Video-On-Demand: Europe's Main Markets in the Aftermath of Netflix World Conquest

Description: This study aims to identify and describe the key characteristics and challenges of the developing market of pay video-on-demand services by focusing on the United States market and major European markets (Germany, Spain, France, Italy, United Kingdom).

The study comprises three parts:
- offering and pricing models of pay video-on-demand services and the means of interaction between the service providers and content rights holders;
- marketing and competitive positionings adopted by pay video-on-demand service providers in the markets studied;
- growth factors and profitability conditions for transactional video-on-demand and subscription video-on-demand services, focusing on real-world examples of international players and their local competitors.

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