



VEED

video services intelligence

Teaser Version

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Disney acquires 21st Century Fox

veed snapshot

February 2018

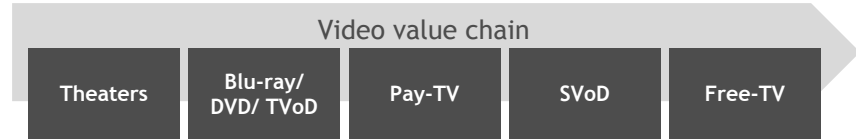
Impact of the Disney & Fox deal is mainly discussed for the US. But what does it mean for Europe resp. Germany?

The deal



- Just before Christmas 2017 Disney announced the acquisition of 21st Century Fox including most of their international assets
- In Europe the deal is even more complex since it would add the Sky universe to the new conglomerate, depending on the agreement with authorities in the UK

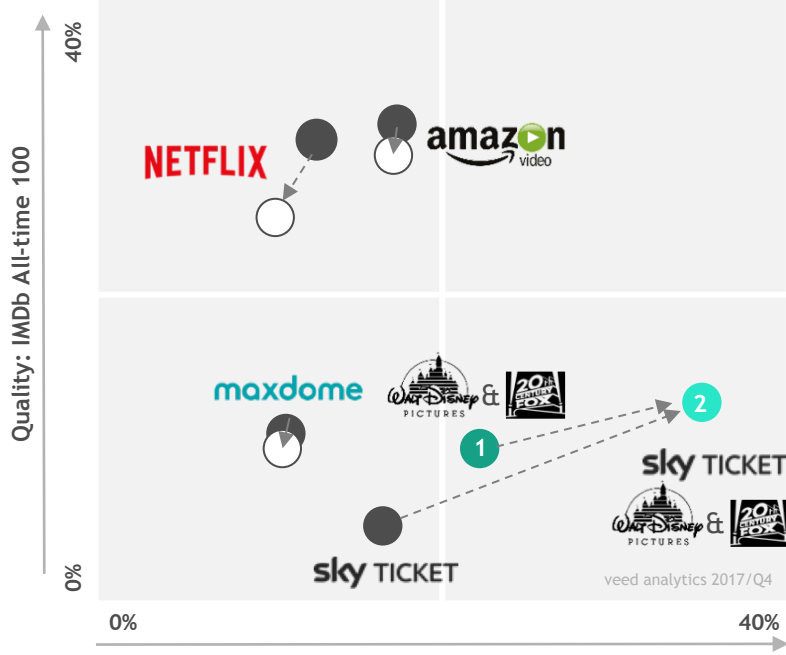
Impact in Europe



- The conglomerate has the potential to impact and develop the traditional video value chain as well as the mix and sequence of its various steps
- As Disney has already announced additional upcoming Direct-to-Consumer (D2C) services in the US, they clearly evaluate similar options for Europe which might by-pass existing players and partners

Deep dive SVoD (movies): Hypothetical changes in German SVoD positioning by service

Strategic movie positioning on SVoD services



● Current Situation

○ Competition without Disney & Fox customer

1 Own D2C SVoD service

2 Disney & Fox exclusively distributed via Sky Ticket

Hypothetic impact on own services (1) + (2)



- A hypothetical Disney D2C SVoD service with a maximum of Disney & Fox movies would be competitive regarding attractiveness but lacks quality movies
- An enhancement of Sky Ticket with a maximum of Disney and Fox movies would beat every current competitor regarding attractiveness

Hypothetic impact on German competition



- Removing both Disney and Fox movies from SVoD services in Germany would only have a minor impact on the content portfolios of the services
- Netflix would suffer most from a potential removal
- Amazon's and maxdome's portfolios show only minor changes

Summary & Outlook

The deal has the potential to shake up the market dynamics globally, affecting content, distribution and service providers. This will impact the performance of the market.

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

Dr. Bernd Riefler
Co-Founder & Chief Marketing Officer

veed analytics
+49 151 58243355
bri@veed-analytics.com

www.veed-analytics.com

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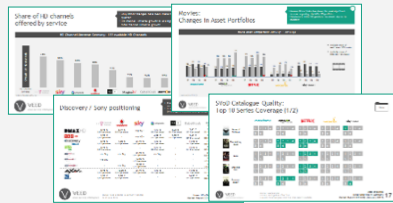
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- 100+ services and platforms from around the globe
- Try and compare user experiences at your ease and collect relevant insights from our market experts
- Benefit from veed analytics' expertise: packaging and pricing, strategic positioning, content approaches, underlying technologies



Market Reports

- Understand the underlying market dynamics
- Covered markets: VoD (DE, US, UK) & Linear (DE, AT, CH)
- Highlights: Detailed overview on content positioning and pricing strategies with our strategic interpretation
- Update cycle: quarterly



Academy

- Tailored, interactive workshops chosen from a comprehensive list of modules at client's or veed analytics' offices/premises
- We combine standard training approaches with live access to leading video services
- Profound knowledge of our experts - not only trainers but analysts and project managers
- Integration of our latest analytic insights into modules

Strategic Advisory & Bespoke Research

- Leverage our expertise and data access to answer strategic questions and receive guidance for your market activities
- Make use of our data analytics capabilities, international market knowledge and trend insights
- Enable yourself to make data and insight driven business decisions
- Leverage the treasure of the data you already have internally (partner reporting, usage data, and others) by benchmarking them with our data pool