Content Globalization

158 COUNTRIES
2,161 PLATFORMS
476K MOVIES
185K SERIES
23K TITLES RELEASED IN 2021

29 PLATFORMS
108K TITLES

140 PLATFORMS
205K TITLES

43 PLATFORMS
47K TITLES

48 PLATFORMS
58K TITLES

44 PLATFORMS
59K TITLES

25 PLATFORMS
48K TITLES

13 PLATFORMS
33K TITLES

31 PLATFORMS
63K TITLES

37 PLATFORMS
117K TITLES

41 PLATFORMS
83K TITLES

23 PLATFORMS
55K TITLES

20 PLATFORMS
42K TITLES

POWERED BY

*Updated December 2021
The globalization of content caused a viewership decline of US produced content around the world.
In Spain, US view share was down over 9 percentage points in 2021 compared to 2019.

Which countries gained? In general, the local country (in this case, Spain) as well as Japan (mostly anime) and South Korea. The rest of the gain was spread over several countries.

Spain is characterised by the immense number of television channels available. Almost 500 local channels, approximately 100 regional channels, and more than 230 national channels.


View Share is the portion of all Views, for selected filter criteria, belonging to a specific piece of content.
The chart to the right shows programming consumption by originating country in Spain for 2021— but excludes the US (it already represents nearly two thirds of consumption) and Japan (8%, but basically anime).

Once we look beyond the local country’s contribution, we see a varied list of countries including the those in the EU as well as North America, Turkey and Asia.