

European cinema in US VOD platforms? A summer experience

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Reviewed by Samia and Fernando Ramos

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Taking advantage of a stay and two weeks of vacation in several US cities, on both coasts, I have taken a look at the availability of European cinema in the catalogs of the platforms in North American territory. This is not a scientific sample as it is limited. We checked the availability of the most watched movies in Europe in 2023, by tracking the VOD services that offered them.

The results are not very encouraging for there is little presence of the European film titles in the US catalogues. Only the Best International Feature Film nominees at the Oscars were visible for the US audience. In light of this situation, it may be said that there is still a lot to be achieved in order to bring the European works to the US and make them more widely available.

The sample of this exploratory study consisted of [the 20 most watched films in Europe, according to the European Audiovisual Observatory \(EAO\)](#). The factors analyzed were the selling price and the purchase/rental options. The study ends with some conclusions for further consideration.

Rank	Original title	Country of origin	Director(s)	Release markets	Admissions ^{prov}
1	Astérix & Obélix: L'Empire du Milieu	FR	Guillaume Canet	29	6 360 387
2	C'è ancora domani	IT	Paola Cortellesi	2	4 853 289
3	Alibi.com 2	FR	Philippe Lacheau	16	4 480 130
4	Mummies	ES Inc, US	Juan Jesús García Galocha	26	4 450 187
5	Les trois mousquetaires: D'Artagnan	FR	Martin Bourboulon	26	4 041 060
6	Miraculous: Le Film	FR	Jeremy Zag	16	3 936 078
7	Rafadan Tayfa Galaktik Tayfa	TR	İsmail Fidan	7	2 820 598
8	Anatomie d'une chute	FR	Justine Triet	22	2 403 506
9	3 jours max	FR	Tarek Boudali	5	1 997 074
10	Campeonex	ES	Javier Fesser	1	1 945 125
11	Chłopi	PL, RS, LT	Dorota Kobiela, Hugh Welchman	11	1 882 011
12	Rehragout-Rendezvous	DE	Ed Herzog	4	1 827 967
13	Die drei ??? - Erbe des Drachen	DE	Tim Dünschede	4	1 811 114
14	Pattie et la colère de Poséidon¹	FR	David Alaux, Eric Tosti, Jean-François Tosti	25	1 749 676
15	Atatürk 1881 - 1919	TR	Mehmet Ada Öztekin	8	1 728 165
16	Mavka. Lisova pisnya	UA	Oleh Malamuzh, Oleksandra Ruban, Yevhen Yermak	27	1 693 160
17	Mon crime	FR	François Ozon	21	1 535 512
18	The Amazing Maurice²	GB, DE	Toby Genkel, Florian Westermann	29	1 482 953
19	Ölümlü Dünya 2	TR	Ali Atay	5	1 476 943
20	Manta, Manta - Zwoter Teil	DE	Til Schweiger	6	1 400 425

• Provisional rankings based on the analysis of partially fragmentary data from 32 member states of the Council of Europe. • Results might differ from figures disclosed on the LUMIERE database. • 'inc' refers to films produced with incoming investment from US studios. • ¹ Pattie et la colère de Poséidon: 1 777 401 total admissions in Europe (CoE). • ² The Amazing Maurice: 1 551 707 total admissions in Europe (CoE).

Source: European Audiovisual Observatory • Created with Datawrapper

According to this classification:

1. The latest *Asterix* movie (2023), who was very successful in Europe in 2023, is not present in the US VOD catalogues, although the majority of the films of the *Asterix* saga are there.
2. Cortellesi's Italian film, *There's Still Tomorrow* (2023) is included in the **Apple TV catalogue**.
3. *Alibi.com 2* is in the Apple TV catalogue.
4. *Mummies*, a Spanish and American co-production movie is on rent for \$3.99 in platforms like Apple and Microsoft Store or available in shared **subscriptions options** in Hulu/Disney + and Hulu/Max. The film is also available for \$14.99 in Amazon Video, but not with a Prime Video subscription.
5. *The Three Musketeers: D'Artagnan* (2023) is included in the Apple TV **subscription package**. Hoopla users also get it for free. There are rental options in Apple TV and Amazon Video for \$5.99 and for \$4.99 in Microsoft Store. It is also for sale for \$19.99 in these three platforms.
6. *Miraculous: Ladybug & Cat Noir, the Movie* (2023), a cartoon film by French cartoonist Jeremy Zag is on **Netflix**.
7. The Turkish film *Rafadan Tayfa 4*: Hayrimatör (2023) is not available on streaming.
8. *Anatomy of a Fall*, the French film by Justine Triet, the big winner at Cannes in 2023, is in the catalogue of platforms like Apple TV and HULU. It can also be rented for \$3.99 in Amazon Video, Spectrum and Microsoft Store. It is also for sale for \$12.99 in several VOD platforms (Amazon video, Microsoft Store, Apple TV) at a very different price from *The Three Musketeers*.
9. The French film *3 jours max* (2023) is not available on streaming.
10. The Spanish film *Campeones* (2023), a big success in Spain, is neither available in any platform.
11. The Polish-Lithuanian co-production *Chłopi* as well as *The Peasants* (2023) are in **Netflix**.
12. *Rehragout/Rendezvous*, the German film by Ed Hergoz is not present in any US VOD platform.
13. *Die drei? Erbe des Drachen*, another German film, is not available in the US.
14. The French film *Pattie et la colère de Poséidon*, from the David Alaux saga, is not available in any platform.
15. The Turkish film *Atatürk 1881-1919* is unavailable in the US catalogues.
16. **Mavka. Lisova pisnya, an Ukrainian animation film, is available in all the platforms: it is included** in the HULU and Chrunchyroll catalogues, it is on rent for \$4.99 in Apple TV, it s on rent for \$3.99 in Microsoft Store, it is on rent for \$2.99 in Amazon Video and it is for sale for \$9.99 in Apple TV.
17. *Mon crime*, a French film by François Ozon, is not available in the US catalogues, although other of his earlier works are available.

18. **The Amazing Maurice**, a British-German co-production **animation film**, is available in the HULU and Crunchyroll catalogues for \$3.00, in Amazon Video for \$3.99, also in Spectrum and Microsoft Store, and only for rental (\$4.99) in Apple TV.

19. *Manta*, a German production by film director Til Schweiger is not available in the US.

20. *Ölümlü Dünya 2*, by Turkish director Ali Alay, is neither available in the US, although *Ölümlü Dünya* (the first part) is.

Conclusions

As a conclusion, only 9 out of 20 European films released in 2023 are available in the US VOD catalogues in 2024. This lack of visibility happens despite the fact that the movies have been widely commercialized and promoted, including resounding participations in international film festivals. On the other side, European animation films are preferred by North American distributors.

Regarding animation films, the Oscar-nominee **Robots Dream**, a Spanish production, is particularly noteworthy. The film can be enjoyed on Crunchyroll and is still screened in theaters (updated to August 20, 2024). The same goes for the big winner **Zone of Interest**, available in more than 5 platforms.

Regarding the US platforms' catalogues, surprisingly, Apple TV takes the lead over Netflix (which only includes three European films, including the Spanish picture **The Society of Snow**). Apple TV is the platform that includes more European productions in its catalogue available also for rental, together with HULU and HULU + in combination (bundle) with Disney + and Max. It is also interesting to note that pay-per-view rentals are available in several platforms at different prices.

If we talk about series, the situation differs, as Netflix includes in its US catalogue a remarkable number of successful Spanish television productions or co-productions. It is noteworthy that Netflix use to co-produce films and TV series in Spain. Some relevant film titles are *El Caso Asunta*, the very successful *Casa de Papel*, as well as *Mano de hierro* or *Élite*.

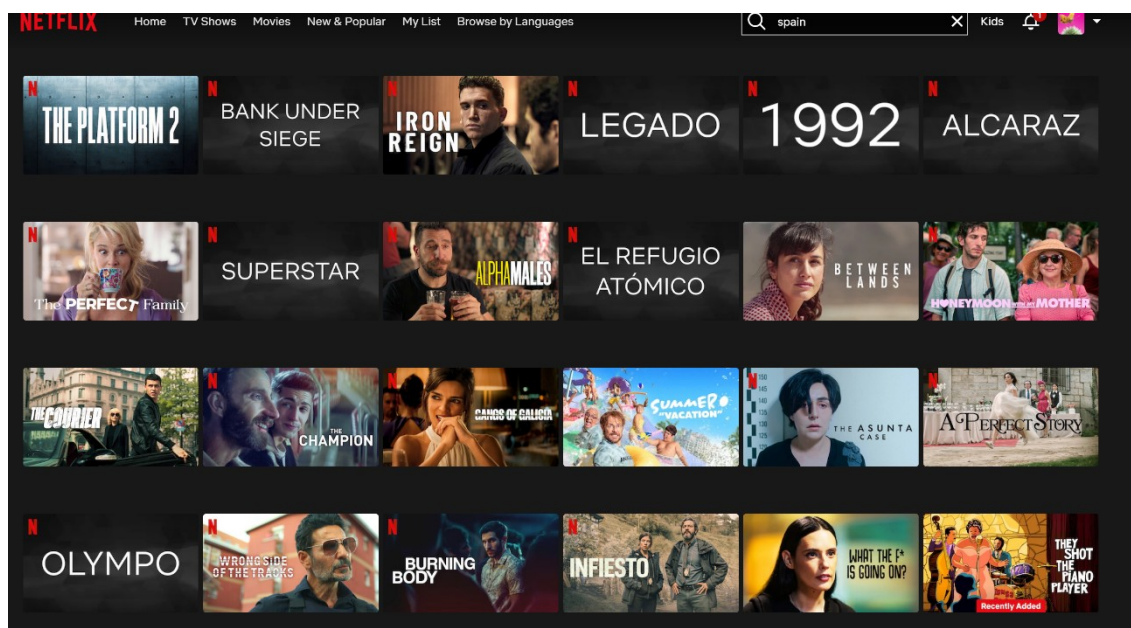


Figure 1. Netflix catalogue (Spanish movies) available for a US subscriber. Source: Netflix US.

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