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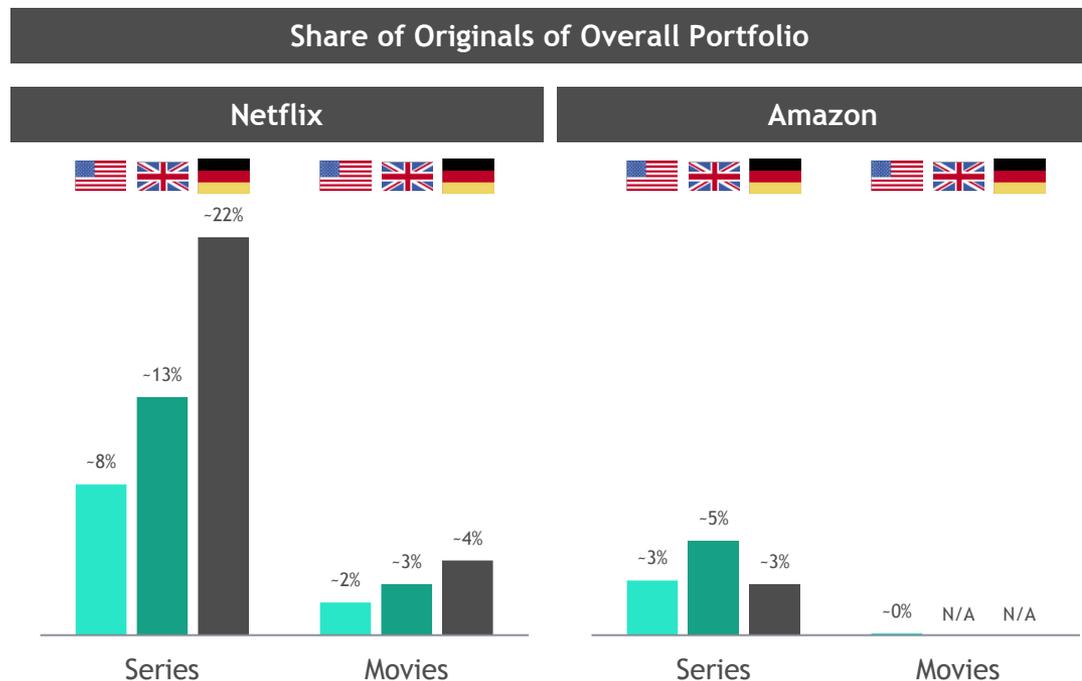
video services intelligence

Old Wine in New Bottles: Originals

veed snapshot

December 2016

Due to a smaller overall portfolio, the share of Netflix Originals is significantly higher in Germany than in the US and UK



Key Insights:

- Amazon Original Movies are only available in the US, but Amazon Germany already announced a local Original in Q1/2017 named 'You Are Wanted'
- Also, Netflix has announced a local Original production called 'Dark' with prospective release in the second half of 2017
- Regarding popularity, Netflix clearly beats Amazon with 14 of their Originals having more than 1m followers on Facebook, while Amazon has only one ("The Grand Tour" - 1.29m)

Summary & Outlook

- Although it is not a new phenomenon to produce original content in the movie industry, it will be the main driver for the industry to react:
 - ... business
 - ...
 - ...
 - ...
- It will
 - ...
 - ...
 - ...
 - ...
- start to license its Original content to other VoD services

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If you would like to discuss the impact of original content and own productions in the various market scenarios, please get in touch with:

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