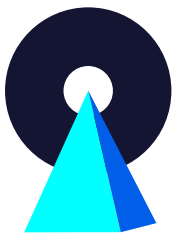


# L'essentiel



43% of films released in theaters in France between 1950 and 2021 were legally available on video on demand in 2022: a significant legal offer for recent films, but there is more to be done for pre-1990 films

According to Arcom's *Baromètre de la consommation 2022*, **41% of Internet users who engage in illicit online cultural practices cite "the lack of legal offer" as a barrier to legal consumption**, the second most frequently cited argument after price. In particular, **18% believe that it is difficult to find the film they are looking for and 16% believe that the legal offer is too limited.**

The aim of this study is to compare this perception with the reality of the catalogue on offer from video-on-demand

(VOD) and subscription video-on-demand (SVOD) services among the 33,751 films released in theaters in France between 1950 and 2021.

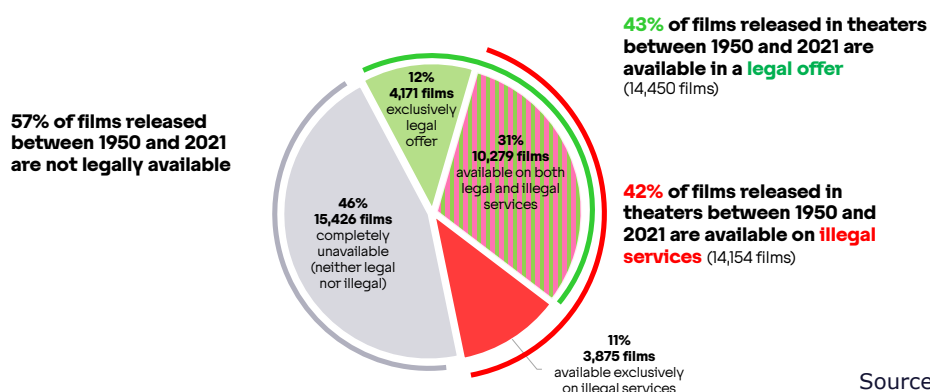
It is part of Arcom's mission to encourage the development of legal offers on the Internet and to monitor the legal and illegal use of copyrighted works.

## Nearly half of all films are available on video on demand

**Almost half (43%) of all films released in theaters between 1950 and 2021 are available on video on demand, i.e. almost 14,500 films.** A comparable proportion (46%) is unavailable on both legal and illegal

video-on-demand services. A marginal proportion (11%) of films is only available on illegal services.

**Figure 1: Availability of theatrically released films in France on video on demand** – Based on: 33,751 films released between 1950 and 2021

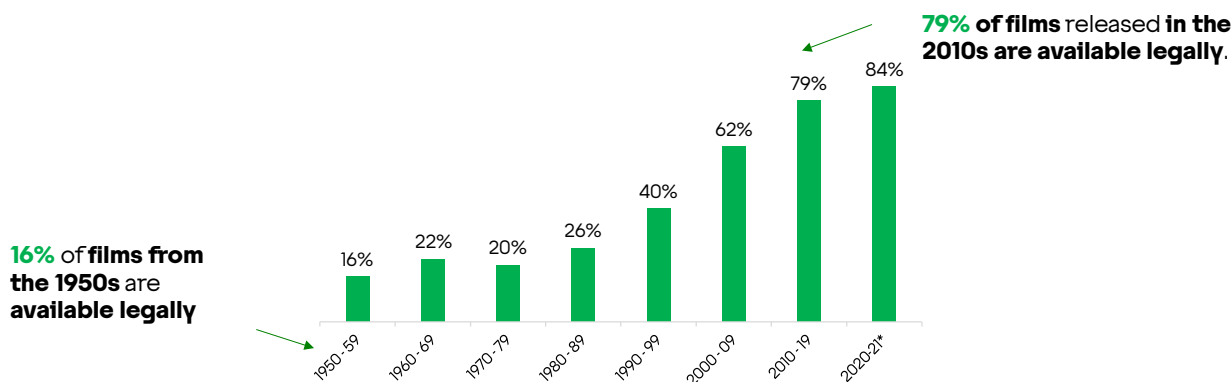


Source: Arcom.

However, this general observation masks different situations depending on the age of the films. **Less than a quarter of films released in theaters more than thirty years ago (1950-1989) are legally available on video on demand.** In contrast, **the vast majority of**

**recent films are available in legal offers:** 79% of films released in theaters in the 2010s and 84% of films released in theaters in 2020 and 2021.

**Figure 2: Percentage of films available on legal video-on-demand services by age** - Based on: 33,751 films released between 1950 and 2021



Source: Arcom.

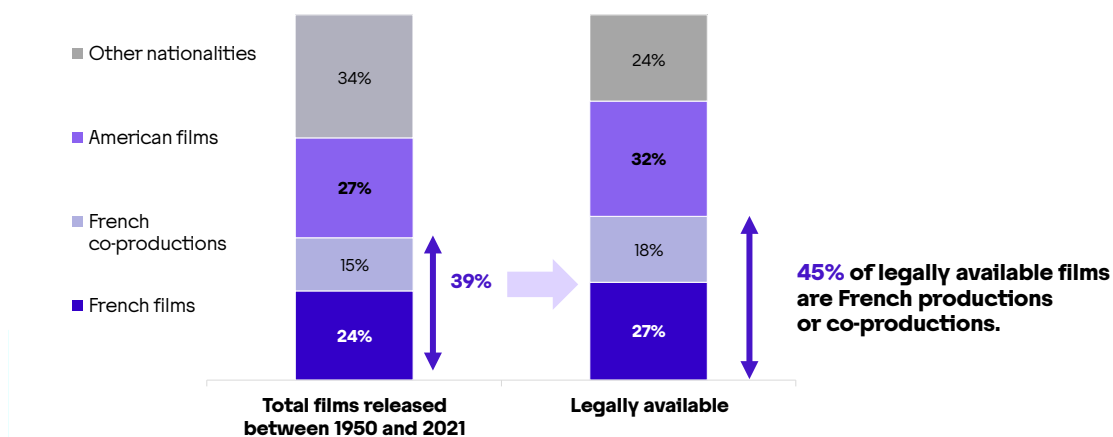
## French films account for almost half of all films available on video on demand

The nationality of films in the catalogues of legal video-on-demand services is less diverse than for all films released in theaters.

**French productions and co-productions benefit from it:** 45% of legally available films released between 1950 and 2021 are French productions or co-productions.

This is 6 points higher than the share of French films among all films released in theaters over this period. American cinema also benefits from it, but to a lesser extent (32% and 27% respectively).

**Figure 3: Breakdown by nationality of films released in theaters in France and films available in the catalogues of legal video-on-demand services** - Based on: 33,751 films released between 1950 and 2021 / 14,450 films legally available



Source: CNC / Arcom.

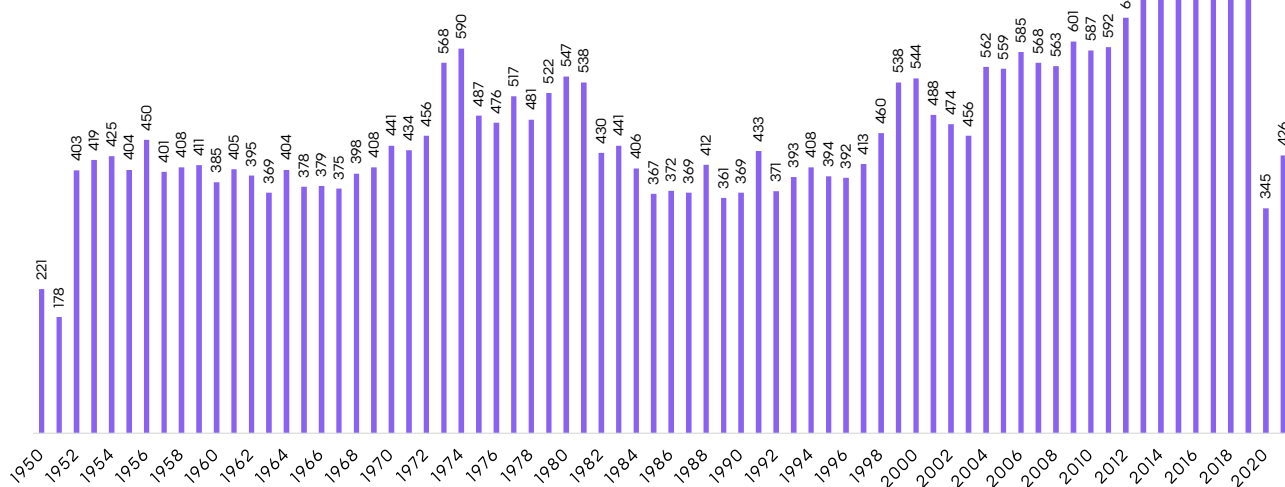
## Focus: films released in France between 1950 and 2021

Between 1950 and 2021, a total of 33,751 films were released in France, excluding pornographic films and films rated under 18. Erotic films were however kept in the corpus studied.

After an initial period from 1950 to 1969 of relative stability in the number of films released (around 3,700 in the 1950s, then around 3,900 in the 1960s), the 1970s saw the first increase, with almost 5,000 films released (4,972 between 1970 and 1979).

**After a downturn in the 1980s and 1990s, accompanied by a fall in movie theater attendance, the number of films released in theaters picked up sharply at the turn of the century: 5,400 films between 2000 and 2009, 6,578 between 2010 and 2019.**

**Figure 4: Number of films released in France, by year** - Based on: 33,751 films released in theaters between 1950 and 2021



Source: CNC - reprocessed by Arcom.

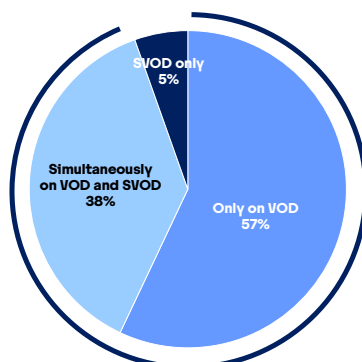
## Pay-per-view video on demand, the main source of film supply

Of all the films legally available on video on demand (i.e. 14,450 films released in theaters between 1950 and 2021), **almost all are in VOD catalogues (95%)**, compared with less than half in subscription VOD catalogues (43%). More than a third (38%) of films available on video on demand are present in both VOD and SVOD catalogues.

More than half (57%) of the films available on video on demand are available exclusively on VOD (including 17% on a purely exclusive basis, on a single service). On the other hand, 5% of films are available exclusively on SVOD (84% of which are purely exclusive, on a single service).

**Figure 5: Availability of films on video on demand (VOD) and subscription video on demand (SVOD)** - Based on: 14,450 films available legally

- > 8,240 films available exclusively on VOD
- > 784 films available exclusively on SVOD
- > 5,426 films available at the same time on VOD and SVOD



**95% of legally available films are available on a pay-per-view video-on-demand service with no subscription required.** This represents 13,666 films, or **41% of all films released.**

Source: Arcom.

In addition, a look at the catalogues shows a **clear predominance of VOD for films released in theaters more than thirty years ago**, including a high proportion

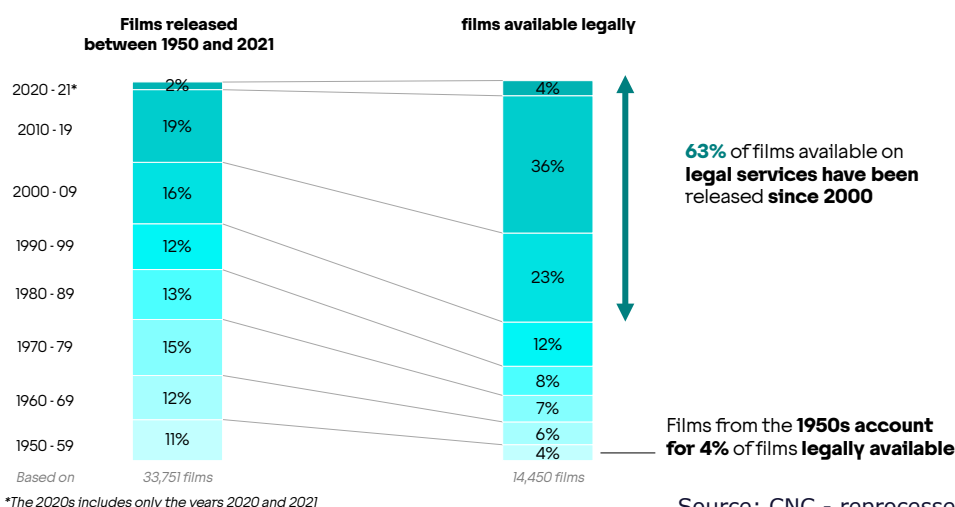
of exclusivities. **The more recent the films, the greater their simultaneous presence on SVOD and VOD.**

## Films produced since the 2000s account for 60% of the catalogue of legal video-on-demand services

The catalogues of legal video-on-demand services are mainly made up of recent films: **productions from 2000 onwards**, which account for **37% of films released in theaters** over the period studied, **represent more than 60% of the legal video-on-demand offering.**

Conversely, films released between 1950 and 1979, which account for an equivalent share over the period (38%), only account for 17%.

**Figure 6: Availability of films on legal offer by age** - Based on: 33,751 films released in theaters between 1950 and 2021 / 14,450 films legally available on VOD and SVOD



Source: CNC - reprocessed by Arcom.

### Key lessons:

- Almost half (43%) of all films released in theaters between 1950 and 2021 are available on legal video-on-demand services, i.e. almost 14,500 films. A marginal proportion (11%) of films is only available on illegal services.
- The vast majority of recent films are available on legal video on demand (79% of films from the 2010s and 84% of films released in theaters in 2020 and 2021). In contrast, less than a quarter of films released in theaters more than thirty years ago (1950-1989) are available on legal video on demand.
- Of the legally available films released in theaters between 1950 and 2021, 45% are French productions or co-productions. This is 6 points higher than the share of French films among all films released in theaters over this period.
- American productions are also over-represented, accounting for 32% of legally available films compared with 27% of all films released between 1950 and 2021
- VOD accounts for almost all (95%) of the films available on legal video-on-demand services.

### Methodology

- **Corpus studied:** creation of a database of 33,751 films released in theaters in France between 1950 and 2021 from the databases of the Centre national du cinéma et de l'image animée CNC (feature films, excluding X-rated films and films banned for under-18s. Erotic films, on the other hand, are included).
- **Qualification of the database** in October 2022: addition of nationality and availability criteria for legal and illegal video-on-demand offers:
  - use of the allocine.fr website database (API);
  - analysis of the content of the main illegal sites (*webscraping*).
 The legal services taken into account are those referenced by Allociné in 2022, i.e.: Amazon Prime Video, Anime Digital Network, ARTE Boutique, ARTE France, Benshi, Canal VOD, Cinemasalademande, Disney+, Filmo, LaCinetek, Lovemyvod, myCanal, MYTF1VOD, Netflix France, OCS, Orange, Orfeo, PremiereMax, Salto, UniversCiné, VIVA.
- **Statistical processing and analysis:** creation of different samples for comparative analysis depending on film availability.

For further reading: [www.arcom.fr](http://www.arcom.fr)

Publication Director:  
Roch-Olivier Maistre  
© Communication Department - Arcom

**in** @Arcom

**X** @Arcom\_fr

**f** @ArcomFR