At the heart of Europe's audiovisual economy: how commercial broadcasters support growth, jobs, culture and trusted news

A report for the Association of Commercial Television and Video on Demand Services in Europe (ACT)

Oliver & Ohlbaum Associates Ltd
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Oliver & Ohlbaum

Introduction

About this report

This report provides an independent assessment of how commercial broadcasters' investment supports Europe's audiovisual economy and public life. It quantifies the scale and impact of their investment in original European content, trusted news, sport, rights and the wider audiovisual ecosystem. It shows how this investment supports jobs, growth, media plurality, cultural and linguistic diversity and access to high-quality services.

The report was produced by Oliver & Ohlbaum Associates (O&O) and commissioned by the Association of Commercial Television and Video on Demand Services in Europe (ACT).

About ACT

ACT represents Europe's commercial broadcasters and their on-demand services, which invest in, acquire and distribute news, entertainment and sport, and play a vital role in supporting the wider audiovisual ecosystem in Europe.

ACT Voice of European Media

www.acte.be

Media in Europe: market and political context

Market context

- Pressure on advertising revenues
- Pressure on subscription models
- Shifting audience behaviour
- Intense global competition with new players, services and formats
- Increasing disintermediation
- High and rising levels of piracy
- Wider economic turbulence

Political context

- Refocus on the essential role of the media, notably to sustain a balanced and plural democratic discourse and reflect Europe's linguistic and cultural diversity
- Legislative drive to reinforce Europe's audiovisual industry through:
  - Update of AV rules
  - Broadening EU funding programmes
  - Digital markets regulation
  - Tackling piracy
  - AI policy

Máxima is a Videoland Original Dutch drama about the early life of the future Queen Máxima and her relationship with Willem-Alexander. First released in 2024, the series returned for a second season in March 2026 and demonstrates European streamers' commitment to investing in high-end scripted content.

1 The major role of commercial broadcasters in Europe in sustaining the audiovisual economy

Commercial broadcasters contribute to Europe's policy objectives

Although viewing habits are changing, commercial broadcaster services continue to reach European audiences at scale. Their investment delivers clear policy objectives:

- creating and sustaining the availability of European works alongside a choice of international titles,
- supporting a pluralistic and diverse media ecosystem through investment in trusted news and content that helps counter disinformation,
- bringing audiences together through sport and other live events, while supporting the European sports model by funding competitions and extending their reach, and
- driving innovation, growth, skills and jobs across Europe's creative economy.

How commercial broadcasters deliver in practice

- **Providing trusted news at scale:** in Romania, 11.6 million viewers watched at least one minute of PRO TV News in the first three months of 2026.
- **Supporting local sports production:** across the Baltics, TV3 Group delivers around 383 hours of locally produced sports content each year across around 70 events, supporting local crews, technical talent and freelancers.
- **Investing in skills and regional economies:** in Italy, Sky's investment in Gomorrah – Le Origini supported high-end production in Naples, with 96 filming days, 163 crew, 47 cast and 1,642 extras, creating opportunities to build and retain skills across the local production sector.

RTL/ntv's investment in factual content is helping German audiences identify and combat misinformation

ntv Faktenzeichen is a fact-checking and media literacy format that explains how fake news spreads, why information is manipulated, and how audiences can identify misleading content. Launched in February 2024 and featuring journalist Julia Weber and the RTL/ntv verification team, the programme provides practical tools to help members of the public question and identify misleading information and realistic fake or manipulated images and videos.

In 2025, ntv Faktenzeichen reached 8.7 million TV and video on demand viewers aged 3+, averaging 203,000 viewers per episode. Among 14–59 year olds, it reached 3.7 million viewers in total, averaging 86,000 viewers per episode. Its impact was further amplified through social media, with posts across TikTok, Instagram, YouTube and Facebook generating 1.9 million impressions and 66,000 engagements.

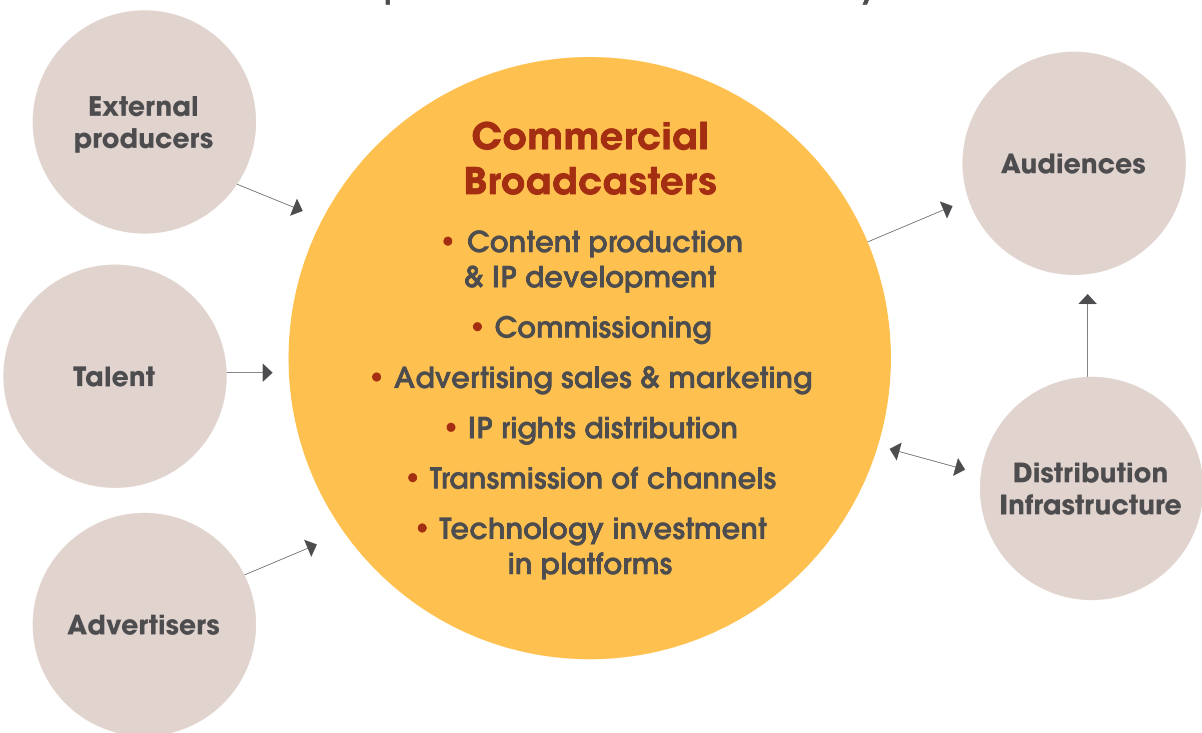
Commercial broadcasters contribute to Europe's economic objectives

Commercial broadcasters:

- produce and commission original programmes, news and sport, both in-house and through partnerships with independent producers.
- finance the wider audiovisual sector through the acquisition and licensing of content for broadcast and streaming.
- support discovery and route to market for independent producers through repeat commissioning.
- anchor inward investment in the European production sector by sustaining local capabilities, production infrastructure and creative talent, while contributing to skills development and training.
- provide a trusted platform for advertisers to connect with consumers.
- deliver European content to audiences at scale, across both linear and on-demand services.
- invest in wider audiovisual ecosystem services, including distribution, advertising, sales and marketing, helping to drive innovation, jobs and skills across the creative economy.

Commercial broadcasters' investment supports the European audiovisual value chain

The European Audiovisual Ecosystem



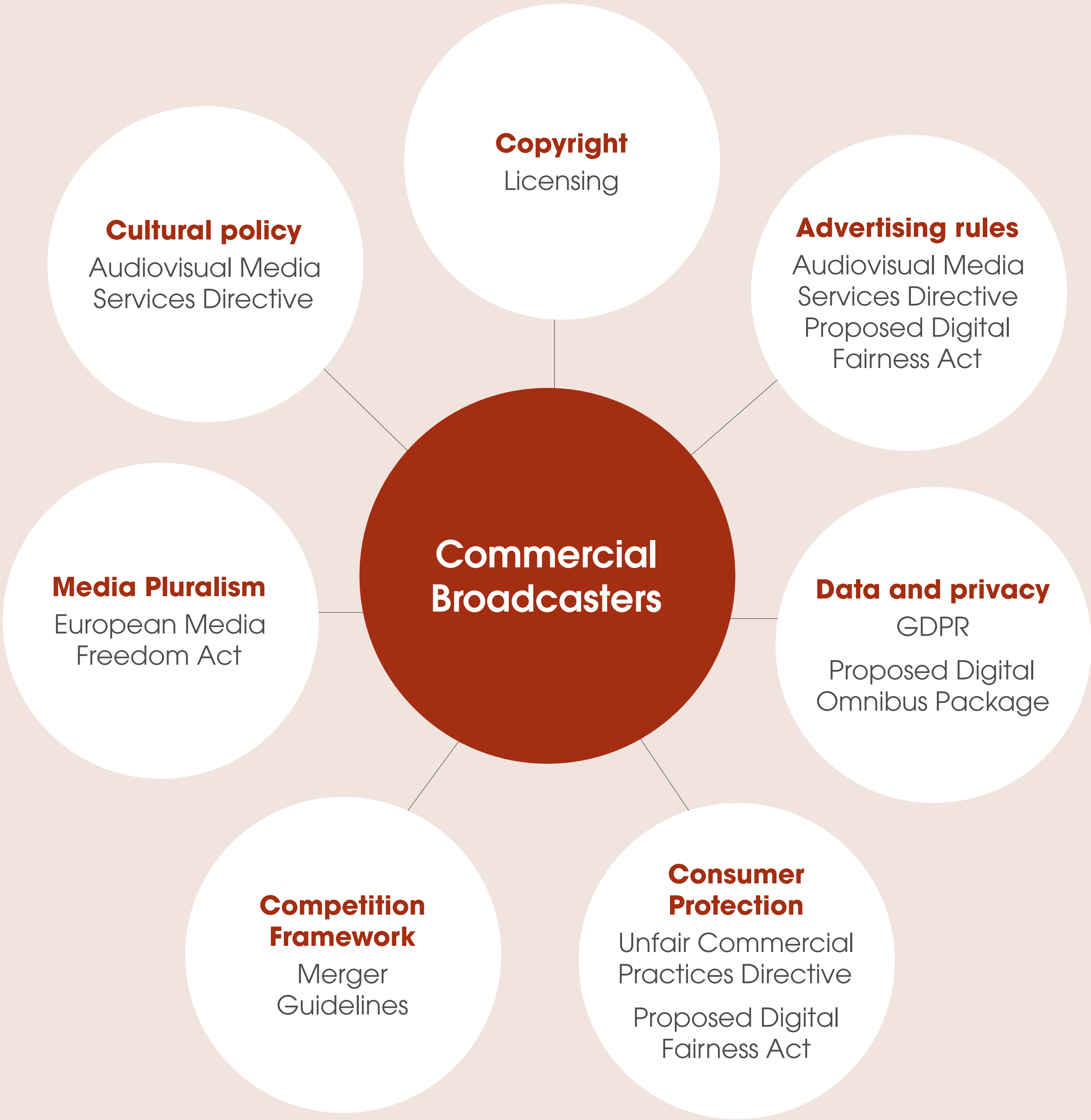
Gomorrah – Le Origini: Sky's investment in high-end Italian drama production

Filmed over 96 days across 62 locations, *Gomorrah – Le Origini* shows how Sky's investment in premium local production supports jobs, skills, and regional economic activity.

Produced by Sky Studios and Cattleya, the six-part series supported **163 crew**, **47 cast**, **1,642 extras** and **352 daily workers**. With total investment estimated at **€15–20 million**, it generated around €6.8 million of direct spend in Campania and a further ~€1 million in wider benefits for local suppliers, locations, cast, and crew.

The series also illustrates how commercial broadcasters bring distinctive European stories and perspectives to the screen through their investment in premium local production.

Commercial broadcasters are subject to strong regulatory requirements



Summary of findings

Overall investment in content and the wider audiovisual ecosystem

In 2024, Commercial Broadcasters invested **€46.9 billion** across European content and the wider audiovisual value chain.

€46.9 billion

€24.6 billion

in producing and commissioning **original productions**, **news** and **sport**, both in-house and through partnerships with independent producers.

€4.5 billion

in **acquiring** and **licensing European content** for broadcast and streaming services, providing revenue to producers and helping to finance future productions.

€17.8 billion

across the wider **audiovisual ecosystem**, including distribution, technology, advertising sales and marketing, supporting the development and delivery of content to European audiences and helping to drive innovation, jobs and skills across the creative economy.

Overall **economic value added** and **job creation**

Across the audiovisual ecosystem, this investment generated an estimated

€48.0 billion in GVA*

and supported

664,000 jobs

in Europe in 2024.

This impact was created in three ways:

1. **Direct effect**
   commercial broadcasters' investment directly generated **€18.5 billion in GVA** and supported **253,000 jobs**.

2. **Indirect effect**
   commercial broadcasters' investment generated a further **€19.8 billion in GVA** and supported **221,000 jobs** through demand created across the supply chain.

3. **Induced effects**
   broadcasters' investment generated another **€9.6 billion in GVA** and supported **140,000 jobs** through wider economic activity, as those employed directly and indirectly spent their incomes across the economy.

What is GVA?*

GVA is not a measure of total spending. It captures the additional value created in the economy after intermediate costs are removed, including value generated directly, through supply chains, and through wider wage spending.

Investment in **original productions**, **news** and **sport**

In 2024, commercial broadcasters invested an estimated **€24.6 billion** in producing and commissioning a broad and balanced content slate including scripted drama, entertainment, factual programmes, news and sport – meeting diverse audience needs and preferences.

€24.6 billion

€12.1 billion in producing & commissioning original content

€11.0 billion in sports rights

€1.5 billion in trusted news

This mix delivers strong value to audiences by combining high-reach genres with socially and culturally significant content such as news and documentaries.

This investment in original productions, news and sport generated an estimated **€24.9 billion in GVA** and supported **414,000 jobs** across Europe:

Direct effect

commercial broadcasters' investment directly generated **€9.9 billion in GVA** and supported **174,000 jobs**.

Indirect effect

commercial broadcasters' investment generated a further **€10.1 billion in GVA** and supported **157,000 jobs** through demand created across the supply chain.

Induced effects

commercial broadcasters' investment generated an additional **€4.9 billion in GVA** and supported **82,000 jobs** through wider economic activity, as those employed directly and indirectly spent their incomes across the economy.

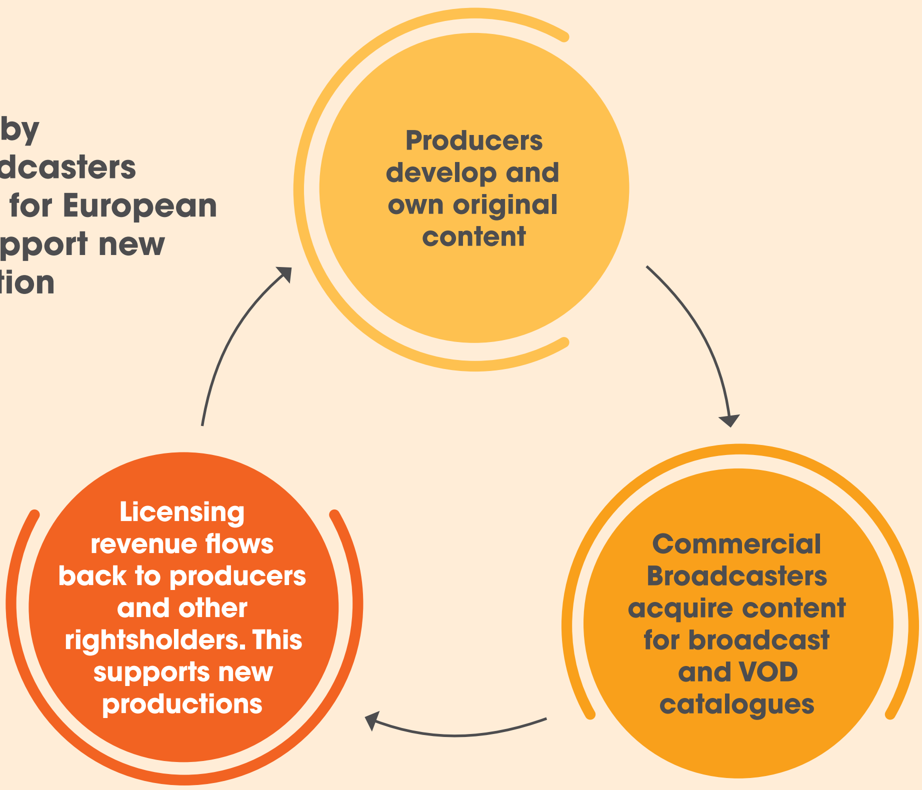
Investment in **content acquisition** and **licensing**

€4.5 billion

In 2024, commercial broadcasters supported European producers by investing another estimated **€4.5 billion** in licensing European content for broadcast and on-demand catalogues:

- This provides revenue to producers and other rightsholders, helping to fund new productions. Such rightsholders may include authors and performers involved in the work, such as scriptwriters, actors and composers.
- By spreading production costs across multiple broadcasters through licensing, producers can undertake higher-value productions.
- Commercial broadcasters also acquire and license successful unscripted formats, enabling them to produce local versions that reflect audiences' own cultures and languages on screen.
- By acquiring European shows, commercial broadcasters help works to reach new Member States, find new audiences and contribute to the circulation of European cultural and linguistic expressions.

How acquisitions by commercial broadcasters generate revenue for European producers and support new European production



Investment in the wider **audiovisual ecosystem**

€17.8
billion

In 2024, commercial broadcasters invested a further estimated **€17.8 billion** across the wider audiovisual ecosystem.

These investments support the systems and services that bring European content to audiences across linear, online and on-demand platforms, while connecting advertisers with consumers and generating revenues for rightsholders.

Distribution and platforms

- Channel distribution and carriage
- Streaming platform operations
- Content delivery infrastructure
- Playout and transmission services

Technology and product development

- Video on-demand apps and platform development
- Data and audience analytics systems
- Content management systems
- Cloud infrastructure and cybersecurity

Advertising, sales and sponsorship

- Advertising sales teams
- Campaign management
- Audience measurement and advertiser reporting
- Marketing and promotional activity
- Sponsorship and branded content support

Customer and subscriber operations

- Billing and payment systems
- Customer account management
- Subscription analytics and reporting
- Contact centre operations

Rights, operations and business support

- Rights management and licensing support
- Legal, finance and compliance
- Procurement and supplier management
- Operational delivery support


the Voice UK

The Voice demonstrates how European unscripted formats can become globally successful IP. Originally developed in the Netherlands and acquired by ITV in 2015, the format now has 159 versions across 73 territories, with the format adapted to local languages and cultures.

2 Commercial broadcasters' investment in European original productions, news and sport delivers significant economic and social impact

2a. Commercial broadcasters' investment in original European productions

Investment in original productions

In 2024, commercial broadcasters invested **€12.1 billion** in producing and commissioning original European content

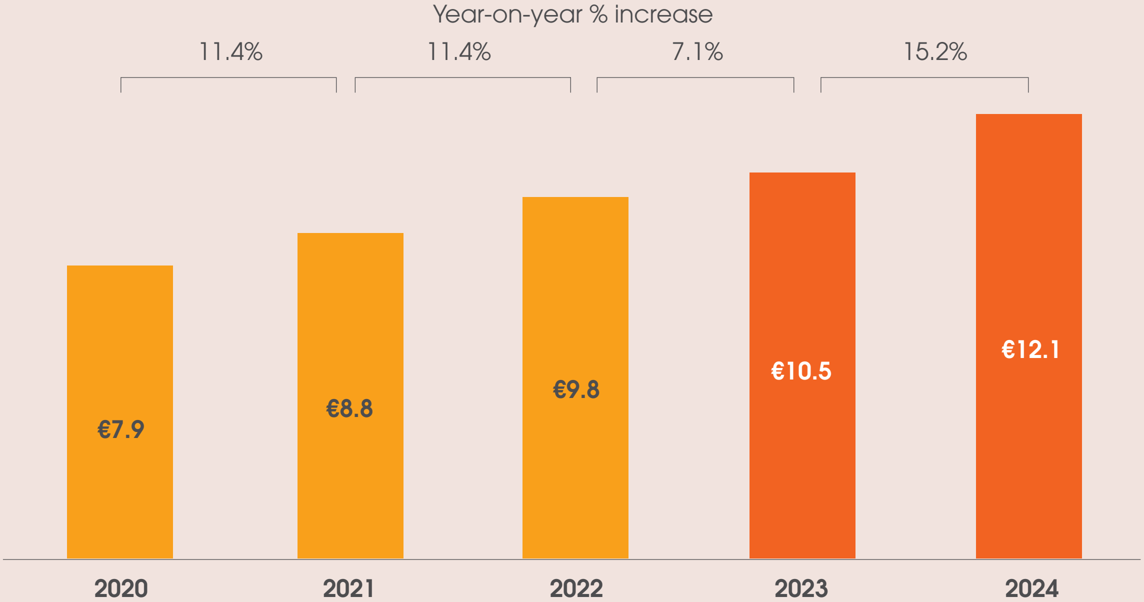
In 2024, commercial broadcasters invested **€12.1 billion** in original European content, accounting for **48%** of the €25.2 billion invested in European original content from all sources.[1]

This includes investment in a wide range of new programming, from high-end scripted drama to daily serials, documentaries, cooking shows and consumer magazine programmes.

[1]European Audiovisual Observatory (2025), Audiovisual services spending on original European content, 2014–2024 data.

5-year compound annual growth rate **11.2%**

Estimated total investment in producing original European content, 2020–2024 (€, billions)

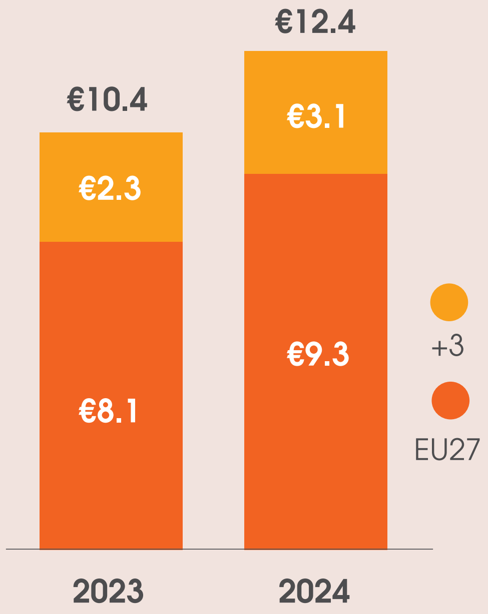


Note: 2020–2022 spend estimates indexed using EAO data. Faded spend figures are estimates based on indexing 2023–2024 spend against historic investment trends from the EAO. Estimates include investment in EU27+3. Across EU27 EU Member States only, total investment rose from €7.7 billion in 2023 to €8.8 billion in 2024.

Source: Oliver & Ohlbaum analysis and estimates.

In 2024, this investment in original productions delivered **€12.5 billion** of economic impact and supported the employment of **202,000 people**

Estimated total economic impact of commercial broadcasters' investment in original European content in 2023 and 2024 (€, billions)

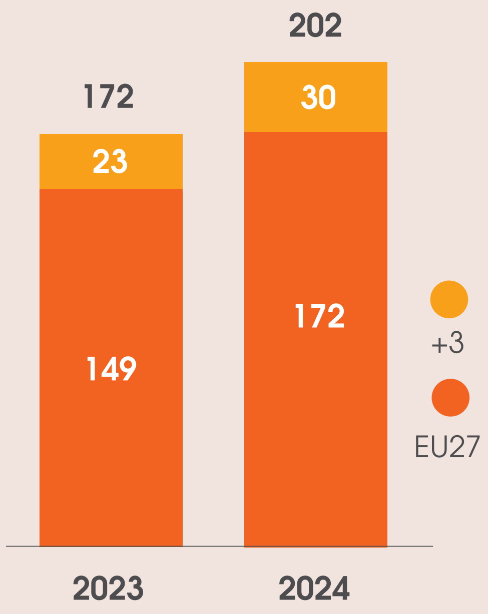


Across the EU27+3, commercial broadcasters' investment in original European content generated an estimated total economic impact of €10.4bn in 2023, comprising €3.9bn direct impact, €4.4bn indirect impact and €2.1bn induced impact.

In 2024, this increased to €12.4bn, comprising €4.6bn direct impact, €5.2bn indirect impact and €2.6bn induced impact.

Source: Oliver & Ohlbaum analysis and estimates.

Estimated total employment impact of commercial broadcasters' investment in original European content in 2023 and 2024 (people employed, thousands)



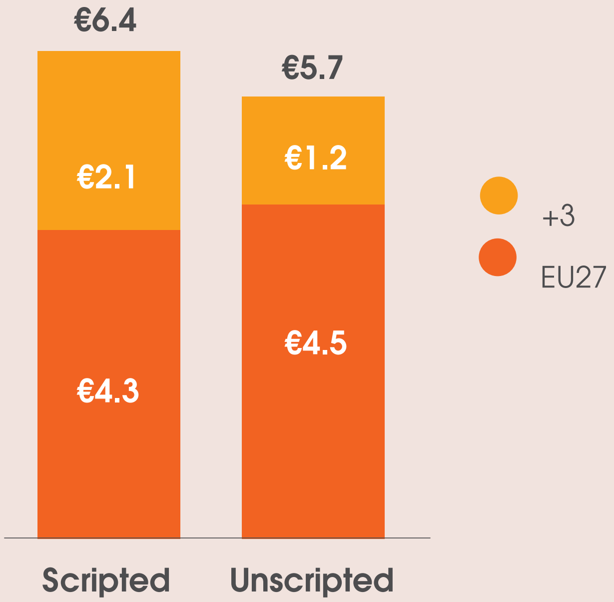
Across the EU27+3, commercial broadcasters' investment in original European content supported an estimated 172,000 jobs in 2023, comprising 54,000 direct jobs, 78,000 indirect jobs and 40,000 induced jobs.

In 2024, this increased to 202,000 jobs, comprising 63,000 direct jobs, 92,000 indirect jobs and 47,000 induced jobs.

Source: Oliver & Ohlbaum analysis and estimates.

This investment supports a range of genres, with **€6.4 billion** invested in scripted and **€5.7 billion** in unscripted programmes in 2024

Estimated total commercial investment in original European scripted and unscripted content, 2024 (€, billions)



Source: Oliver & Ohlbaum analysis and estimates.

DPG's So You Think You Can Dance: showcasing talent across Dutch-speaking audiences

So You Think You Can Dance is a cornerstone of DPG Media's portfolio. As a landmark Flemish-Dutch co-production with Talpa Network, the show is broadcast in both the Netherlands and Belgium, bridging the regional creative industries and reaching a combined Dutch-speaking audience of millions.

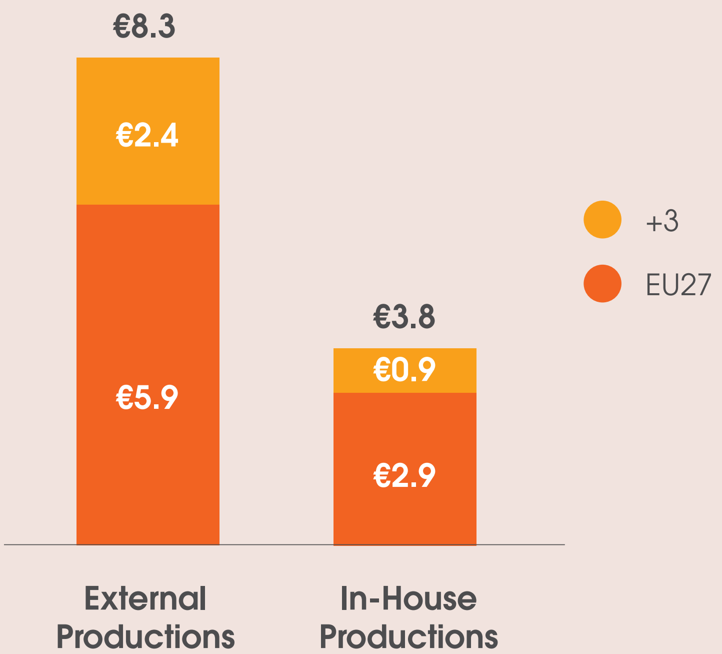
The program serves as a powerful engine for diversity and youth engagement, providing a high-visibility platform for young talent from all backgrounds to showcase their artistry to a mass audience.

In 2024, **€8.3 billion** of this commercial broadcaster investment flowed directly to the production sector

Commercial broadcasters direct a significant share of commissioning investment to external producers, providing a consistent pipeline of demand for production companies across Europe.

This investment supports a diverse pan-European production ecosystem by providing stable revenues that enable companies to scale, invest in skills and IP, innovate and compete internationally.

Estimated total commercial broadcaster investment in original European content by in-house and external producers, 2024 (€, billions)

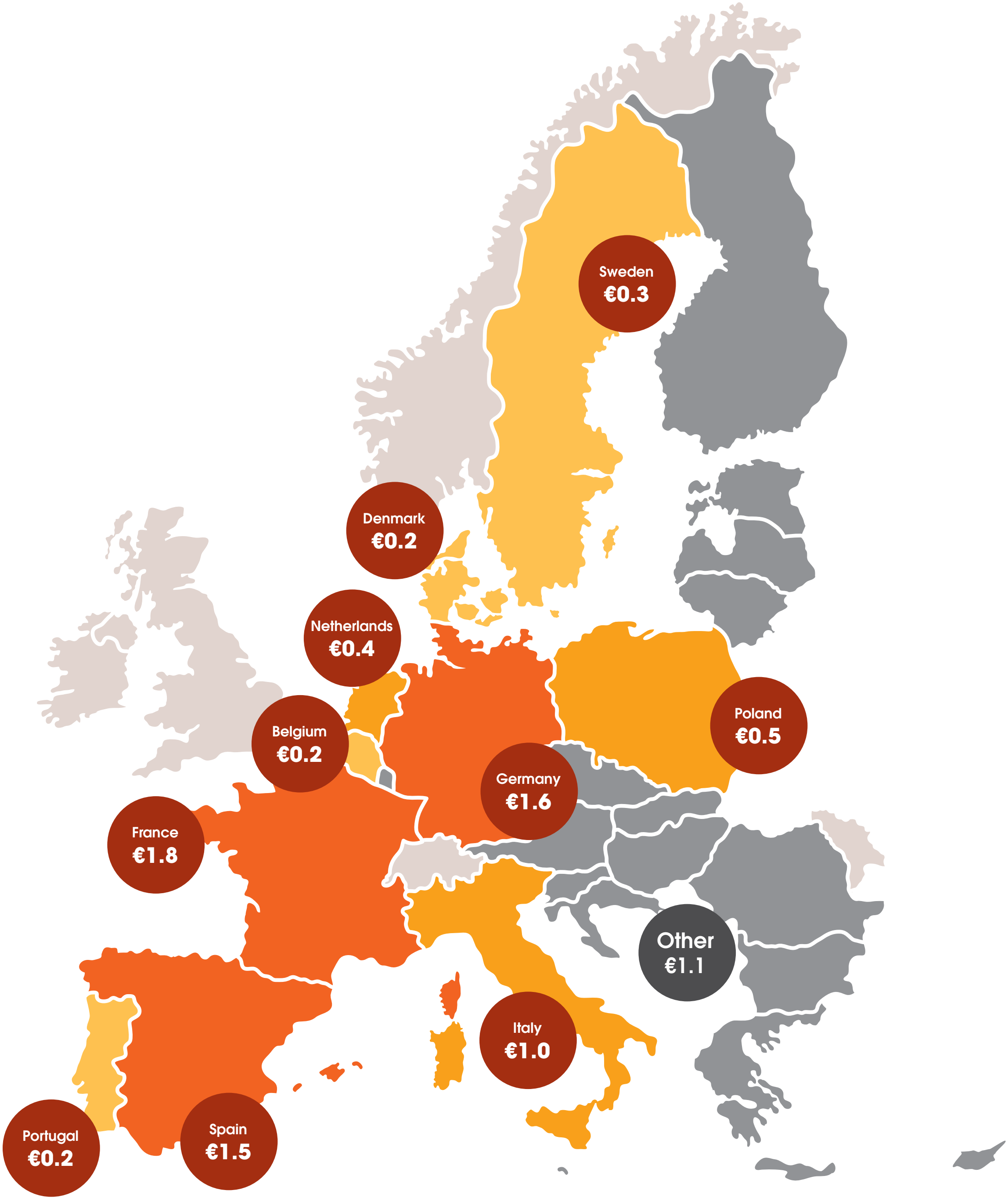


Source: Oliver & Ohlbaum analysis and estimates.

Buen Camino, co-produced by Medusa Film, a subsidiary of MFE-MEDIAFOREUROPE, and Indiana Production, shows how broadcaster-backed Italian films can reach international audiences, with global platform distribution planned across 226 countries and remake rights already secured in France, Germany, and Spain.

Commercial broadcasters' original content investment is spread across Europe's production ecosystem

Estimated total commercial broadcaster investment in producing and commissioning original European content by the top ten EU Member States, 2024 (€, billions)



Source: Oliver & Ohlbaum analysis and estimates.

Atresmedia: large-scale investment in original Spanish production

Atresmedia is a major investor in original Spanish programming across scripted and entertainment genres. This supports a continuous pipeline of local production, sustaining creative talent, production crews, technical suppliers and studio infrastructure in Spain. Two flagship examples are El Hormiguero and Sueños de Libertad.

El Hormiguero

Produced by 7 y Acción and broadcast on Antena 3 since 2011, is a daily access prime-time entertainment programme combining high-profile celebrity interviews with comedy, science segments and live experiments. It has consistently been one of the most-watched programmes on Spanish television and the leading show in its time slot. Across more than 20 seasons, it has produced over 3,000 episodes, with around 120–150 new episodes each year. Studio-based in Madrid, the programme supports a large multidisciplinary production team of more than 100 core professionals, rising to around 150–200 including indirect and supporting roles.

Sueños de Libertad

Produced by Diagonal, part of Banijay Iberia, is a daily drama series combining romance, family drama and historical storytelling. Since launching in 2024, it has become the leading series in its broadcast slot and a key pillar of Atresmedia's scripted strategy. More than 700 episodes are expected by the end of 2026, equivalent to around 250–300 hours of original programming each year. Filmed on permanent studio sets in Madrid and on location, the series supports 20–25 writers and 150–250 cast and crew, rising to around 300–400 when indirect and supporting roles are included.

Together, these programmes show how commercial broadcaster investment sustains both high-frequency entertainment and large-scale scripted production, supporting local talent, suppliers and production infrastructure over time.

"At Atresmedia, we are firmly committed to original content production as a key driver of growth for the audiovisual sector, creating jobs, supporting local talent, and contributing to economic development across the country."

Economic impact of commercial broadcaster investment in Spain

Commercial broadcasters in Spain invested an estimated **€2,575m** in content in 2024, comprising **€1,513m** in original European content, **€994m** in sport and **€68m** in news.

In total, this investment generated **€2,805m in GVA** and employed **50,013 people**:

- **€1,071m in direct GVA** and employing **19,441 people**
- **€1,123m in indirect GVA impact** and employing **19,765 people**
- **€611m in induced GVA** and employing **10,807 people**, reflecting wider consumption effects across the economy.

PRO TV News has been recognised as Romania's most trusted news source for the last ten years (Reuters Institute for the Study of Journalism, 2025)

2b. Commercial broadcasters' investment in trusted news

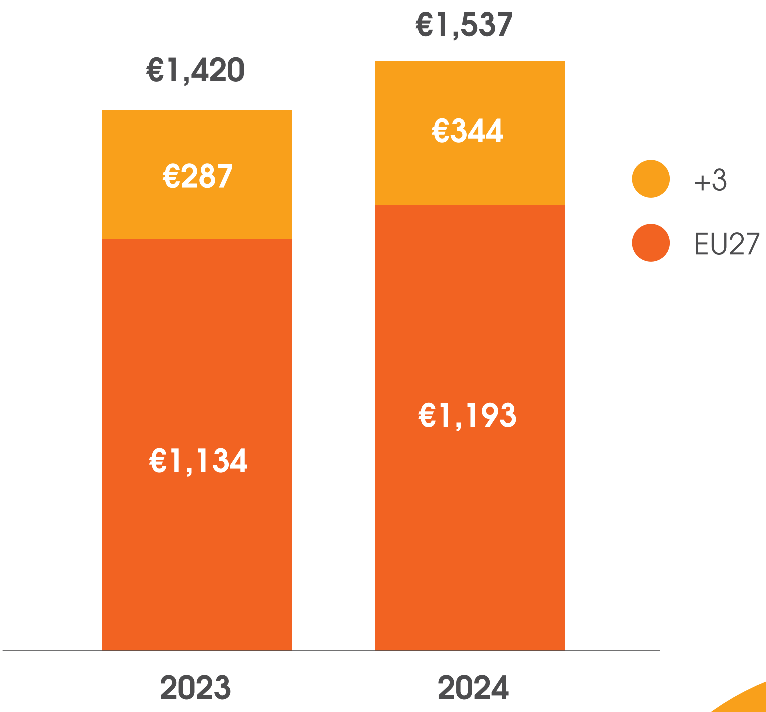
Investment in news

Commercial TV supports a plurality of trusted news across Europe

Commercial broadcasters invest significantly in news across Europe. Investment rose from €1.4 billion in 2023 to €1.5 billion in 2024. This funds newsroom operations, journalists and regional reporting.

Sustained commercial broadcaster investment supports information integrity – by delivering independent and trusted news at scale, it helps protect democratic debate, counter disinformation and enable informed public participation.

Estimated total commercial investment in news, 2023 and 2024 (€, millions)



Source: Oliver & Ohlbaum analysis and estimates.

"A thriving, independent and pluralistic media sector is essential for the resilience and survival of democracy."

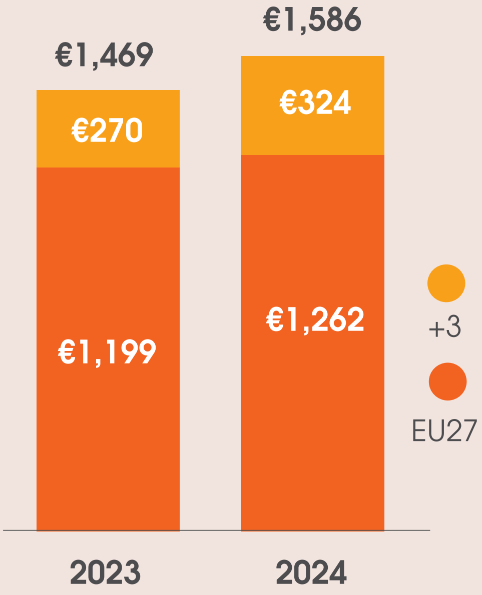
Kaja Kallas, on behalf of the European Union, World Press Freedom Day, 2 May 2025

"Trust in shared truths means we can work to tackle shared challenges, and work towards shared goals. And these shared truths are built on trusted sources of information."

Commissioner McGrath, 27 November 2025

In 2024, investment in news created **€1.59 billion** in GVA impact and employed **26,500** people

Estimated total economic impact of commercial broadcaster investment in news programming in 2023 and 2024 (€, millions)

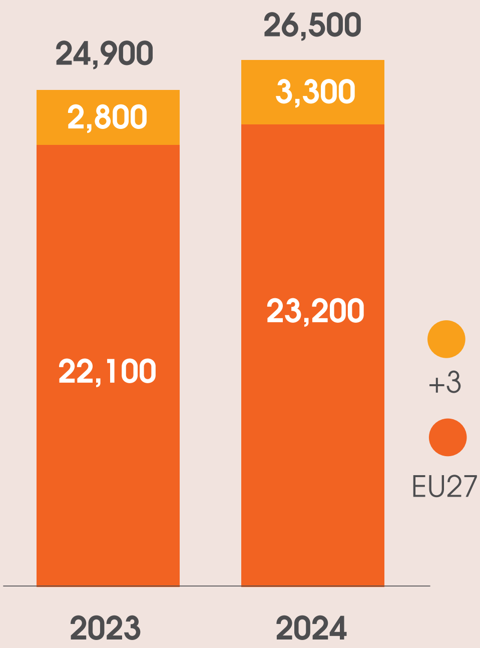


Across the EU27+3, commercial broadcaster investment in news programming generated an estimated total economic impact of €1,469m in 2023, comprising €546m direct impact, €621m indirect impact and €302m induced impact.

In 2024, this increased to €1,586m, comprising €590m direct impact, €670m indirect impact and €326m induced impact.

Source: Oliver & Ohlbaum analysis and estimates.

Estimated total employment impact of commercial broadcaster investment in news programming in 2023 and 2024 (people employed, thousands)



Across the EU27+3, commercial broadcasters' investment in news programming supported an estimated 24,900 jobs in 2023, comprising 7,800 direct jobs, 11,300 indirect jobs and 5,800 induced jobs.

In 2024, this increased to 26,500 jobs, comprising 8,300 direct jobs, 12,000 indirect jobs and 6,200 induced jobs.

Source: Oliver & Ohlbaum analysis and estimates.

TF1: supporting trusted journalism and news plurality in France

TF1 is one of France's leading commercial broadcasters, with a news offering including flagship national bulletins on TF1, continuous live news coverage on LCI and digital news through TF1 Info and TF1+.

To support these services, TF1 invests an estimated €150 million each year in news programming, providing international, national and local coverage at scale. In 2024, this investment supported around 730 journalists and production staff, delivered 15,700 hours of news output, and reached 16 million daily viewers.TF1's investment illustrates the role of commercial broadcasters in sustaining trusted journalism, editorial capacity and news media plurality.

Mediaset: supporting European news and current affairs in Italy

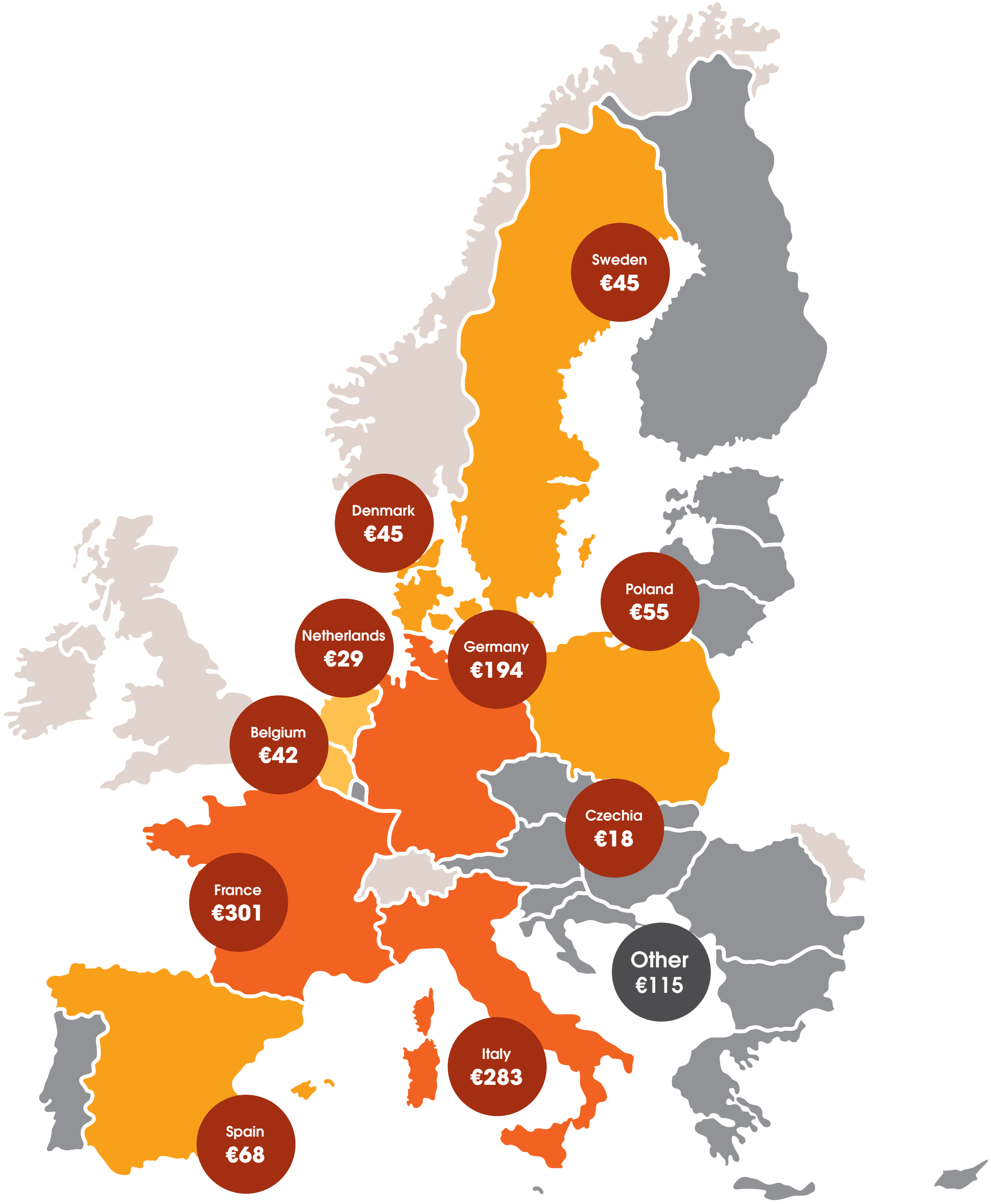
Mediaset, which carries out MFE's operations in Italy, invests in news and current affairs formats that help Italian audiences engage with European issues, institutions and policy debates, linking them to viewers' daily lives.

Mag NEXT – Generazione Europa is an in-depth current affairs magazine show from Studio Aperto, the news programme on Italia 1. Topics include sustainable cities, slow tourism, professional challenges for young people in the age of AI, international trade agreements, and the European institutions seen through the streets and daily life of Strasbourg. Its first eight episodes reached a cumulative audience of **3.4m viewers**.

Together is the European news and current affairs brand of TgCom24, Mediaset's news channel and website. Broadcast monthly, the programme provides a platform for dialogue on European issues, bringing together representatives of the European institutions, Members of the European Parliament and expert guests from academia, research and public affairs. Its first ten episodes reached **1.3m TV viewers** and generated **643,500 video views** on TgCom24's website player.

Commercial broadcasters support a plural and trusted news ecosystem across Europe

Estimated total commercial broadcaster investment in news by the top ten EU Member States, 2024 (€, millions)



Source: Oliver & Ohlbaum analysis and estimates.

PRO TV's investment in news supports trusted journalism across Romania

PRO TV is Romania's leading commercial broadcaster, with near-universal national coverage and the largest linear TV audience share.

According to the Reuters Institute, PRO TV News has been Romania's most trusted news source for the last ten years.2 It aims to prioritise unbiased, apolitical coverage to support trust in a fragmented media environment.

PRO TV delivers an average of 8.9 hours of news and current affairs daily, employing 130 permanent journalists in its News Department, alongside 24 journalists in Sport and 27 web journalists to support its digital news operations. Teams are based in Bucharest and across the country.

In the first three months of 2026, 11.6 million viewers watched at least one minute of PRO TV News, with average daily viewing of 31 minutes.1 Online, PRO TV's website stirileprotv.ro generated more than 2 billion social video views in 2025, making it Romania's market leader.

PRO TV News is also a pioneer in Romania in the use of AI tools for explanatory journalism, including graphics, reconstructed scenes and explanatory animations. This supports newsroom productivity under strict editorial rules to preserve journalistic accuracy and accountability.

"PRO TV has been able to deliver credible and relevant news without political influence because we have succeeded in completely separating our news team from any commercial interests."

PRO TV's news operation extends to Moldova through PRO TV Chişinău, which provides 8 hours of local Romanian-language output daily, including four local news bulletins. Its newsroom employs 23 people.

[1] *Fifty5Blue (Kantar Media) Romania (Jan – Mar, 2026).*

[2] *University of Oxford, Reuters Institute for the Study of Journalism, Trust in News Project.*

Roxana Hulpe and Cosmin Stan, hosts of PRO TV's morning news programme.

Economic impact of commercial broadcaster investment in Romania

Commercial broadcasters in Romania invested an estimated **€195m** in content in 2024, comprising **€109m** in original European productions, **€73m** in sport and **€13m** in news.

In total, this investment generated **€177m in GVA** and employed **5,679 people**:

- **€108m in direct GVA** and employing **3,095 people**
- **€58m in indirect GVA** impact and employing **1,688 people**
- **€10m in induced GVA** and employing **896 people**, reflecting wider consumption effects across the economy.


UEFA
CHAMPIONS
LEAGUE

Nova Sport’s live studio coverage is produced by TV Nova, part of CME Group, and brings together presenters and expert guests for analysis, discussion and commentary around major sporting events.

2c. Commercial broadcasters’ investment in sports rights

Investment in sport

Commercial broadcasters invested **€11.0 billion** in sports rights in 2024, bringing audiences together and supporting the European sport model

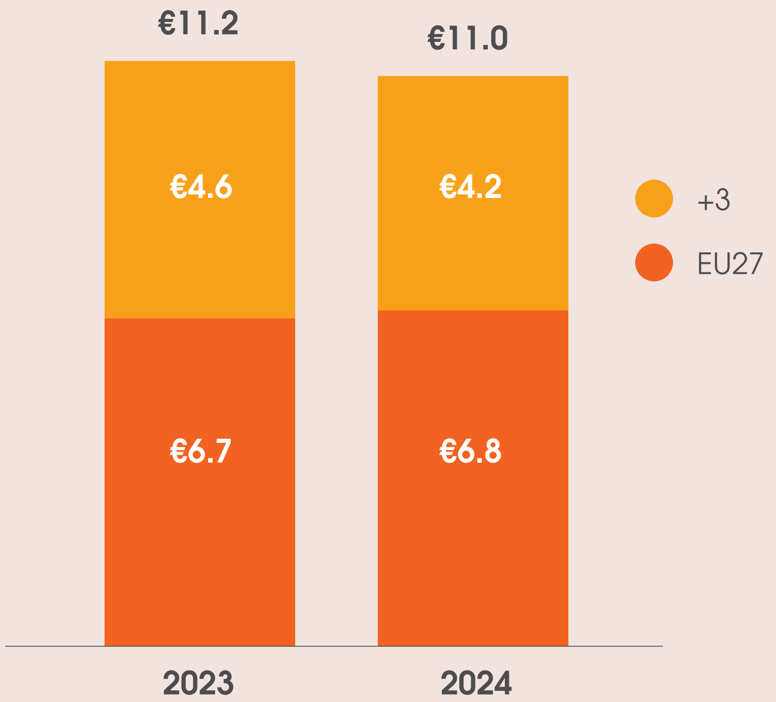
Commercial broadcasters invested €11.0 billion in sports rights in 2024. These rights are typically acquired through competitive tenders involving commercial and public broadcasters, SVOD services and global platforms.

This investment helps sport to reach audiences at scale, bringing society together and providing vital funding for European clubs, leagues and competitions.

Revenues from commercial broadcaster investment in sports rights also flow through the wider sports ecosystem, supporting grassroots sport, community participation and talent development.[1]

[1] Per the European sports model, under which revenues from elite sport support grassroots participation and development.

Estimated total commercial investment in sports rights, 2023 and 2024 (€, billions)



*Source: Eurostat, ONS, Oliver & Ohlbaum analysis and estimates. *All broadcast rights and includes payments to non-European leagues. Figures may not sum to totals due to rounding.*

CANAL+ Polska: supporting the visibility and growth of domestic Polish sport

CANAL+ Polska is a major platform for Polish sport, combining exclusive live coverage with long-term investment in leading national competitions. Its local rights portfolio includes:

- coverage of 306 Ekstraklasa matches per season, Poland's top-tier men's football competition
- 140 races per year from Speedway Ekstraliga and Speedway 2nd Ekstraliga, Poland's top two speedway leagues
- 16 events per year from KSW and FEN, two leading Polish mixed martial arts competitions

It also brings major international competitions to Polish audiences, including the WTA Tour with coverage of women's tennis champion Iga Świątek from Poland.

Beyond rights acquisition, CANAL+ Polska partners with clubs and federations on joint marketing and audience-development activity, helping attract new fans to venues and broadcasts.

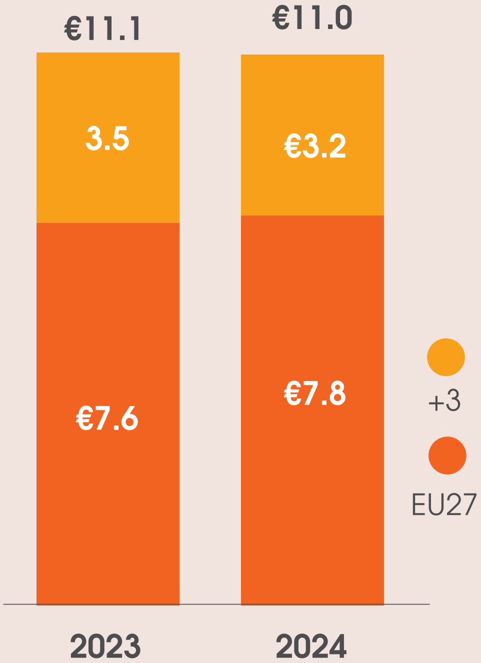
For more than 31 years, it has also added value through high-quality editorial programming, including sports magazine shows and documentaries dedicated to Polish leagues, clubs and athletes, further helping to promote Polish sport and grow audience interest.

"Sport has always been at the heart of CANAL+ Polska identity. Through long-term partnerships and editorial storytelling, we bring fans closer to the games, clubs and athletes they care about – on TV, mobile, in stadiums and across generations. For years, we have set the standard for premium sports coverage in Poland, combining the best of local and international sport across categories."

Edyta Sadowska,
CEO of CANAL+ Polska

Sports rights investment in 2024 delivered **€11 billion in GVA** impact and employed **185,000 people**

Estimated total economic impact of commercial broadcaster investment in sports rights in 2023 and 2024 (€, billions)

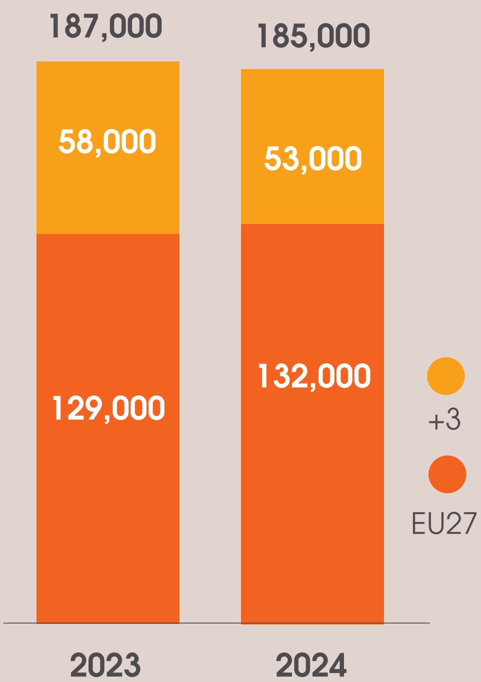


Across the EU27+3, commercial broadcasters' investment in sports rights generated an estimated total economic impact of €11.1bn in 2023, comprising €4.8bn direct impact, €4.3bn indirect impact and €2.0bn induced impact.

In 2024, this remained broadly stable at €11.0bn, comprising €4.7bn direct impact, €4.2bn indirect impact and €2.1bn induced impact.

Source: ONS, Eurostat, Oliver & Ohlbaum analysis and estimates.

Estimated total employment impact of commercial broadcaster investment in sports rights in 2023 and 2024 (people employed, thousands)



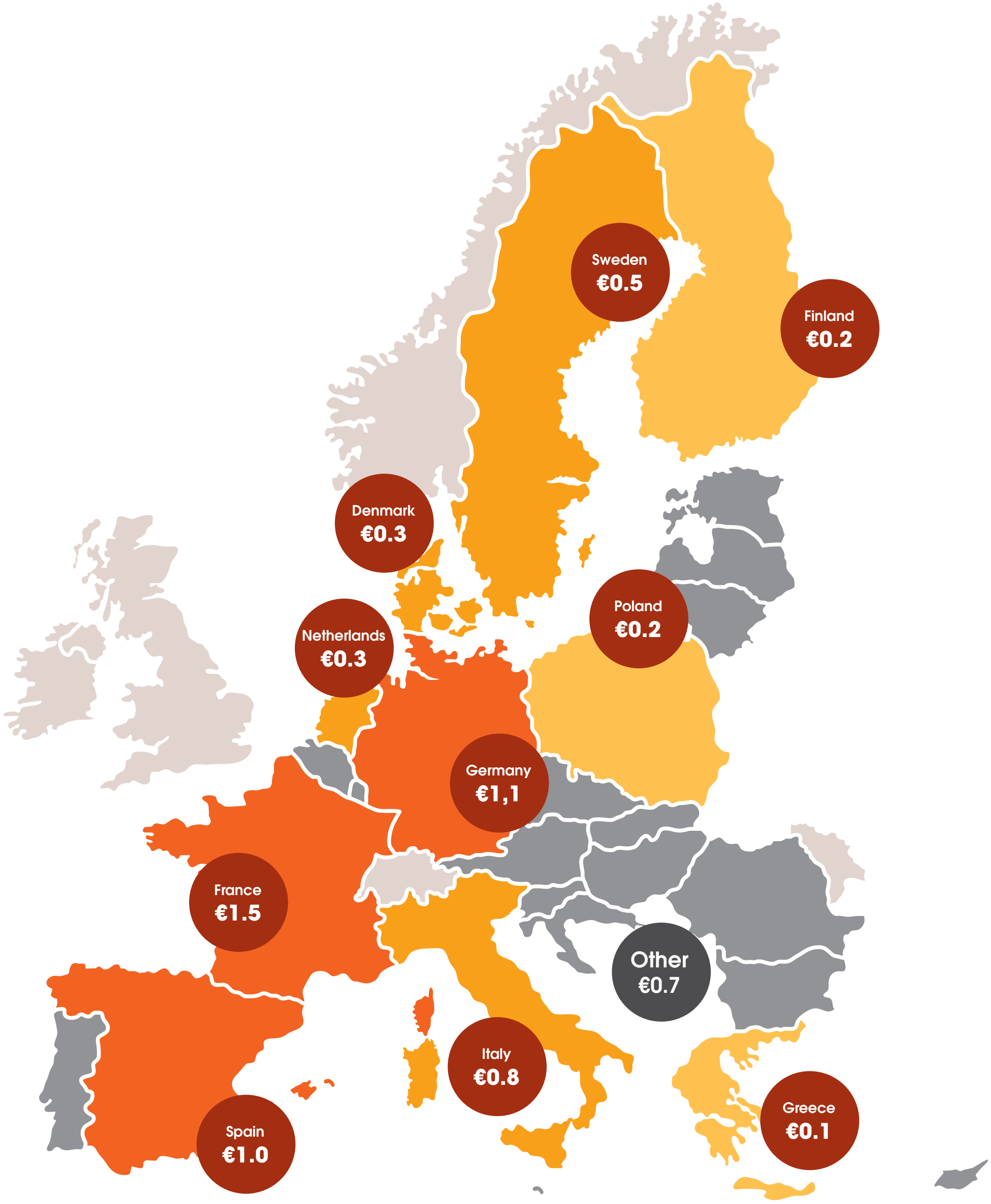
Across the EU27+3, commercial broadcasters' investment in sports rights supported an estimated 187,000 jobs in 2023, comprising 104,000 direct jobs, 54,000 indirect jobs and 29,000 induced jobs.

In 2024, this remained broadly stable at 185,000 jobs, comprising 103,000 direct jobs, 53,000 indirect jobs and 29,000 induced jobs.

Source: ONS, Eurostat, Oliver & Ohlbaum analysis and estimates.

Commercial broadcasters' sport investment benefits audiences across Europe

Estimated total commercial broadcaster investment in sports rights by the top ten EU Member States, 2024 (€, billions)



Source: Oliver & Ohlbaum analysis and estimates.

TV3's sport investment supports local sports across the Baltics

TV3 Group is a major investor in sports content across Latvia, Lithuania and Estonia, combining local production, long-term sponsorship and premium sports rights.

Each year, TV3 Group provides around 383 hours of locally produced sports programming, covering c.70 events over 120 production days. This supports local production companies, crew and on-screen talent across the region.

TV3 Group also makes long-term commitments to domestic sport, including Paralympics coverage in Latvia and Lithuania and five years as the main sponsor of Lithuania's most successful basketball team, Žalgiris Kaunas.

TV3 Group also holds rights to major international competitions including UEFA and FIBA, offering coverage in five languages across the Baltics.

These investments help strengthen local sports ecosystems, regional production capability and access to high-quality, locally relevant sports programming.

Beyond sports rights, TV3's streaming services have commissioned original productions across all three Baltic countries, creating further opportunities for local production talent, including during challenging periods such as the pandemic and the regional impact of the war in Ukraine.

"TV3 is committed to maintaining, and where possible increasing, its investment in local production and sports rights, recognising this as a core part of its mission and an important driver of long-term sector growth."

Economic impact of commercial broadcaster investment in the Baltics

Commercial broadcasters in the Baltics invested an estimated **€74.2m** in content in 2024, comprising **€42.8m** in original commissioning, **€26.6m** in sport and **€4.7m** in news.

In total, this investment generated **€60m in GVA** and employed **1,826 people**:

- **€34 m in direct GVA** impact and employing **1,175 people**
- **€20 m in indirect GVA** impact and employing **507 people**
- **€5 m in induced GVA** impact and employing **144 people**, reflecting wider consumption effects across the economy

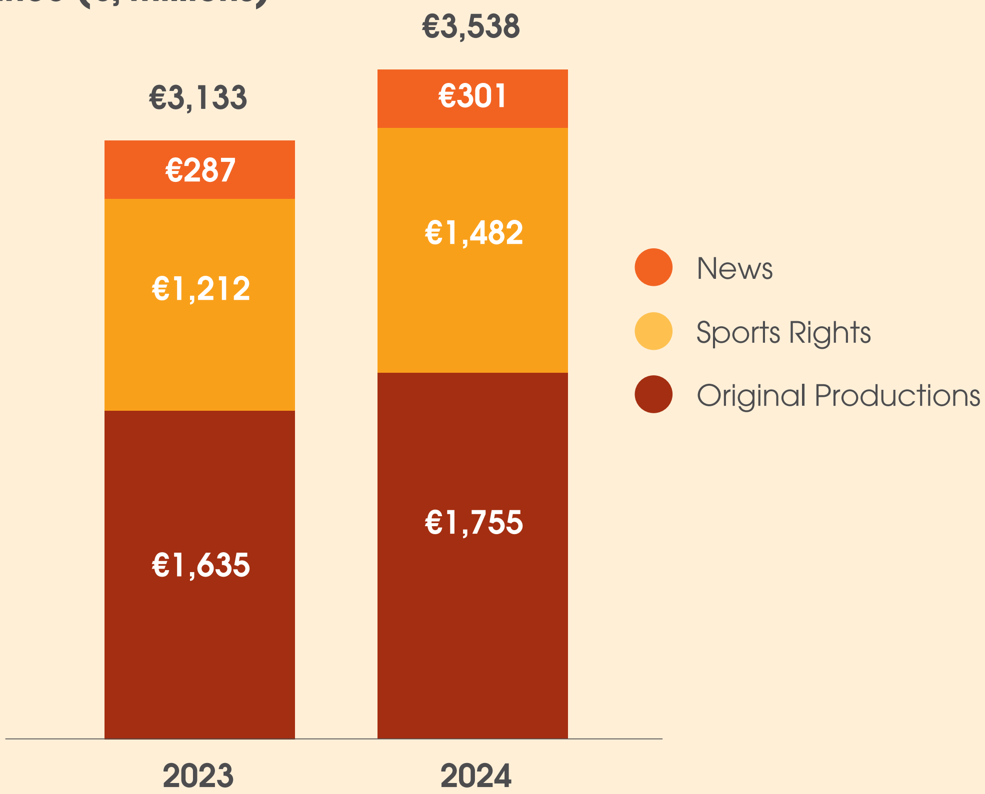
Canal+ supports coverage of 306 Ekstraklasa matches each season, bringing audiences Poland's top-tier men's football competition. Pictured: Luis Palma playing for Lech Poznań.

3 Country focus: top-10 EU Member States by total spend on European original productions, news and sports rights

France

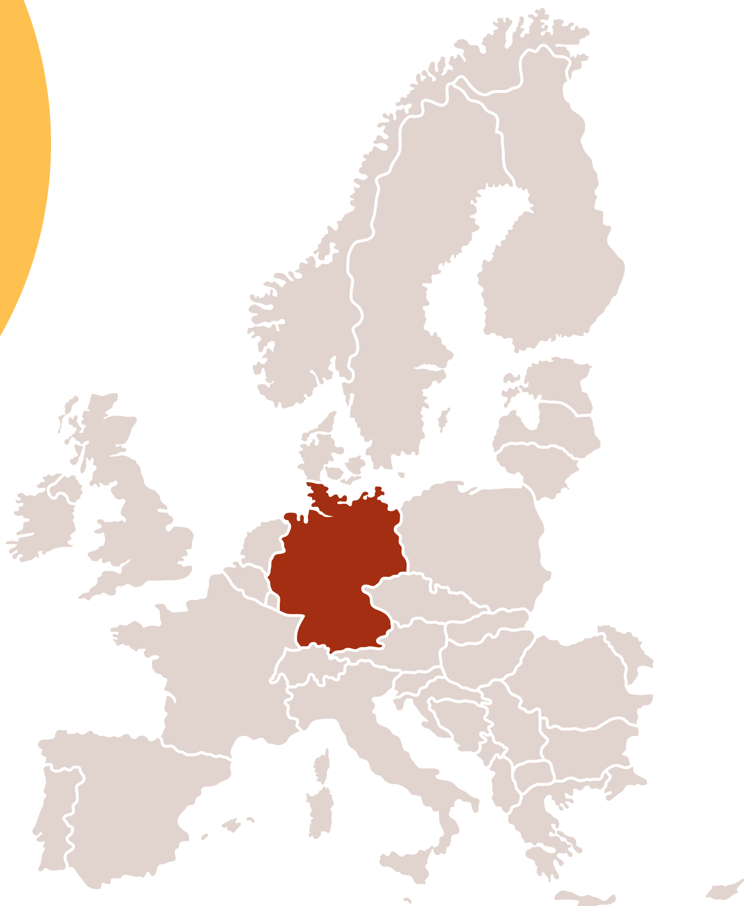
Estimated total commercial broadcaster investment in original productions, news and sport

Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, France (€, millions)

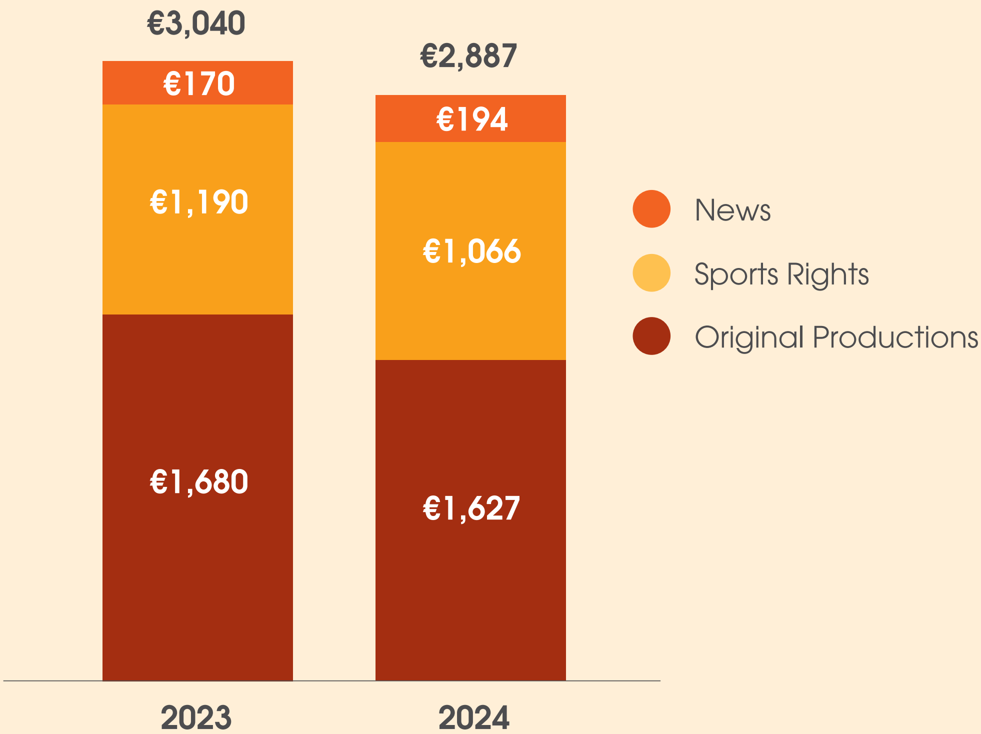


Germany

Estimated total commercial broadcaster investment in original productions, news and sport



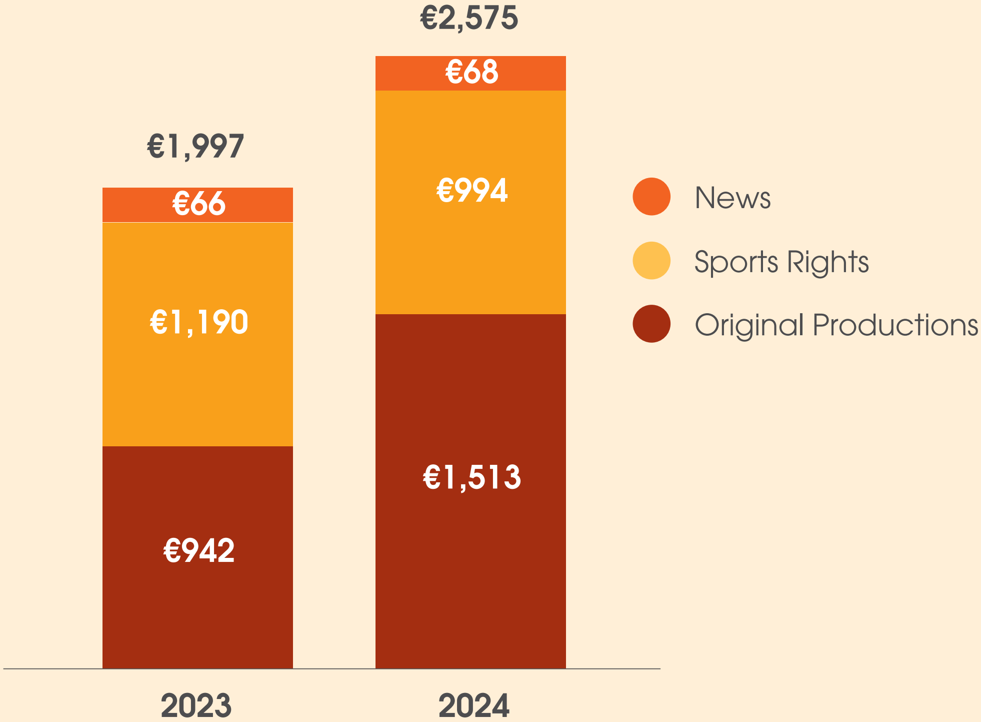
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Germany (€, millions)



Spain

Estimated total commercial broadcaster investment in original productions, news and sport

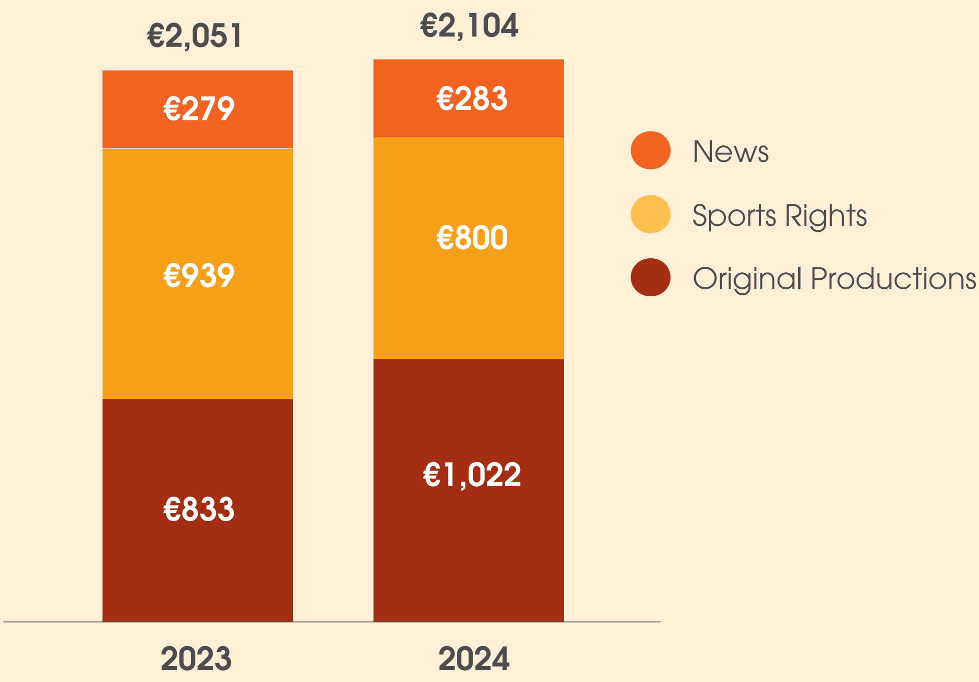
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Spain (€, millions)



Italy

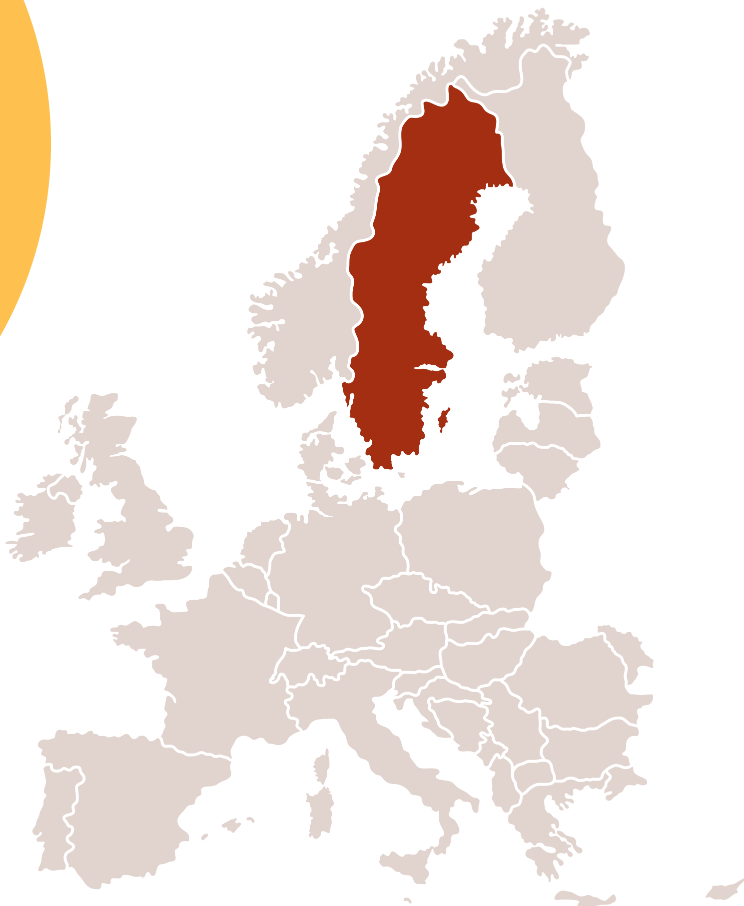
Estimated total commercial broadcaster investment in original productions, news and sport

Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Italy (€, millions)

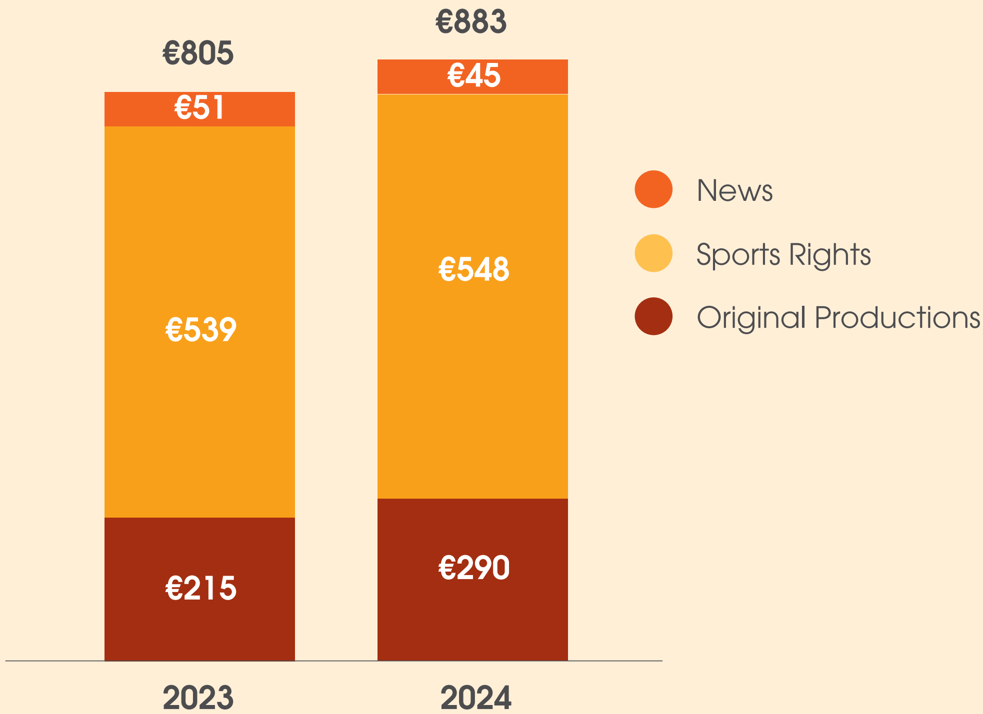


Sweden

Estimated total commercial broadcaster investment in original productions, news and sport



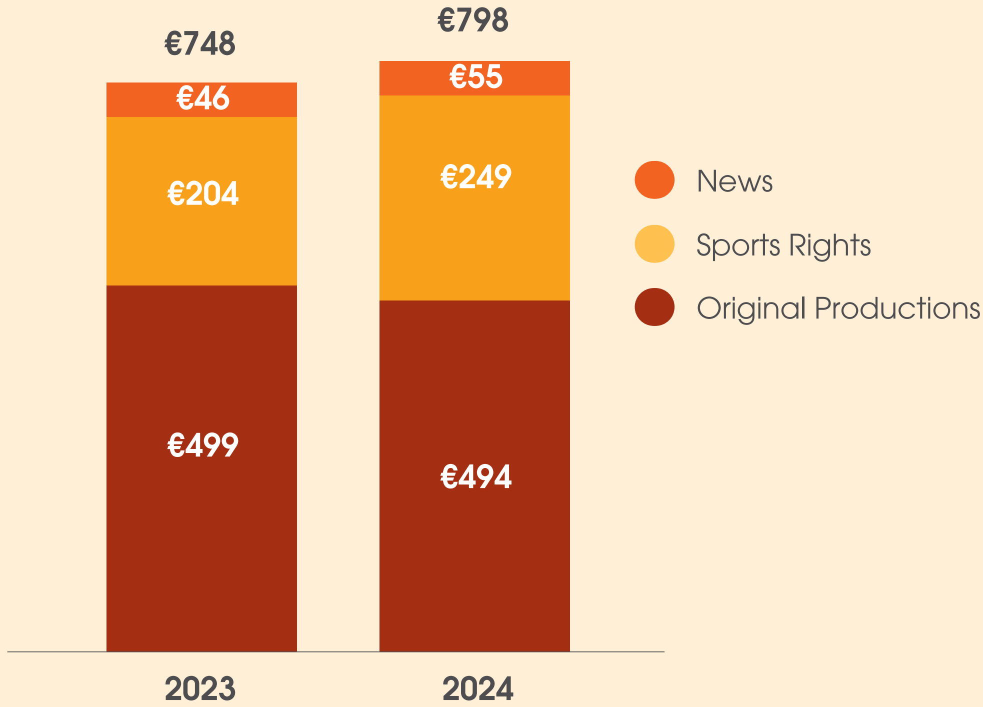
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Sweden (€, millions)



Poland

Estimated total commercial broadcaster investment in original productions, news and sport

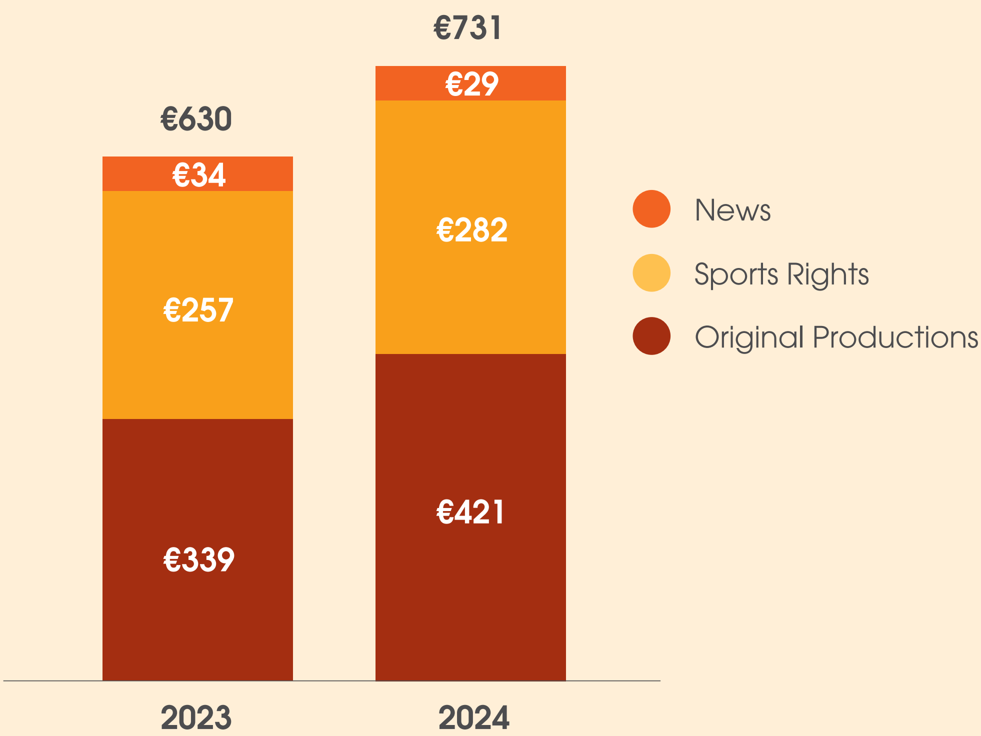
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Poland (€, millions)



Netherlands

Estimated total commercial broadcaster investment in original productions, news and sport

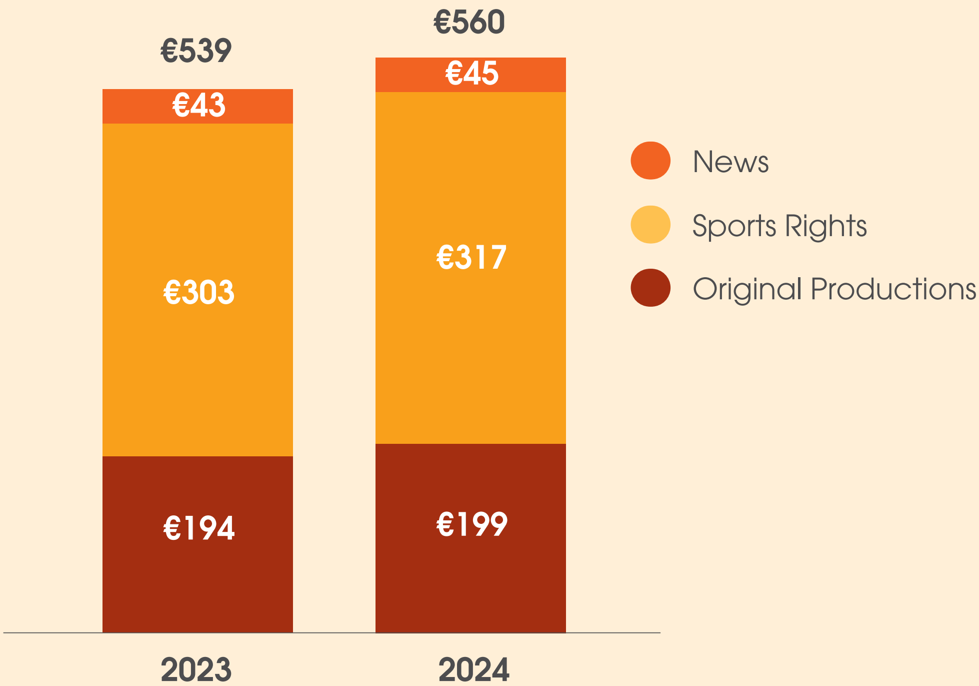
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Netherlands (€, millions)



Denmark

Estimated total commercial broadcaster investment in original productions, news and sport

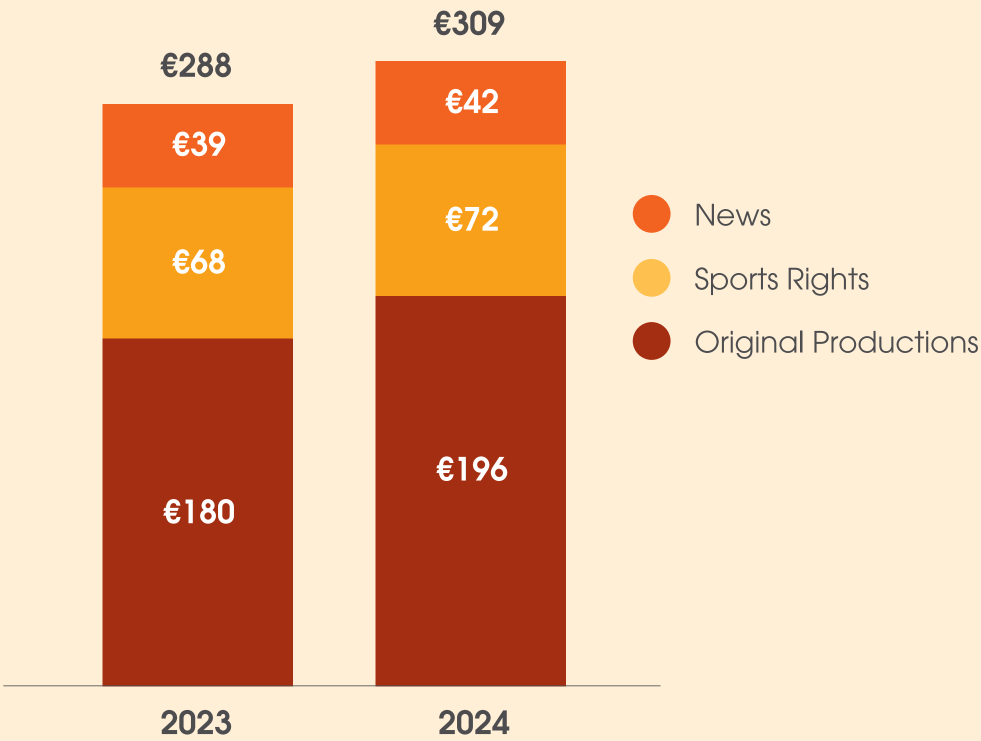
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Denmark (€, millions)



Belgium

Estimated total commercial broadcaster investment in original productions, news and sport

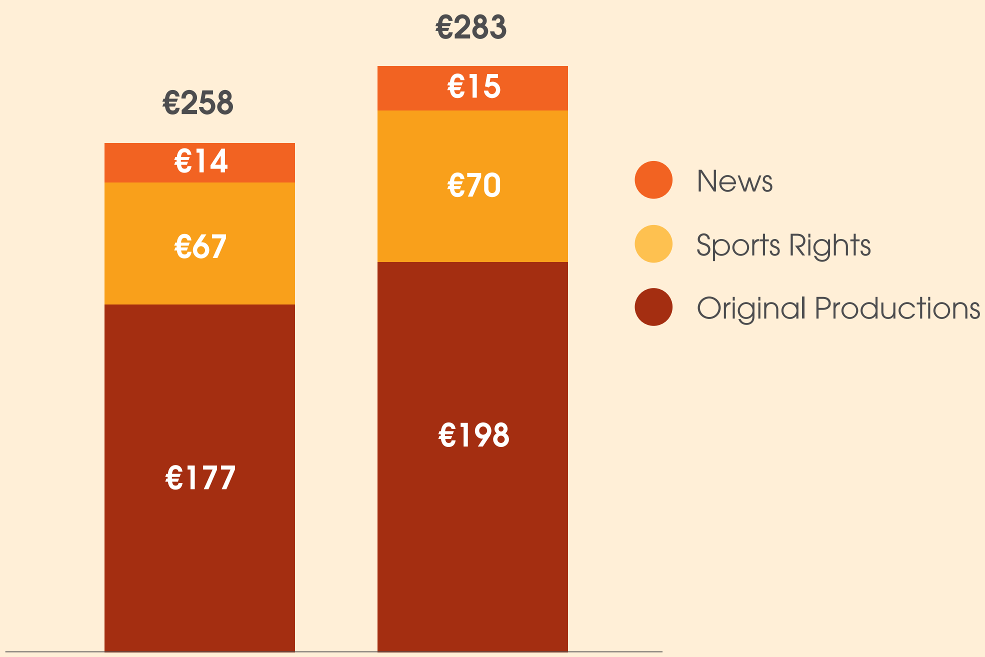
Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Belgium (€, millions)



Portugal

Estimated total commercial broadcaster investment in original productions, news and sport

Estimated total commercial broadcaster investment in original productions, news and sports rights, 2023 and 2024, Portugal (€, millions)



4 Appendix: Sources, methodology and data tables

Key Definitions

For this study, commercial broadcasters are defined as privately owned, commercially funded broadcasters operating linear TV and video on-demand (VOD) services in Europe. This includes broadcaster-owned subscription VOD (SVOD) services such as Canal+, Videoland, Now, Disney+ and Paramount+. It excludes standalone SVOD services such as Netflix and Amazon Prime Video.

O&O assessed commercial broadcaster investment in European content and the wider audiovisual ecosystem, including in original productions, news and sport, and estimated its economic impact.

The analysis covered the 27 EU Member States, Norway, Switzerland and the UK (+3). Unless stated otherwise, figures refer to all 30 countries.

The estimates draw on data from the European Audiovisual Observatory, Eurostat and national statistics bodies, broadcaster annual reports and other industry sources. Economic impact was assessed in terms of Gross Value Added (GVA) and employment using a standard input-output modelling approach consistent with Eurostat guidance.[1]

[1] *Eurostat, Manual of Supply, Use and Input-Output Tables (2008).*

Economic Impact Explained

In this report, we use direct, indirect and induced effects to explain the economic impact of commercial broadcaster investment:

Direct effects are the immediate economic activity generated by broadcaster investment itself, including commissioning, in-house production, news gathering, sports broadcasting, scheduling, transmission and platform operations, and jobs such as journalists, producers, editors and camera crews.

Indirect effects are the supply-chain effects created when those directly funded activities buy goods and services from other sectors. For example, equipment hire, transport, catering, security and marketing.

Induced effects arise when people employed through direct and indirect activities spend their wages in the wider economy, for example on housing, food, transport and leisure.

Explanation of sources and methodology

Sources

Investment estimates are built from public and industry sources, including:

- Company annual reports and financial statements, the European Audiovisual Observatory (EAO) Yearbook and related EAO datasets
- National regulator data and official statistics, supporting industry datasets and benchmarks, where available

We used data from 2023 and 2024 as these were the two latest years where sufficiently complete and comparable data were available.

Approach to estimating broadcaster investment

The analysis uses a hybrid methodology, reflecting differences in data availability across territories.

For territories where broadcaster-level information is more robust, we applied a bottom-up approach:

- Aggregating reported or estimated spend for the main commercial broadcasters in each territory
- Filling gaps using country-level reporting and benchmark content-to-revenue ratios
- Validating outputs against known market benchmarks, prior O&O analysis and EAO datasets

For territories where public reporting is more limited, we applied a top-down approach. Starting with market-level TV revenue totals, we applied benchmark ratios for the share of revenues invested in content and then adjusted those benchmarks where needed to reflect differences in broadcaster mix, production ecosystem and regulatory obligations.

As part of our peer review process, we discussed our estimates for commercial broadcasters'investment in original commissioning and production, news and sports rights with Gilles Fontaine, Head of Department for Market Information at the European Audiovisual Observatory,which helped us to validate our methodology and final estimates.

Time period and output framing

The core estimates are produced for 2023 and 2024, which are treated as the firm years in the analysis. Where reported, historic trends have been extrapolated back to 2015 on a consistent basis, using the trend in total broadcaster content spending from the EAO to provide a comparable time series.

Economic impact modelling

The report quantifies direct, indirect and induced impacts in terms of both gross value added (GVA) and people employed. Direct impacts measure the economic activity generated within the relevant production or sports sector. Indirect impacts capture supply-chain effects as those sectors purchase goods and services from other industries. Induced impacts capture wider economic effects generated when employees spend their income across the economy.

SIC codes

Different types of content spend are modelled using data from the most relevant economic sector reported in European/national input-output tables:

- **Original productions: SIC 59-60**, which includes activities related to TV and film production activities, including development, production and post-production
- **News:** also modelled using **SIC 59-60**, as this is considered the closest economic representation of news production activity
- **Sports rights:** modelled using **SIC 93**, representing sports clubs, leagues and related sporting activity, reflecting where the main economic effects of rights payments are realised

Multipliers

To estimate the economic impact of commercial broadcaster investment in terms of GVA and people employed, we applied a standard input-output modelling approach consistent with Eurostat's methodological guidance.[1] Direct GVA was estimated by applying GVA-to-output ratios to broadcaster spend. Direct employment is estimated by applying people employed-to-output ratios. Indirect and induced impacts are estimated using economic multipliers derived from input-output tables sourced from Eurostat and, for selected case studies, from national statistical agencies. These multipliers were cross-checked against available third-party economic studies on media and sports investment where relevant.

Level of reporting

The primary economic impact results are reported at the **European level**, separately for **EU-27** and **EU27+3**. Impacts are assessed within each territory and do not include cross-border supply-chain effects. Unless stated otherwise, figures cover all 30 countries in the study.

[1] *Eurostat, Manual of Supply, Use and Input-Output Tables (2008).*

O&O

About the Authors

O&O is an independent advisory firm specialising in media, entertainment and sport across three practice areas: Policy & Regulation, Strategy & Commercial, and Investment.

With over 25 years' experience, we have advised more than 200 public and private sector clients on the most significant developments in European TV, film, radio, music, publishing, digital, and sport. We regularly conduct complex multi-territory analysis across the EU and the wider European neighbourhood.

www.oando.co.uk

ACT Voice of European Media

About ACT

The Association of Commercial Television and Video on Demand Services in Europe (ACT) is the voice of commercial television and video on-demand services in Brussels. It directly represents 26 commercial broadcasters and their video-on-demand services operating across the European Union and beyond.

Members finance, produce, promote, and distribute content and services that reach millions of Europeans across all platforms. They provide European citizens with high-quality, trusted news and information that supports democratic engagement, and they curate a rich audiovisual experience reflecting Europe's cultural and linguistic diversity.

www.acte.be

Oliver & Ohlbaum