



Press release

Embargo: 26.10.2021, 8:30

16 Culture, media, information society, sport

Video on demand 2019 – film offering and utilisation

Video on demand 2019 – detailed figures for the first time on film offering and utilisation in Switzerland

In 2019, more than 29 000 films were available as video on demand (VoD) to buy, rent or view on subscription services. European and especially American films had a strong presence on VoD platforms, representing over 29% and 47%, respectively, of the films available. In terms of utilisation, films produced in the USA dominated, accounting for up to 81%, depending on the type of VoD. Swiss films accounted for less than 5% of the VoD offering and generated less than 2% of digital sales, rentals or views. This and more is shown by the first detailed statistics from the Federal Statistical Office (FSO) on VoD films in Switzerland, based on a comprehensive survey.

You can find the complete text of the press release in German, French or Italian:

For German see: www.bfs.admin.ch/news/de/2021-0626

For French see: www.bfs.admin.ch/news/fr/2021-0626

For Italian see: www.bfs.admin.ch/news/it/2021-0626