



Fact sheet – Statistical activity and published results

Film and cinema statistics – Video on demand (StatVoD)

Description

The video on demand survey is an extension to the Film and cinema statistics and gives:

- an overview of the film offerings on monetised VoD platforms available in Switzerland
- quantification of demand for films on VoD platforms
- quantification of usage and demand of cinema films on VoD

Methodology

Complete count. The basic data are collected by the FSO which checks them for plausibility and completeness, and where necessary corrected with the VoD suppliers.

Characteristics recorded:

- VoD type : sales (EST), rental (TVoD rental) and subscriptions (SVoD)
- films lasting at least 60 minutes available in Switzerland for a fee
- film characteristics (genre, year, director, etc.)
- annual views by VoD type (number of sales, rentals or views) per film
- universal identification of films with ISAN codes enabling comparison with other evaluation channels (cinema, festivals, etc.)

Degree of regionalisation: Switzerland

Available since: 2019 (demand trends since 2017)

Periodicity: Annual

Reference period: Calendar year

Quality of statistical information: Views in SVoD are not uniform. For this reason, fewer evaluations can be made for this VoD type. For certain film characteristics, such as film's origin, there is no standardised source.

Revision policy

Routine revisions:

Data from the statistics undergo a routine revision every year. This revision affects data from all the years published.

Methodological revisions:

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Legal bases

Ordinance of 30 April 2025 on Federal Statistics (SR 431.011)
Federal Act of 14 December on Film Production and Film Culture (Film Act, FiA; SR 443.1)
Film Ordinance of 3 July 2002 (FiO, SR 443.11)
FDHA Ordinance of 21 April 2016 on Film Promotion (FiPO, SR 443.113).
Ordinance on the Quota for European Films and Investment in Swiss Film Production of 6 September 2023 (FQIO, 443.14)

Organisation

Federal Statistical Office (FSO)

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