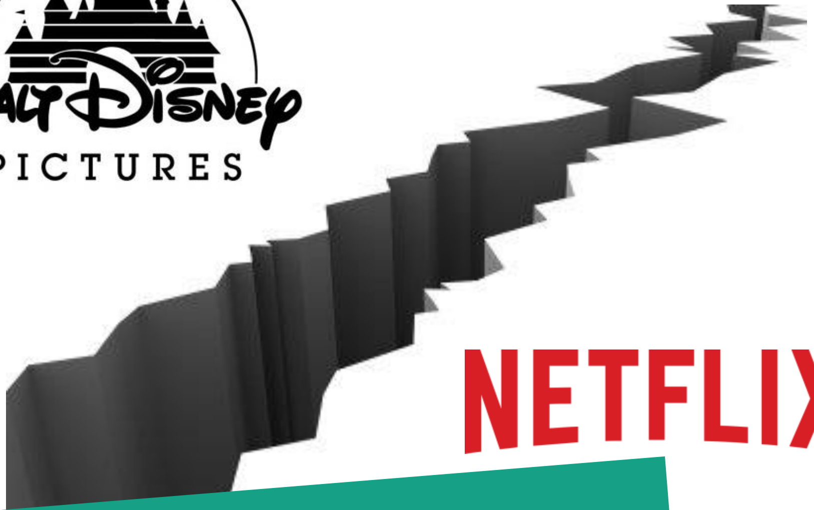
PICTURES

VEED

video services intelligence



NETFLIX

Disney is leaving Netflix

Teaser Version

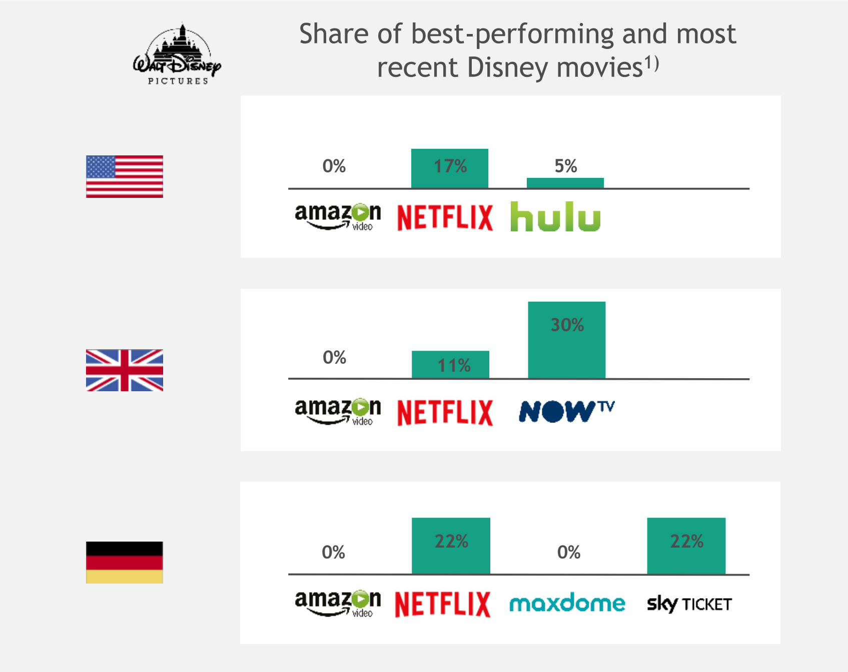
Full Report Requires Free Subscription

veed snapshot

August 2017

SVoD availability of Disney‘s current movies

- Disney has recently announced that it will pull movies from Netflix through the end of 2018, leaving only Marvel TV Shows, and launch its own streaming service
- So far the announcement holds for the US only – nevertheless we had a closer look into other main SVoD market players in the UK and Germany
- Netflix offers Disney current movies on its services with a kind of similar share in all three markets
- Amazon has no output deal with Disney for its SVoD service
- It is NowTV in the UK and Sky Ticket in Germany that have a comprehensive number of Disney best-performing movies in their portfolios



1) only Disney’s top movies regarding Box Office figures are considered
content catalogues as of August 2017
source: veed analytics

Summary & Outlook

Industry:

- The video industry value chain gets mixed up, especially when it comes to SVoD: producers become services providers, tech driven video services b ... ideo services not only fight for production ... nal content, v
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- Te ... . On the other han ... ected
- It w ... umer want choi ... just stick to a few serv ... it will be challenging for the industry to refinance the ... investments in content with revenues from the fragmented services

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If you would like to discuss the impact of Disney leaving Netflix on your business or the different market scenarios, please get in touch with:

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source: veed analytics