

# VEED

video services intelligence

Teaser Version

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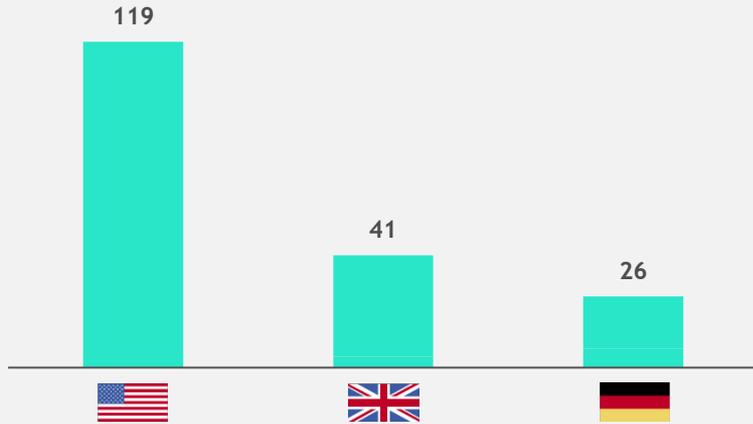
European Launch  
of Amazon Channels

# veed snapshot

May 2017

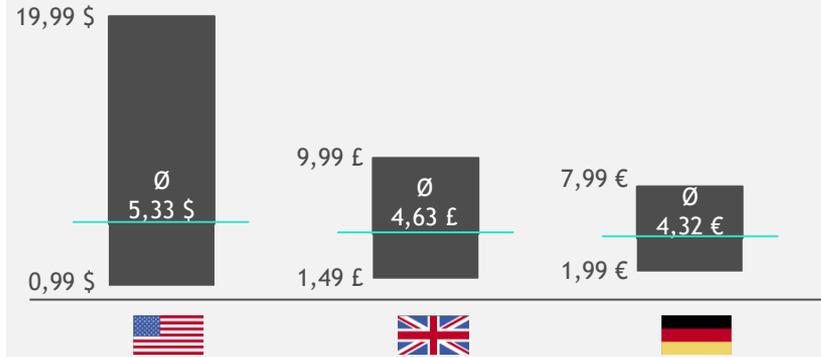
# Overview: European launch portfolio and pricing

## Number of Amazon Channels per country



- Amazon Channel portfolio is already remarkably high in the US
- Variety and choice of UK and German Channels launch portfolio are smaller, but comparable to the launch in the US back in 2015 with 30 channels

## Pricing of Amazon Channels



- The US Channels portfolio shows a broader range of price points going up to 19,99\$
- Pricing of Channels in Germany and the UK are pretty much in-line, not exceeding the 10€/€ price barrier

# Summary & Outlook

## Summary

- Amazon started to roll-out the Gl...  
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## Outlook

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Publications include:

- Trend Monitoring
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- etc.

how the  
UK and  
channels,  
further shift

any outlet for  
could also take  
platform in  
players and

ing to see if  
the existing  
scription + à  
content  
accounts

If you would like to discuss the impact of the launch of Amazon channels on your business or the different market scenarios, please get in touch with:

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