

# European video: the industry overview

## European audiovisual content markets

*Exchange rates: In order to make comparisons between individual European markets, as well as between Europe and the US and Japan, and to provide accurate region-level trending, the analysis throughout the overview uses fixed rate exchange rates to remove local exchange rate differences that may confuse and/or distort the overall picture. Unless stated otherwise, figures in text and charts are therefore based on local currencies converted at a fixed 2013 annual € exchange rate. As a result of this growth rates will vary from those in the country profile sections.*

In this commentary, the term “digital video” refers to: “Transactions where video content is provided to a

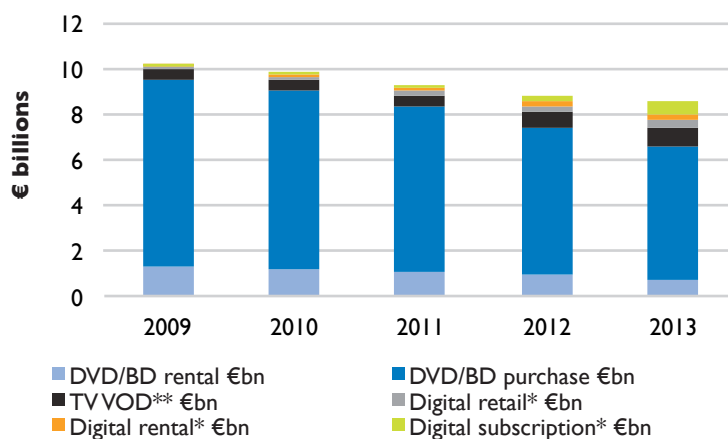
consumer via the open Internet. Transaction can take the form of digital retail, digital rental or a digital subscription service. Digital video transactions may take place via PCs, laptops, tablets, games consoles or other Internet connected devices.”

In 2013, the growth of pay-TV and other digital platforms within the European video landscape continued at a steady pace. Physical video still dominated consumer spending, but the decline in physical consumption has had severe adverse effects on the physical home entertainment in Europe.

By the end of 2013, European consumers had spent a total of €8.5 billion buying and renting physical and digital video, including DVDs and Blu-ray Discs (BD) as well as video consumed via digital and online platforms and services. DVDs and BDs are still the preferred method of paid-for video consumption, accounting for more than 76.8 per cent of total video spending. Through recent years, the decline with regard to physical carriers (DVD and BD) has settled into a steady pace at around 10 per cent year-on-year. In contrast, digital consumption of video is growing steadily. In 2013, spending on digital video and TV VOD combined grew by 43 per cent, to €1.97 billion. As a result, digital consumption now accounts for almost a quarter (23 per cent) of overall home video consumption.

European consumer spending on DVD/BD fell for the ninth consecutive year ending 2013 at €6.53 billion, down 11.56 per cent. The largest sector of European video spending continues to be the buying of DVDs and BDs. DVD and BD retail spending fell by 10.6 per cent in 2013, to €5.8 billion. Spending on DVD and BD rental declined by 18.6 per cent over 2012 to €730.4 million. Spending on video through digital platforms and services rose by 42.8 per cent in 2013, to a total of €1.97 billion - including transactional (paid for at the point of consumption) and subscription TV-based video-on-demand (TV VOD), and

## Europe: Total consumer spending on home entertainment (€bn)



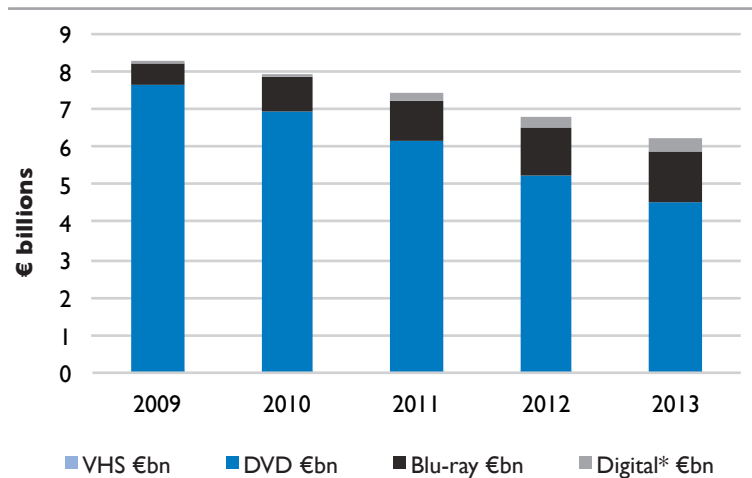
\*Digital delivery over the open internet, TV and movies content only

\*\*TV VOD includes TV series and movies only (excludes sport, live events and adult content), provided by pay TV services on VOD basis via a walled garden (excludes subscription VOD)

Source: IHS

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### Europe: Consumer spending on retail home entertainment (€bn)

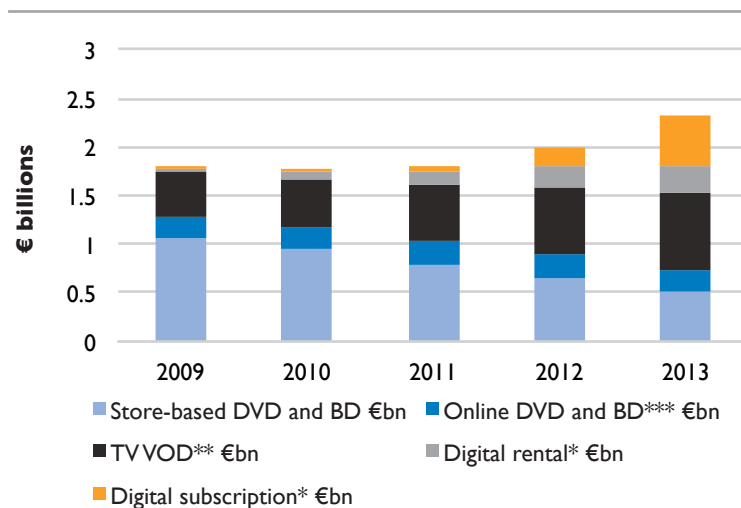


\*Digital delivery over the open internet (retail/EST business model), TV and movies content only

Source: IHS

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### Europe: Consumer spending on rental home entertainment (€bn)



\*Digital delivery over the open internet (rental/VOD business model), TV and movies content only

\*\*TV VOD includes TV series and movies only (excludes sport, live events and adult content), provided by pay TV services on VOD basis via a walled garden (excludes subscription VOD)

\*\*\*Rental of physical product via online interface, eg. Lovefilm

Source: IHS

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digital retail, rental and subscription services accessed via computers and Internet connected devices.

The largest generator of digital video spending is still TV VOD, worth €787.2 million in 2013, although growth is slowing down - in 2013, the market increased by 13.4 per cent compared to an increase of 21.0 per cent in 2012. The strongest growth area for digital video is the consumption of video via digital subscription services, characterised by online services such as Netflix, Amazon, Canal Play, HBO etc. Consumer spending in this area increased by 147.5 per cent to reach €520.9 million in 2013. Digital subscription is now the second largest area of digital video overall (after TV VOD). However, transactional digital video also

experienced strong growth: digital rental increased by 43.1 per cent to €287.5 million in 2013, while digital retail ended the year at €375.0 million, up 37.0 per cent in 2013.

### The physical market continues to decline

Consumer spending on the physical video market peaked in 2004 and, despite the introduction of the BD format, it has declined steadily ever since. The home video market has developed considerably over this time and the consumption of video is no longer the sole preserve of video discs. The result of this decline has meant that in recent years, Europe has seen widespread closures of video retailers and rentalers, which has left some European markets with a much reduced, or entirely absent, store-based video specialist sector through which consumers can buy or rent DVDs and BDs.

The reduction in physical video purchasing is partly due to the transformation of the European video retail and rental environment which has so far benefitted non-specialists retailers such as supermarkets as well as online retailers at the cost of traditional video specialists. More recently, some European consumers have switched from transactional consumption of video to paying a fixed monthly rate for subscription services offering mostly catalogue films and TV content. Furthermore, the launch of free-at-the-point-of-consumption TV catch-up services which allow consumers access to recently broadcast film and TV content has also had an impact on the market.

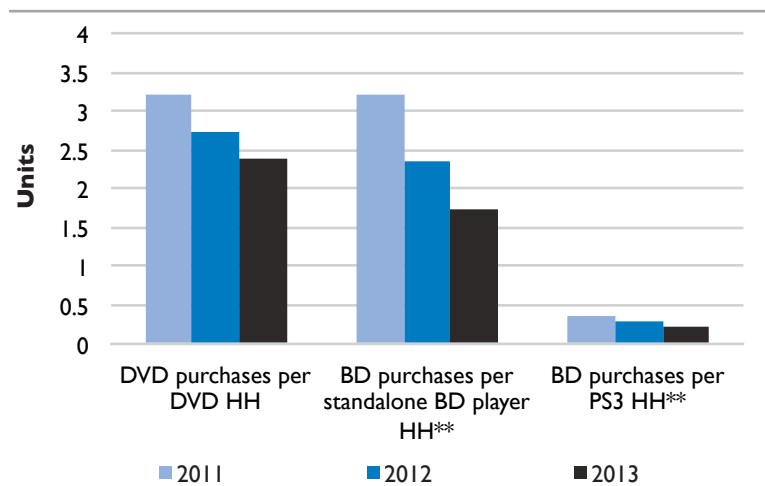
New release titles on DVD and BD continue to be as popular as ever for many Europeans, whereas catalogue titles have declined drastically, due to the lack of physical shelf space and the increasing numbers of digital services. However, there is still a sizable consumer group that continues to buy discs for their convenience, collect discs and maintain film libraries; buying DVDs and BDs as presents is also still very popular, and the gifting of discs continues to be highly popular particularly through the Christmas period.

### Big three European markets

In 2013, the UK remained the largest of the European video markets - as well as the world's third video market after the USA and Japan - accounting for 29.3 per cent of total consumer spending on video in Europe (physical and digital combined). In 2013, the UK video retail environment once again underwent significant changes. Entertainment specialist retailer HMV was faced with the threat of bankruptcy in early 2013, but was bought by restructuring experts, Hilco, and continued to trade albeit with a reduced UK store count. Video rental chain Blockbuster UK began the year with significant financial problems also resulting in the company being sold to private investors, before finally closing altogether at the end of the summer.

Consumer spending on buying and renting DVDs and BDs in the UK declined by 10.1 per cent, falling to €1.87 billion by year end 2013. Spending on DVD retail declined by

## Europe: Average video buy rates\* (DVD/BD) 2011-2014 (Units)

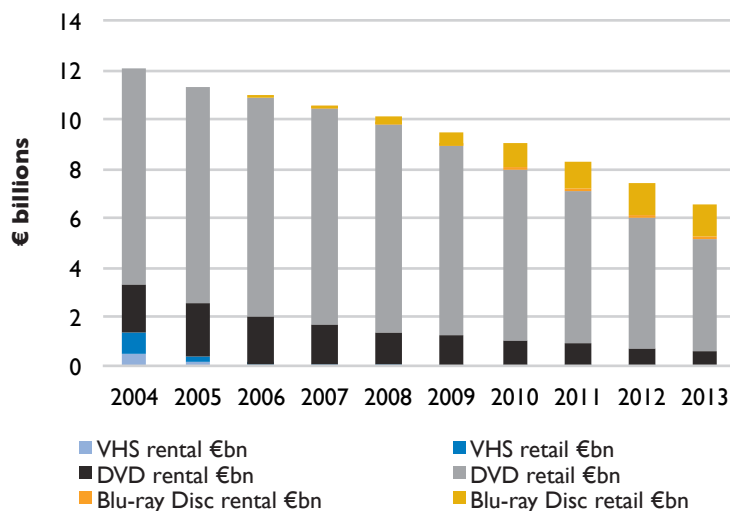


\*Average number of DVDs or BDs purchased per equipped household per year  
\*\*BD buy rates are IHS estimates modelled from available data

Source: IHS

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## Europe: Consumer spending on physical video by sector 2004-2014 (€bn)



Source: IHS

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just 9.7 per cent (to €1.39 billion) compared to a rate of decline of 13.9 per cent in 2012. Spending on BD retail increased by 10.0 per cent in 2013, mainly due to the sale of HMV's excess stock.

However, the direct impact of the Blockbuster closure in 2013 led to a 33.3 per cent decline in consumer spending on physical video rental (€174 million in 2013), and to a much reduced video rental store base, now consisting of a relatively small number of independent video rental stores. Renting DVDs and BDs by mail remained a strong market in the UK, dominated by Amazon's LoveFilm brand. However, the sector did not increase noticeably as a result of rental store closures. The declines recorded for the overall rental market in 2013 resulted in the UK no longer being the largest physical home entertainment rental market in Europe. Despite declines in 2013, Germany

is now the largest physical home entertainment rental market in Europe.

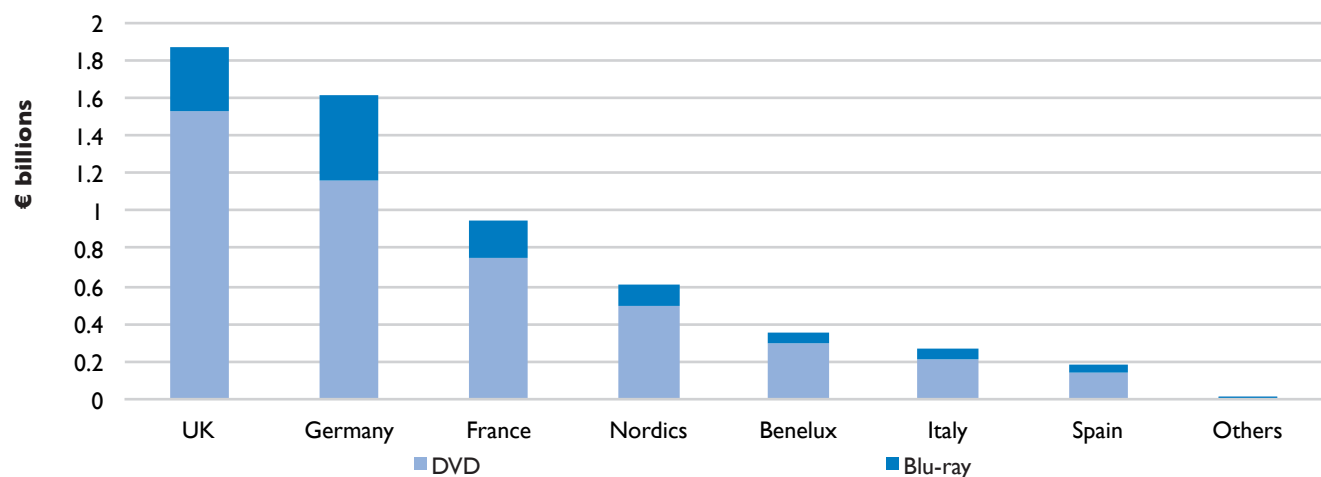
Growth in the UK came from digital video and TV VOD services, a combined area that experienced an increase of 50.3 per cent over the previous year, ending the year at a total of €634 million. For the second year in a row, digital subscription was the fastest growing area of digital video, increasing by 123.7 per cent, generating €233 million in consumer spending. The continued popularity of Netflix and Amazon means that digital subscription is now the largest platform for internet delivered video (worth 36.7 per cent of total digital video, or 9.3 per cent of total UK video market). With continued growth across all digital video and TV VOD platforms, non-physical video is representing an increasing share of total UK video spending, accounting for more than a quarter (25.4 per cent) of the entire video market in 2013 - compared to less than a fifth (16.9 per cent) in 2012. Thanks to the growth in digital video, overall consumer spending on video in the UK - combining both physical carriers and digital platforms - was flat year-on-year at €2.50 billion (+0.09 per cent).

Germany's home entertainment market did much better in 2013, recording growth across both physical (+1.25 per cent overall) and digital video sectors (+54.2 per cent). This resulted in an annual growth of 6.9 per cent, at €1.92 billion overall. Spending on physical video retail in Germany has been stable at around €1.4 billion since 2009. The reason for the continued success of packaged video in Germany is partly due to the fact that the physical market continues to be well promoted and supported by the key consumer electronic retailer Media Markt. Combined German digital video and TV VOD only accounted for 15.5 per cent of Germany's total video market in 2013 - compared to 25.4 per cent in the UK and 22.7 per cent in France. The biggest area of spending on digital video in Germany is TV VOD, at €88.5 million, followed by digital retail and rental at €82.0 million and €81.0 million. Here as well digital subscription is the fastest growing sector having increased from €19.9 million to €45.9 million in 2013. The entry of the online subscription service Netflix in Germany in the second half of 2014 is likely to further expand the German online market.

For France, the third largest video market in Europe, 2013 was another year of declines, with overall consumer spending falling 12.2 per cent to €1.23 billion. Driving the decline in the French video market is the rapid decline in spending on physical video: spending on the purchase and renting of DVDs and BDs dropped by 16.5 per cent, to €0.95 billion in 2013. At the same time, growth for French digital video and TV VOD has slowed down - overall the digital video market grew by just 6.49 per cent (to €278 billion). TV VOD accounts for an important share of the French digital video market: at €151.2 million, the sector generates 54.3 per cent of digital video spending in the market. The French online market is characterized by a growing number of online subscription services such as Vidéo Futur, FilmoTV, CanalPlay (Canal+), Mubi etc.

The UK has maintained its share of European video spending at 29.3 per cent in 2013, despite recent declines.

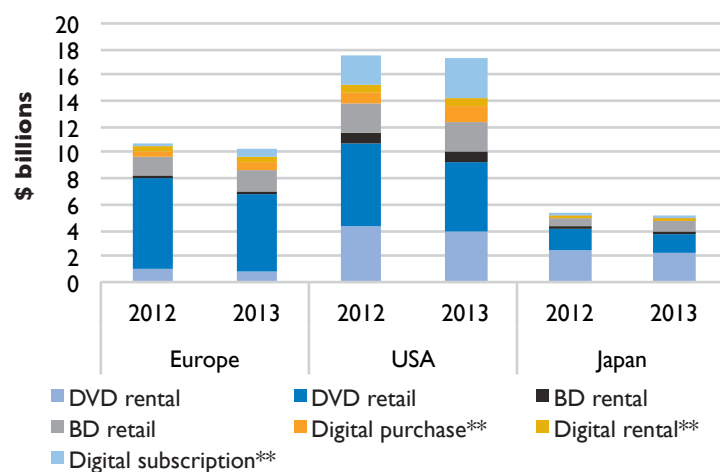
## Europe: Consumer spending on DVD/BD by territory 2013



Source: IHS

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## International consumer spending on video 2012-2013 (\$bn)



\*Local currencies converted at fixed 2011 exchange rates

\*\*Digital delivery over the open internet, TV and movies content only

Source: IHS

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Germany's share of European video spending grew to 22.5 per cent, while France's share declined to 14.4 per cent.

### Beyond the big three

For the rest of Europe, 2013 was also a year of strong declines for the physical video market. In Italy and Spain, historically the fourth and fifth largest European markets, the rate of decline in spending on physical video was 10.3 per cent and 19.5 per cent respectively. In Italy, spending on digital video and TV VOD recorded a decline in 2013—of 7.4 per cent, to €69 million (representing 20.9 per cent of the total Italian home entertainment market). Note however, this is due to a definitional change in reporting; Mediaset, an Italian pay-TV operator, withdrew its digital subscription service, instead bundling the service with its traditional pay-TV subscription service (not tracked within this publication). Other areas of the comparatively

small digital video market in Italy grew significantly but as a relatively small component of the market, their growth is masked by these changes. In Spain, despite widespread online and physical piracy issues, the digital video market continued to grow - up 27.2 per cent in 2013, to €44 million (19.6 per cent of total spending).

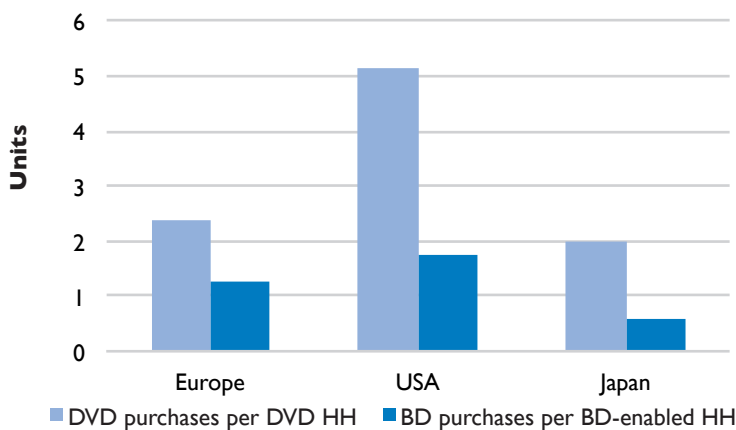
In Benelux total spending on video fell to €493.9 million in 2013, a decline of 6.24 per cent compared to 2012. The combined Benelux DVD and BD market declined by 17.3 per cent to €346 million, although there was growth in digital video and TV VOD, up 37.0 per cent to €148 million.

The Nordic markets - Sweden, Norway, Denmark and Finland - generated a combined 9.9 per cent of total European video spending in 2013. While all four markets experienced declines on the physical video market in 2013, with physical spending falling by 23.5 per cent to €606 million, strong growth in digital video and TV VOD ensured that video as a whole only declined by 6.6 per cent in 2013, to €842.3 million. The popularity of digital subscription in the Nordic region has impacted on the region's physical business: Nordic digital subscription spending grew by 266.9 per cent to €148 million in 2013, meaning that digital subscription now represents 17.6 per cent of total spending on both physical and digital video across the region.

### DVD rental experiences further declines

DVD and BD rental across Europe has again recorded steep declines in 2013. Total spending on physical rental in Europe declined by 18.6 per cent to €730 million, representing about half the recorded value of the market in 2008 (€1.4 billion). As in retail, DVD is the dominant format for physical rental, accounting for 79.1 per cent of all spending on video rental in Europe last year. But the declines are also affecting the BD rental market - as spending on DVD rental dropped by 22 per cent overall (to €577 billion) while BD rental was down by 0.9 per cent (to €152 million).

### Average video buy rates: International comparison (Units)



\*Average number of DVDs or BDs purchased per equipped household per year

Source: IHS

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The UK has historically been the largest video rental market in Europe. However, following the declines and closures previously noted, the UK market now accounts for a smaller level of spending than Germany. UK consumer spending on renting DVDs and BDs in 2013 declined by 33.3 per cent (at a fixed exchange rate) to €173.8 million - approximately half the size of the UK rental market in 2007 (€363 million). Meanwhile, the German video rental market also experienced a decline in 2013, albeit at a lower rate of just 4.9 per cent, to €224.9 million overall. The UK now accounts for 23.8 per cent of European spending on video rental, versus Germany at 30.8 per cent.

The Nordics make up the third largest rental market in Europe - at a total of €125.2 million, or 17.1 per cent of total European video rental spending, but here too the rate of decline has accelerated in 2013, down by 15.8 per cent year-on-year. Elsewhere in Europe, the physical video rental markets in 2013 were also characterised by significant declines. The area of video rental that historically has been less affected by the downward trend, rent-by-mail, has in recent years seen many smaller rent-by-mail companies close. The European rent-by-mail market leader, Amazon's Lovefilm, opted to exit unprofitable markets such as the Nordics in 2013 to focus on its digital subscription strategies. As a result of this and the closure of video rental stores across Europe, consumers are increasing finding it difficult to access DVD and BD rental.

### Europe on the world stage

The three largest video markets in the world - US, Europe and Japan - together accounted for 87.4 per cent of total consumer spending on physical video in 2013. Europeans spent €6.5 billion (\$8.7 billion) buying and renting DVDs and BDs, generating 29.4 per cent of worldwide physical video spending. Consumers in the USA accounted for 41.8 per cent share of total video spending worldwide.

In 2013, US consumers spent less money buying and renting DVDs and BDs than in 2012. The combined US domestic DVD and BD spending dropped by 10.1 per cent to \$12.4 billion (€9.34 billion) in 2013. This reflects

declines across both physical video retail (down 9.3 per cent to \$7.89 billion) and physical video rental (down 11.5 per cent to \$4.52 billion). Contrary to the European home entertainment market, US consumption of BDs continues to grow at a faster pace: BD generated 24.6 per cent of total US DVD and BD spending in 2013 compared to 21.8 per cent in Europe. In 2013, US consumers spent \$3.06 billion buying and renting BDs, an increase of 1.1 per cent over 2012. However, spending on DVD fell by 13.2 per cent to \$9.35 billion. As regards digital video, US consumers spent a total of \$4.99 billion on digital retail, rental and subscription, which represents a third of the total US video market by value. As in Europe, digital subscription is the largest area of spending at \$3.1 billion last year, generating more than two thirds of total digital market and one fifth of the total US video market. A further \$1.9 billion was spent accessing video content through pay-TV VOD platforms.

The world's second largest video market continues to be Japan, representing a share of 16.2 per cent of physical video spending worldwide in 2013. In comparison to the US and Europe, Japanese consumer spending on physical video was more stable, with total spending on physical video dropping by just 4.4 per cent, to \$4.79 billion. Japanese physical video continued to benefit from its resilient video rental market, which last year accounted for over half of the total Japanese video market (50.9 per cent). In contrast, video rental only generates 11.1 per cent of total physical spending in Europe (36.4 per cent in the US). Compared to the US and Europe, Japan's digital video and TV VOD markets are still relatively nascent. In 2013, Japanese consumers spent \$339.8 million on digital video and TV VOD overall, which equates to just 6.6 per cent of the total Japanese video market. Total spending on video on both physical and digital platforms ended at \$5.13 billion in 2013, down by 4.2 per cent compared to 2012.

### Outlook for 2014

In 2014, the combined European physical and digital video market is expected to stabilise with digital growth expected to play a larger role. While sales of the DVD format are expected to continue to decline in Europe, the continuing growth of BD households in Europe is expected to result in a modest increase in spending on BD retail. The physical rental market is expected to diminish further in Europe and the result is likely to be that video rental will become far less accessible for many European consumers. The launch of new digital subscription services in major European territories in 2014 is expected to boost the digital subscription sector. Growth in transactional digital video is expected to continue and though the rate of increase has started to slow down, the increasing size of these market segments are expected to contribute positively to the total video market in Europe.

## Retail DVD units sold

|                           | 2013 (m)     | 2012 (m)     | % change     |
|---------------------------|--------------|--------------|--------------|
| Belgium                   | 10.0         | 12.3         | -19.0        |
| Denmark                   | 7.8          | 10.3         | -24.5        |
| France                    | 60.7         | 71.5         | -15.1        |
| Germany                   | 87.8         | 89.4         | -1.8         |
| Ireland                   | 6.9          | 8.1          | -14.5        |
| Italy                     | 16.2         | 18.4         | -11.9        |
| Netherlands               | 13.6         | 18.0         | -24.4        |
| Norway                    | 7.9          | 13.0         | -39.8        |
| Portugal                  | 2.9          | 3.2          | -10.0        |
| Spain                     | 8.7          | 10.8         | -20.0        |
| Sweden                    | 13.1         | 16.2         | -19.0        |
| Switzerland               | 7.1          | 8.3          | -13.6        |
| UK                        | 143.4        | 162.0        | -11.5        |
| <b>All Western Europe</b> | <b>402.9</b> | <b>460.8</b> | <b>-12.6</b> |
| Croatia                   | 0.6          | 0.6          | -3.0         |
| Hungary                   | 4.7          | 5.3          | -11.1        |
| Poland                    | 6.3          | 6.7          | -5.2         |
| <b>All Europe</b>         | <b>446.0</b> | <b>524.3</b> | <b>-14.9</b> |

## Average annual DVD sales per DVD HH

|                           | 2013       | 2012       | % change     |
|---------------------------|------------|------------|--------------|
| Belgium                   | 2.9        | 3.4        | -16.5        |
| Denmark                   | 3.9        | 4.9        | -21.1        |
| France                    | 3.1        | 3.7        | -14.9        |
| Germany                   | 3.2        | 3.2        | 2.0          |
| Ireland                   | 4.6        | 5.5        | -15.0        |
| Italy                     | 0.7        | 0.8        | -12.3        |
| Netherlands               | 2.2        | 3.2        | -31.1        |
| Norway                    | 4.4        | 6.9        | -36.5        |
| Portugal                  | 0.9        | 1.0        | -8.7         |
| Spain                     | 0.7        | 0.9        | -20.7        |
| Sweden                    | 3.1        | 3.9        | -19.5        |
| Switzerland               | 2.4        | 2.8        | -11.0        |
| UK                        | 6.1        | 6.7        | -9.0         |
| <b>All Western Europe</b> | <b>2.9</b> | <b>3.3</b> | <b>-11.6</b> |
| Croatia                   | 0.5        | 0.6        | -5.8         |
| Hungary                   | 1.8        | 2.1        | -12.0        |
| Poland                    | 0.9        | 0.9        | 5.2          |
| <b>All Europe</b>         | <b>2.8</b> | <b>2.3</b> | <b>18.5</b>  |

## Average consumer price of retail DVD disc

|                           | 2013 (€)    | 2012 (€)    | % change    |
|---------------------------|-------------|-------------|-------------|
| Belgium                   | 12.1        | 12.0        | 1.0         |
| Denmark                   | 11.2        | 11.1        | 0.7         |
| France                    | 11.9        | 12.5        | -4.4        |
| Germany                   | 11.2        | 11.4        | -1.7        |
| Ireland                   | 10.3        | 10.3        | -0.8        |
| Italy                     | 10.6        | 10.4        | 1.6         |
| Netherlands               | 10.5        | 10.4        | 1.2         |
| Norway                    | 13.6        | 13.7        | -1.2        |
| Portugal                  | 8.7         | 8.9         | -1.5        |
| Spain                     | 12.2        | 11.8        | 3.6         |
| Sweden                    | 9.7         | 10.5        | -7.2        |
| Switzerland               | 15.7        | 16.0        | -1.9        |
| UK                        | 9.7         | 10.0        | -2.7        |
| <b>All Western Europe</b> | <b>10.8</b> | <b>11.1</b> | <b>-2.3</b> |
| Croatia                   | 4.1         | 4.2         | -2.0        |
| Hungary                   | 4.8         | 5.0         | -4.0        |
| Poland                    | 6.2         | 6.7         | -7.2        |
| <b>All Europe</b>         | <b>10.1</b> | <b>10.2</b> | <b>-0.6</b> |

## Retail Blu-ray disc units sold

|                           | 2013 (m)    | 2012 (m)    | % change    |
|---------------------------|-------------|-------------|-------------|
| Belgium                   | 1.4         | 1.5         | -4.8        |
| Denmark                   | 0.9         | 1.0         | -6.9        |
| France                    | 10.2        | 11.1        | -7.6        |
| Germany                   | 29.3        | 23.1        | 26.8        |
| Ireland                   | 0.3         | 0.3         | 1.8         |
| Italy                     | 2.7         | 2.7         | -0.9        |
| Netherlands               | 1.9         | 2.4         | -21.9       |
| Norway                    | 1.8         | 2.2         | -15.1       |
| Portugal                  | 0.4         | 0.3         | 9.5         |
| Spain                     | 2.4         | 2.2         | 6.0         |
| Sweden                    | 1.9         | 1.8         | 4.2         |
| Switzerland               | 2.3         | 2.1         | 9.3         |
| UK                        | 18.8        | 16.7        | 12.4        |
| <b>All Western Europe</b> | <b>78.2</b> | <b>70.8</b> | <b>10.5</b> |
| Croatia                   | 0.0         | 0.0         | 23.6        |
| Hungary                   | 0.5         | 0.4         | 36.8        |
| Poland                    | 0.4         | 0.4         | 22.0        |
| <b>All Europe</b>         | <b>82.8</b> | <b>74.6</b> | <b>11.0</b> |

## Average annual BD sales per BD HH

|                           | 2013       | 2012       | % change     |
|---------------------------|------------|------------|--------------|
| Belgium                   | 0.9        | 1.2        | -28.4        |
| Denmark                   | 1.0        | 1.3        | -25.1        |
| France                    | 1.0        | 1.5        | -28.1        |
| Germany                   | 2.6        | 2.8        | -8.1         |
| Ireland                   | 0.6        | 0.7        | -15.9        |
| Italy                     | 0.4        | 0.6        | -33.0        |
| Netherlands               | 0.9        | 1.6        | -42.4        |
| Norway                    | 1.4        | 2.0        | -31.5        |
| Portugal                  | 0.4        | 0.5        | -19.8        |
| Spain                     | 0.5        | 0.7        | -18.4        |
| Sweden                    | 1.1        | 1.4        | -22.8        |
| Switzerland               | 1.5        | 1.8        | -20.1        |
| UK                        | 1.6        | 1.7        | -6.3         |
| <b>All Western Europe</b> | <b>1.4</b> | <b>1.6</b> | <b>-15.5</b> |
| Croatia                   | 0.1        | 0.2        | -19.5        |
| Hungary                   | 1.5        | 1.7        | -12.0        |
| Poland                    | 0.3        | 0.3        | -8.1         |
| <b>All Europe</b>         | <b>1.2</b> | <b>1.5</b> | <b>-17.1</b> |

## Average consumer price of retail BD disc

|                           | 2013 (€)    | 2012 (€)    | % change    |
|---------------------------|-------------|-------------|-------------|
| Belgium                   | 16.5        | 16.6        | -0.6        |
| Denmark                   | 16.4        | 18.0        | -8.8        |
| France                    | 20.0        | 20.2        | -0.9        |
| Germany                   | 14.0        | 14.8        | -5.7        |
| Ireland                   | 17.7        | 18.2        | -3.1        |
| Italy                     | 16.2        | 17.5        | -7.5        |
| Netherlands               | 15.6        | 15.6        | 0.3         |
| Norway                    | 16.7        | 20.5        | -18.6       |
| Portugal                  | 16.1        | 16.4        | -2.0        |
| Spain                     | 14.2        | 16.0        | -11.5       |
| Sweden                    | 13.6        | 15.4        | -12.0       |
| Switzerland               | 19.0        | 20.2        | -6.1        |
| UK                        | 15.8        | 16.9        | -6.6        |
| <b>All Western Europe</b> | <b>15.7</b> | <b>16.8</b> | <b>-6.8</b> |
| Croatia                   | 14.4        | 15.7        | -8.4        |
| Hungary                   | 13.8        | 16.5        | -16.1       |
| Poland                    | 14.7        | 17.7        | -16.9       |
| <b>All Europe</b>         | <b>15.4</b> | <b>16.6</b> | <b>-7.1</b> |

## DVD rental transactions

|                           | 2013 (m)     | 2012 (m)     | % change     |
|---------------------------|--------------|--------------|--------------|
| Belgium                   | 2.8          | 2.9          | -4.6         |
| Denmark                   | 4.1          | 5.1          | -20.7        |
| France                    | 6.3          | 7.0          | -9.5         |
| Germany                   | 58.9         | 66.1         | -10.9        |
| Ireland                   | 7.7          | 9.7          | -20.0        |
| Italy                     | 16.4         | 19.3         | -15.0        |
| Netherlands               | 2.4          | 3.3          | -26.5        |
| Norway                    | 1.5          | 4.8          | -68.4        |
| Portugal                  | 3.9          | 4.9          | -20.0        |
| Spain                     | 16.6         | 24.5         | -32.3        |
| Sweden                    | 13.7         | 16.4         | -16.3        |
| Switzerland               | 1.0          | 1.2          | -15.9        |
| UK                        | 38.1         | 68.4         | -44.3        |
| <b>All Western Europe</b> | <b>183.8</b> | <b>245.3</b> | <b>-25.1</b> |
| Croatia                   | 0.2          | 0.3          | -38.5        |
| Hungary                   | 0.5          | 0.6          | -19.7        |
| Poland                    | 0.9          | 1.1          | -15.0        |
| <b>All Europe</b>         | <b>185.5</b> | <b>247.4</b> | <b>-25.0</b> |

## Average annual DVD rentals per DVD HH

|                           | 2013       | 2012       | % change     |
|---------------------------|------------|------------|--------------|
| Belgium                   | 0.8        | 0.8        | -1.7         |
| Denmark                   | 2.0        | 2.4        | -17.1        |
| France                    | 0.3        | 0.4        | -9.3         |
| Germany                   | 2.2        | 2.3        | -7.4         |
| Ireland                   | 5.2        | 6.5        | -20.5        |
| Italy                     | 0.7        | 0.9        | -15.4        |
| Netherlands               | 0.4        | 0.6        | -33.0        |
| Norway                    | 0.8        | 2.5        | -66.8        |
| Portugal                  | 1.2        | 1.5        | -18.9        |
| Spain                     | 1.3        | 1.9        | -32.8        |
| Sweden                    | 3.2        | 3.9        | -16.8        |
| Switzerland               | 0.3        | 0.4        | -13.3        |
| UK                        | 1.6        | 2.8        | -42.7        |
| <b>All Western Europe</b> | <b>1.3</b> | <b>1.8</b> | <b>-24.2</b> |
| Croatia                   | 0.2        | 0.3        | -40.2        |
| Hungary                   | 0.2        | 0.2        | -20.6        |
| Poland                    | 0.1        | 0.1        | -5.7         |
| <b>All Europe</b>         | <b>1.0</b> | <b>1.3</b> | <b>-24.4</b> |

## Average consumer DVD rental price

|                           | 2013 (€)   | 2012 (€)   | % change   |
|---------------------------|------------|------------|------------|
| Belgium                   | 3.3        | 3.2        | 1.9        |
| Denmark                   | 4.5        | 4.4        | 2.4        |
| France                    | 3.1        | 3.1        | 1.0        |
| Germany                   | 2.9        | 2.8        | 3.6        |
| Ireland                   | 4.8        | 4.7        | 1.3        |
| Italy                     | 2.3        | 2.4        | -0.4       |
| Netherlands               | 3.4        | 3.4        | 1.6        |
| Norway                    | 4.6        | 4.6        | 1.1        |
| Portugal                  | 2.6        | 2.7        | -3.7       |
| Spain                     | 2.3        | 2.4        | -4.3       |
| Sweden                    | 3.9        | 3.6        | 7.6        |
| Switzerland               | 5.1        | 5.2        | -2.6       |
| UK                        | 3.4        | 3.1        | 8.1        |
| <b>All Western Europe</b> | <b>3.1</b> | <b>3.1</b> | <b>2.3</b> |
| Croatia                   | 1.3        | 1.4        | -2.0       |
| Hungary                   | 1.5        | 1.5        | -1.0       |
| Poland                    | 1.5        | 1.5        | -1.1       |
| <b>All Europe</b>         | <b>3.1</b> | <b>3.0</b> | <b>2.3</b> |

## BD rental transactions

|                           | 2013 (m)    | 2012 (m)    | % change    |
|---------------------------|-------------|-------------|-------------|
| Belgium                   | 0.2         | 0.2         | -26.3       |
| Denmark                   | 1.9         | 1.9         | 3.3         |
| France                    | 0.5         | 0.5         | -5.7        |
| Germany                   | 18.2        | 18.9        | -3.7        |
| Ireland                   | 0.5         | 0.6         | -1.3        |
| Italy                     | 2.1         | 1.9         | 14.0        |
| Netherlands               | 0.2         | 0.2         | -21.5       |
| Norway                    | 0.6         | 0.5         | 6.4         |
| Portugal                  | 0.6         | 0.5         | 17.3        |
| Spain                     | 0.9         | 0.7         | 36.5        |
| Sweden                    | 2.9         | 2.5         | 15.7        |
| Switzerland               | 0.5         | 0.5         | 18.6        |
| UK                        | 12.8        | 18.4        | -30.3       |
| <b>All Western Europe</b> | <b>45.6</b> | <b>50.2</b> | <b>-9.1</b> |
| Croatia                   | 0.0         | 0.0         |             |
| Hungary                   | 0.0         | 0.0         |             |
| Poland                    | 0.2         | 0.2         | 3.1         |
| <b>All Europe</b>         | <b>45.8</b> | <b>50.4</b> | <b>-9.0</b> |

## Average annual BD rentals per BD HH

|                           | 2013       | 2012       | % change     |
|---------------------------|------------|------------|--------------|
| Belgium                   | 0.1        | 0.2        | -44.6        |
| Denmark                   | 2.1        | 2.5        | -16.9        |
| France                    | 0.0        | 0.1        | -26.6        |
| Germany                   | 1.6        | 2.3        | -30.2        |
| Ireland                   | 1.0        | 1.3        | -18.5        |
| Italy                     | 0.3        | 0.4        | -22.9        |
| Netherlands               | 0.1        | 0.1        | -42.1        |
| Norway                    | 0.4        | 0.5        | -14.1        |
| Portugal                  | 0.6        | 0.7        | -14.1        |
| Spain                     | 0.2        | 0.2        | 5.1          |
| Sweden                    | 1.6        | 1.9        | -14.4        |
| Switzerland               | 0.3        | 0.4        | -13.3        |
| UK                        | 1.1        | 1.9        | -41.9        |
| <b>All Western Europe</b> | <b>0.8</b> | <b>1.1</b> | <b>-30.5</b> |
| Croatia                   | 0.0        | 0.0        |              |
| Hungary                   | 0.0        | 0.0        |              |
| Poland                    | 0.1        | 0.2        | -22.4        |
| <b>All Europe</b>         | <b>0.7</b> | <b>1.0</b> | <b>-32.1</b> |

## Average consumer BD rental price

|                           | 2013 (€)   | 2012 (€)   | % change   |
|---------------------------|------------|------------|------------|
| Belgium                   | 3.3        | 3.2        | 1.2        |
| Denmark                   | 4.4        | 4.4        | 0.9        |
| France                    | 3.1        | 3.1        | 1.0        |
| Germany                   | 3.0        | 2.8        | 8.9        |
| Ireland                   | 4.8        | 4.7        | 1.0        |
| Italy                     | 3.6        | 3.6        | 0.3        |
| Netherlands               | 3.4        | 3.4        | 0.3        |
| Norway                    | 4.6        | 4.6        | 1.1        |
| Portugal                  | 2.6        | 2.7        | -3.7       |
| Spain                     | 2.8        | 2.4        | 14.8       |
| Sweden                    | 4.4        | 4.0        | 9.9        |
| Switzerland               | 5.1        | 5.2        | -2.6       |
| UK                        | 3.4        | 3.1        | 9.6        |
| <b>All Western Europe</b> | <b>3.3</b> | <b>3.1</b> | <b>7.1</b> |
| Croatia                   | 0.0        | 0.0        |            |
| Hungary                   | 0.0        | 0.0        |            |
| Poland                    | 1.5        | 1.5        | -1.1       |
| <b>All Europe</b>         | <b>3.3</b> | <b>3.1</b> | <b>7.1</b> |

Source: IHS/IVF

Note: Excluding Ireland and Switzerland the countries listed above are IVF members. Regional totals include some countries not listed.