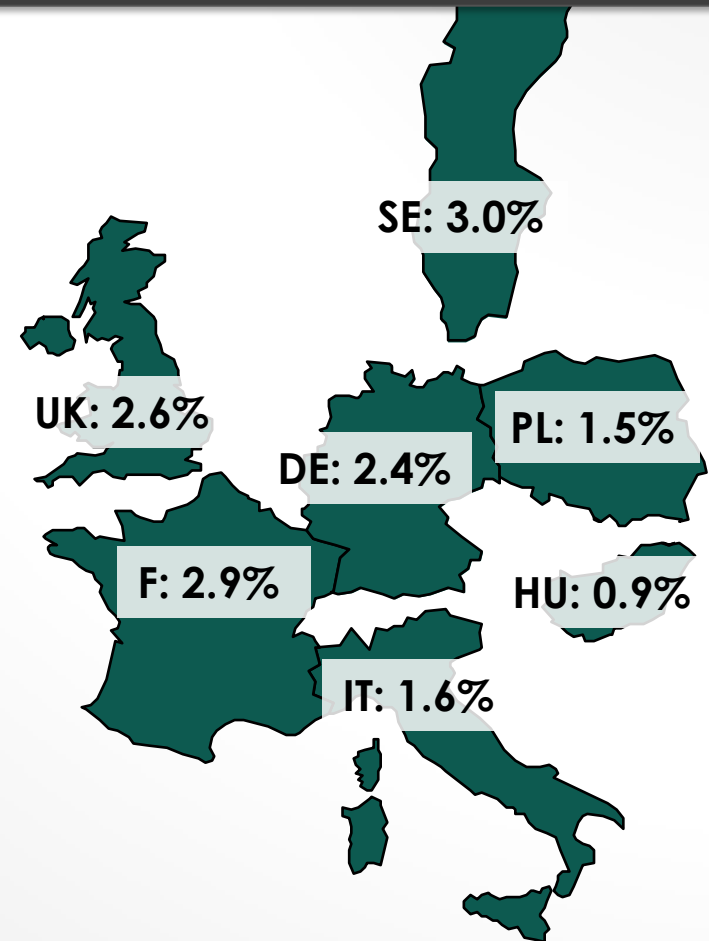
Sample:

- 49 online VoD portals
- 27 VoD: 720 films for children
- 21 VoD: random sample of 30 films

Funding: Thuringian State Chancellery

ACCESS TO CHILDREN'S FILMS ON TV

Proportions of children's films on national TV program minutes



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Proportions of children's films on Free- & Pay-TV

	DE	F	UK	IT	SE	PL	HU
Children's films on Free TV in %	13.2	3.6	3.0	14.0	0.7	13.3	2.1
Children's films on Pay-TV in %	86.8	96.4	97.0	86.0	99.3	86.7	97.9
Number of children's films	144	196	199	100	138	90	47

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Proportions of children's films on national TV program minutes

	DE	F	UK	IT	SE	PL	HU
Children's channels in %	4.2	3.8	2.0	0.2	0.0	0.0	0.7
Film channels in %	6.1	3.9	7.8	4.6	8.2	2.5	2.3
Others	0.5	1.7	0.6	0.3	0.2	1.8	0.7
Number of children's films	144	196	199	100	138	90	47

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Countries of origin

In %	DE	F	UK	IT	SE	PL	HU
US Productions	59.0	57.1	67.8	53.0	36.2	60.0	68.1
US Co-Productions	9.0	8.7	7.5	10.0	8.7	5.6	2.1
US-EU Co-Productions	11.8	9.7	17.6	21.0	7.3	6.7	12.8
EU Co-Productions	1.4	2.6	0.0	1.0	0.0	1.1	2.1
EU Productions	17.4	20.4	6.0	14.0	44.2	24.4	8.5
Others	1.4	1.5	1.0	1.0	3.6	2.2	6.4
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US production sharing	79.9	75.5	93.0	84.0	52.2	72.2	83.0

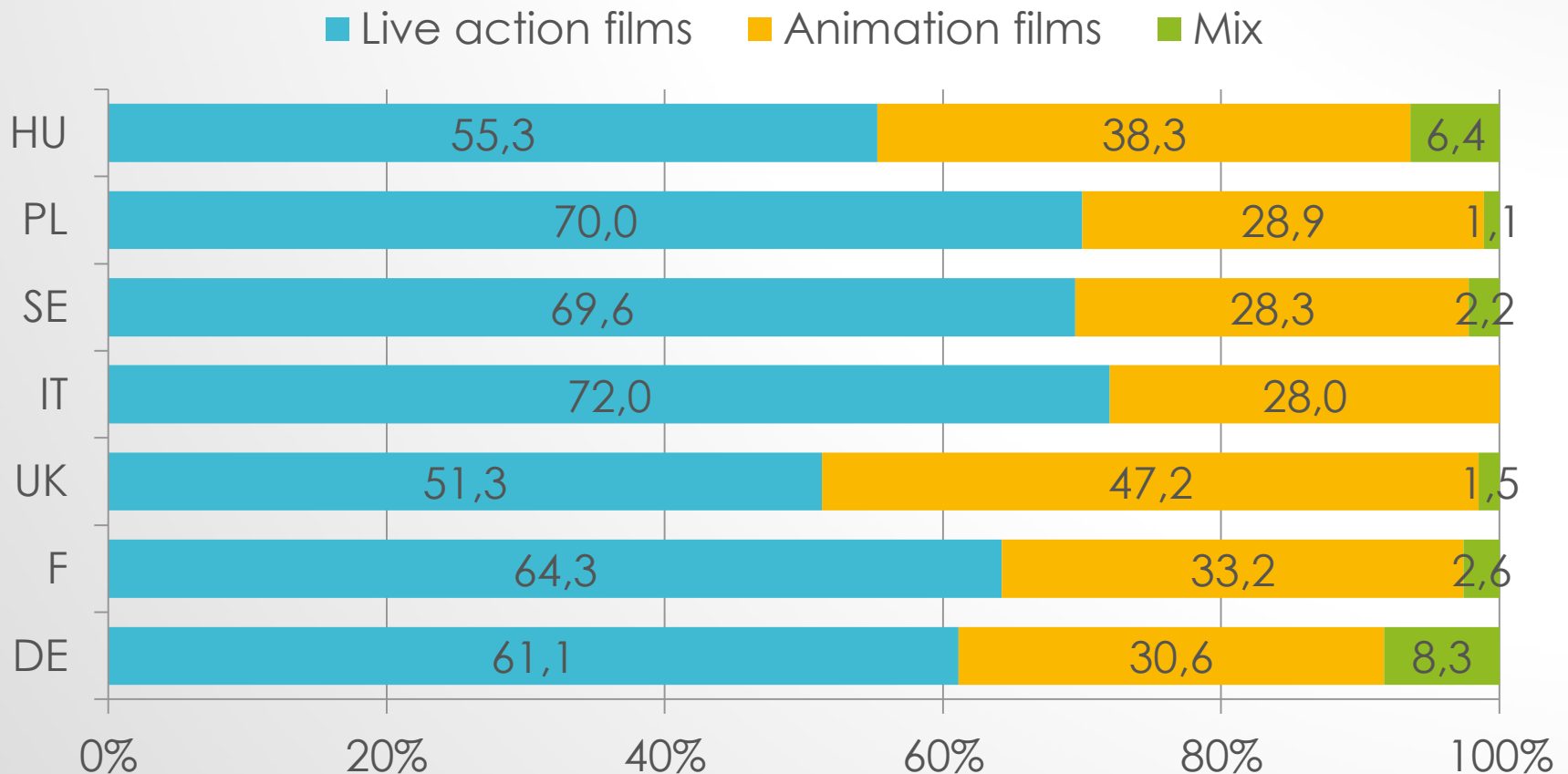
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Countries of origin – domestic films

In %	DE	F	UK	SE	IT	PL	HU
Domestic Productions	12.1	8.1	2.1	27.9	1.6	0.0	5.3
Domestic Co-Productions	5.6	6.6	10.1	6.5	1.0	0.0	0.0
Total	17.7	14.7	12.2	34.5	2.6	0.0	5.3
Number of children's films	144	196	199	138	100	90	47

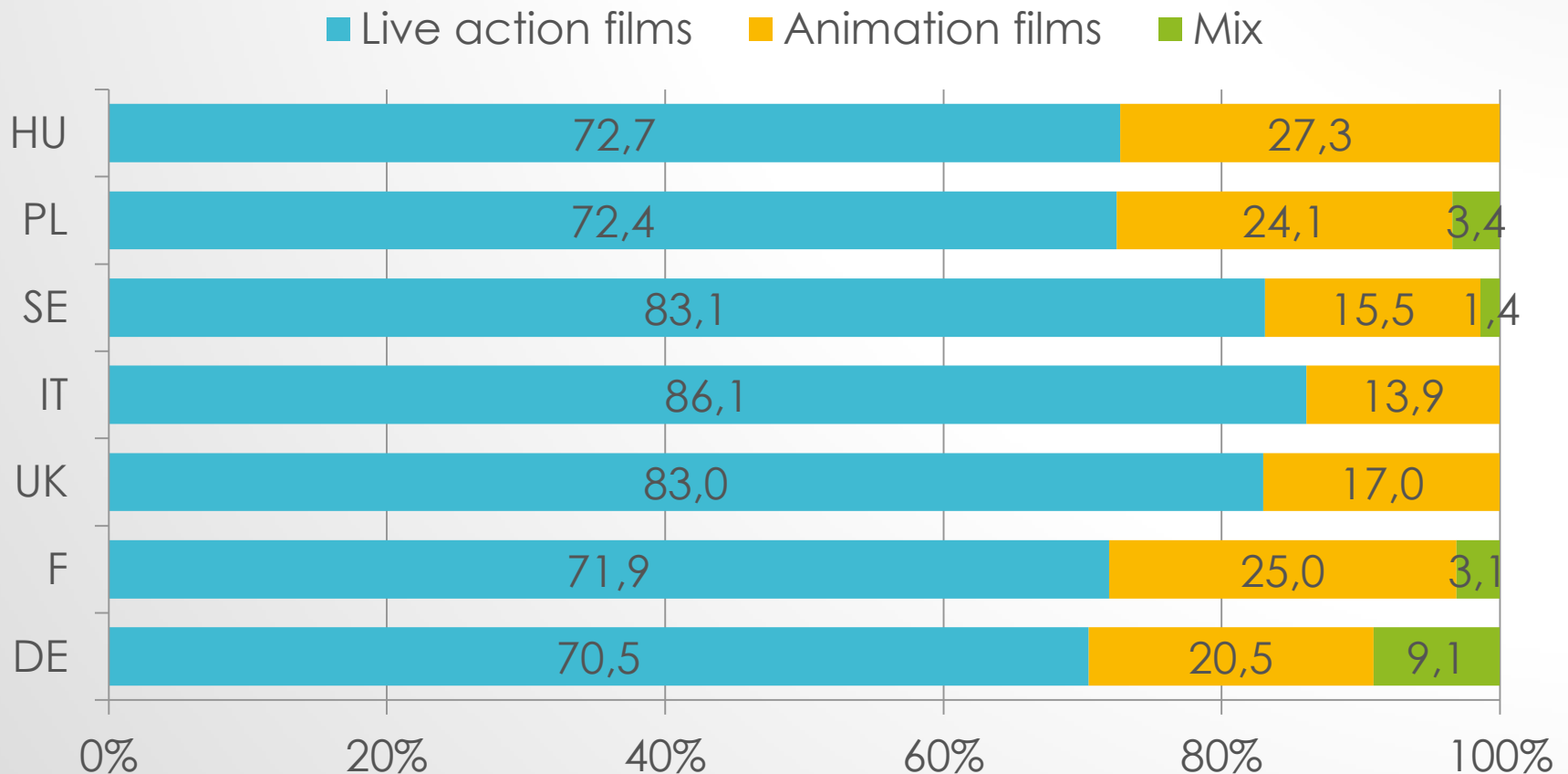
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Film types



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Film types: European (Co-)Productions



Film genres



Proportions of children's films on national TV program minutes

VoD portal analysis 2013

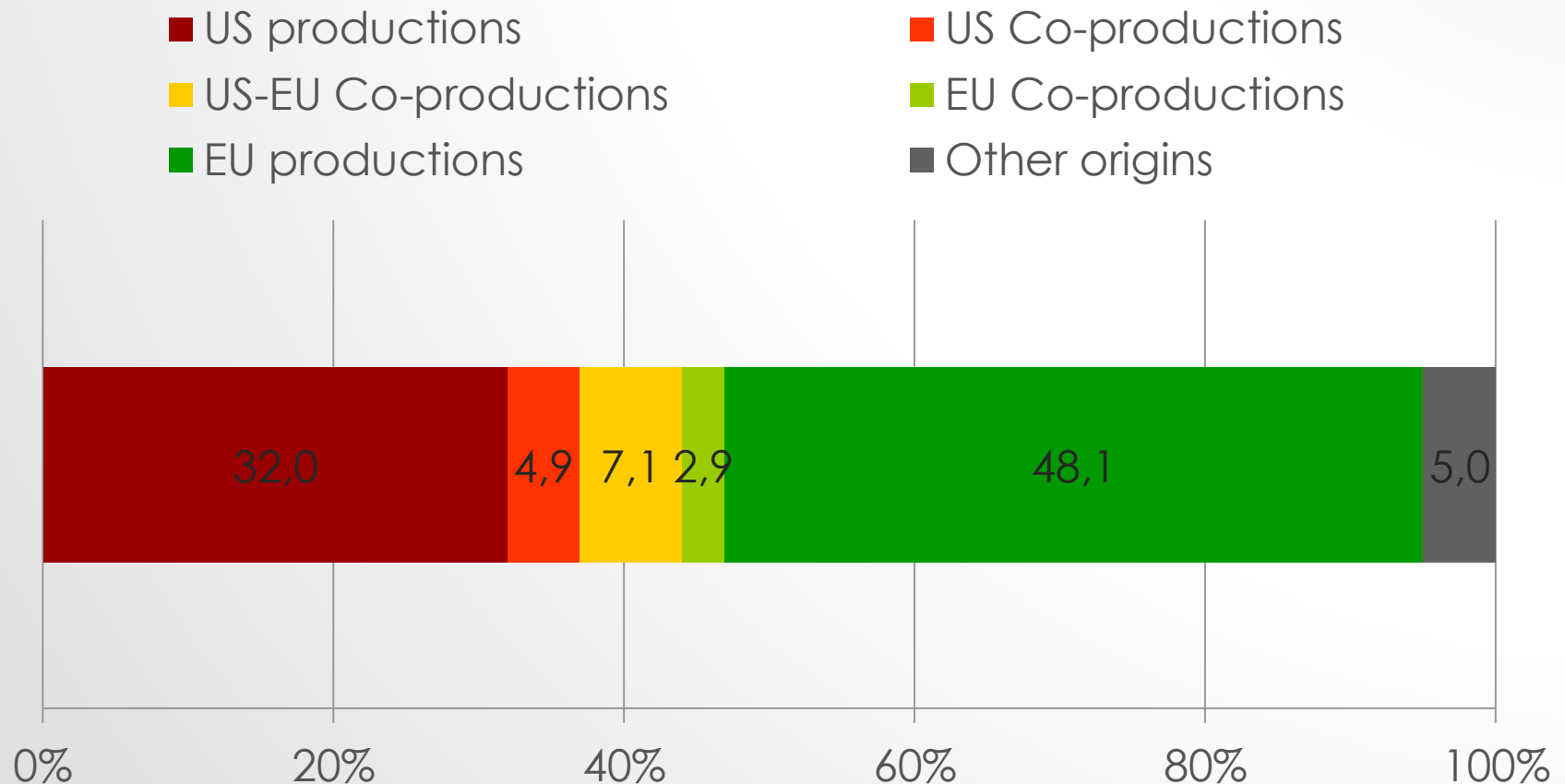
Countries: DE-F-UK-SE-BE-NL-DK-NO-AT-CH-ES-RU-FI

Offered films for children & families: > 11.000, Ø 231.5 per VoD portal

Porportions: vary from 0,2% and 98,4% per VoD portal

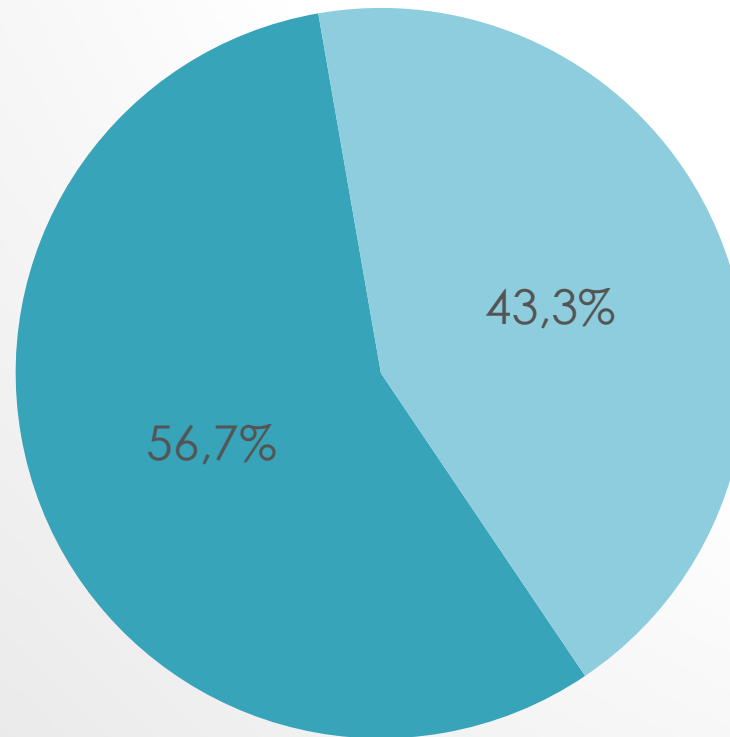


Countries of origin



Film types

■ Live action films ■ Animation films



Film genres



What can we learn from the results?

- I. Increase accessibility of (EU) children's films on TV programs which are relevant for children
- II. Support of VoD as alternative way of distribution
- III. Long-term strategies to reach the young audience
- IV. Try to be a friend

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Thank You!