2019 SVOD Barometer
One in three person in France has used at least one SVOD service in the past 12 months

SVOD attracts a growing audience

Nearly nine out of 10 (86%) French people know about SVOD. A third of internet users have watched a programme on at least one platform in the past year, which represents 18 million people across the country; i.e. an increase of 5.8 million in two years.

These are the first results of the SVOD Barometer which was conducted by Médiamétrie from 7 to 29 November 2019, prior to the start of the health crisis that is currently gripping world.

Netflix, which continues to grow, tops the list of most used platforms. It is followed by Amazon Prime Video, whose market share has also grown this year. Two stakeholders appeared in 2019: Canal+ Séries in March and Apple TV+ on 1st November.

Profile of a SVOD user

Being younger than the average internet user (33 years old compared to 43 years old), SVOD users enjoy technology and high-tech equipment. They often own more devices than the average French person. For example, 64% of them own a video game console (compared to 44% of the population as a whole) and 40% own a Smart TV (compared to 29% of the population as a whole).

As fans of content, SVOD users enjoy the diversity of the programmes offered by the different platforms. Over one in two (54%) use a SVOD service in order to access a wide range of series.

For 77% of users, television is still the preferred screen for accessing a SVOD service. 30% of them prefer to watch SVOD on a television set exclusively. Nevertheless, seven out of 10 SVOD users also experience SVOD on computer, a mobile phone and/or a tablet.

45% of SVOD users who own a television set subscribe to a paid television service (compared to 32% of the population).

SVOD is particularly popular among young people, an often volatile audience. More than one in two Millennials* (59%) have watched at least one piece of content on a platform in the past year.

*13-34 years, excluding children under the age of 13
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Films and series favoured by users

Series (89%), followed by films (87%), which were watched by nearly nine out of 10 SVOD users, were the top favourite content on these platforms. Documentaries took third place, then youth programmes, which were each watched by a third of SVOD users in the last 12 months (35% and 32% respectively).

Due to the attractive content available, regular use is made of the service, with 86% of users indicating that they watch a series every week on an SVOD platform.

SVOD users, who are very eclectic in terms of the genre of films or series they watch, come together to watch action films and series, comedy (films and series), fantasy films and science fiction series, which are the four most consumed genres on the platforms.

When SVOD equals loyalty

SVOD attracts and highly satisfies the public, with satisfaction ratings for platforms standing at 8.3 out of 10. Subscription to the service also tends to be of a long-term nature, with 61% of SVOD users already subscribed for over a year and over nine out of 10 SVOD users considering renewing their subscription in the next six months. Although SVOD users are subscribed to 1.3 platforms on average (most often Netflix combined with another content offering), 22% of them are also considering subscribing to another platform.

The comfort of home, a modern service, quality and diversity of content are the main factors cited by users as reasons for signing up to a SVOD offer. This same service seems to discourage illegal downloads: 60% of SVOD users who partake in this practice indicated that they now do it less often.

What does 2020 have in store?

“France and the world have been going through an unprecedented health crisis since the beginning of the year. Confinement measures in France since 17 March have altered behaviours, particularly audiovisual ones. But what about SVOD? With the situation forcing some platforms to modify their launch schedules and others to limit the number of broadcasted programmes, how is the public reacting? Subscription, use, intention… the answer will be in the next SVOD Barometer, which will be published this July,” concludes Marine Boulanger, Director of Cinema & Entertainment at Médiamétrie.
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About the SVOD Barometer

The survey was conducted online (CAWI), from 7 to 29 November 2019, among 3,946 web users aged six years and over. The SVOD Barometer provides the framing data for the subscription video on-demand service market in France and explains how these services are used:

• To measure the awareness and use of SVOD and VOD services
• To determine the profile of SVOD and VOD service users
• To measure the factors encouraging and the obstacles discouraging the use of SVOD and VOD services
• To get to know the context and process for signing up
• To measure the usage of the available features
• To determine the satisfaction with platforms overall and against a set of criteria
• To analyse all of these elements according to the platform used

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for Media Data in France. Created in 1985, Médiamétrie is operating in television, radio, Internet (computer, smartphone and tablet), cinema and the cross-media sector in France and abroad. Médiamétrie achieved a turnover of €102.7 million in 2018.

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