

**FOR EXTERNAL DISTRIBUTION**

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<b>DEG REPORT: U.S. CONSUMER SPENDING BY FORMAT Q1-2016</b>			
<b>U.S. Consumer Spending (in millions)</b>			
	<b>Q-1 2015</b>	<b>Q-1 2016</b>	<b>YOY</b>
<b>Sell-Thru:</b>			
Sell-Thru Packaged Goods - All	\$ 1,584.65	\$ 1,375.06	-13.23%
Sell-Thru (including EST)	\$ 2,068.36	\$ 1,880.07	-9.10%
<b>Rental:</b>			
Brick and Mortar Rental	\$ 168.91	\$ 140.20	-17.00%
Subscription (physical only)	\$ 176.73	\$ 147.70	-16.43%
Kiosk	\$ 512.11	\$ 409.45	-20.05%
Total Rental (excluding VOD)	\$ 857.76	\$ 697.35	-18.70%
Total Rental (including VOD)	\$ 1,381.09	\$ 1,258.83	-8.85%
Total Subscription (Streaming & Disc)	\$ 1,365.72	\$ 1,562.42	14.40%
<b>Digital:</b>			
Electronic Sell-Thru	\$ 483.71	\$ 505.01	4.40%
VOD	\$ 523.33	\$ 561.48	7.29%
Subscription Streaming *	\$ 1,188.98	\$ 1,414.72	18.99%
Total Digital	\$ 2,196.02	\$ 2,481.22	12.99%
<b>Total U.S. Home Entertainment Spending</b>	\$ 4,638.43	\$ 4,553.62	-1.83%
<b>Box Office (in billions)</b>	\$ 3.18	\$ 2.85	-10.38%

\* Paid subscribers only and does not include sVOD bundled with other services.

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