



Electronic Retailing Association Europe
The Association for the European Home Shopping Industry

FOR IMMEDIATE RELEASE

TELEVISION USAGE BREAKS RECORDS IN EUROPE

Teleshopping revenue in Germany in 2015 benefits with an anticipated four percent increase in revenue topping 1.8 billion Euros

Brussels, November 2nd 2015: The Association of Commercial Broadcasters and Audiovisual Services (VPRT) have provided their latest data for the European Media Market, which is demonstrating substantial growth in viewers and revenue. Television viewership in the European Union rose to an average of 237 minutes in 2014 per capita, increasing by three minutes in comparison to 2013. The Home Shopping Industry in Germany is benefiting from this increase and is forecasting an increase of approximately four percent in 2015 to 1.830 billion Euros, up by 70 million Euros. Another positive forecast by the Association is for television advertising revenue in Germany, which is forecasted to show as well a substantial increase in 2015, growing by 2.5 percent to 4.4 billion Euros, notably, in-stream video advertising will also increase by 23 percent to 307 million Euros.

Although Europe is showing continued growth in television viewership, in comparison the North American continent is showing a decline, which is having a negative effect on the audiovisual media market in North America. The revenue that is generated by the entire audiovisual media industry demonstrates the relevance of the industry for each European national economy.

“This positive news in Europe and in Germany for the Home Shopping industry, along with the overall growth of the European market in television viewership, indicates just how important audiovisual services are to European economies and the positive effect that they have on the economy”, announced Dr. Julian Oberndörfer, Executive Director of ERA Europe.

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ERA Europe, The Association for the European Home Shopping Industry, is the trade association for companies involved in retailing products and services directly to the consumer via audiovisual communication and content on television, internet and other electronic media, according to a recognized code of ethics. Currently ERA Europe represents the Interests of 71 European Members. Over 14.000 employees work in these specific markets in the industry. For further information, please refer to: www.era-europe.eu

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SAVE THE DATE, Electronic HomeShopping Conference Barcelona 14 – 16 June 2016

