

DEG REPORT 2011 U.S. HOME ENTERTAINMENT CONSUMER SPENDING BY FORMAT



\* YTD Rental data is projected based on studio estimates. \*\*The DEG began breaking out streaming revenue in the first quarter of 2011. In the first half of 2011, streaming revenue was shown as part of the rental category. In Q3, to more accurately reflect the overall trends in digital performance, streaming was shifted from the rental category to the digital category. The first-half of the year has been reformatted to reflect the change which allows for comparisons to previous quarters. Comparable data for streaming is not available for 2010. The Q 4- 2011 release also contains a revision to both EST and VOD for Q4 2010 to reflect the most current data set available to the DEG. \*\*\* For the year end, DEG has added an additional metric showing the change in box office value for the video category.

Prepared by: JMcCourt  
 Email: [jmccourt@redhillgroup.com](mailto:jmccourt@redhillgroup.com)  
 Phone: 949.752.5900 ext. 903

DEG REPORT: U.S. HOME ENTERTAINMENT CONSUMER SPENDING (Aggregate Spending)						
U.S. Consumer Spending (\$ in millions)	2011- Second Half			2011 -YTD Thru Q4		
	2010	2011	2nd Half YOY	YTD - 2010	YTD- 2011	YTD- YOY
Sell-Thru Packaged Goods -All	\$ 5,583.31	\$ 5,081.73	-8.98%	\$ 10,321.07	\$ 8,951.80	-13.27%
Sell-Thru (including EST)	\$ 5,831.47	\$ 5,365.08	-8.00%	\$ 10,829.15	\$ 9,505.47	-12.22%
<b>Rental:*</b>						
Brick and Mortar Rental	\$ 1,066.98	\$ 747.33	-29.96%	\$ 2,309.32	\$ 1,643.83	-28.82%
Subscription (physical only)	\$ 1,198.47	\$ 1,010.33	-15.70%	\$ 2,272.14	\$ 2,366.14	4.14%
Kiosk	\$ 692.75	\$ 857.68	23.81%	\$ 1,269.10	\$ 1,663.23	31.06%
Total Rental (excluding VOD)	\$ 2,958.21	\$ 2,615.35	-11.59%	\$ 5,850.56	\$ 5,673.19	-3.03%
Total Rental (including VOD)	\$ 3,819.93	\$ 3,555.30	-6.93%	\$ 7,602.22	\$ 7,542.29	-0.79%
<b>Digital:**</b>						
Electronic Sell-Thru	\$ 248.16	\$ 283.34	14.18%	\$ 508.08	\$ 553.67	8.97%
VOD	\$ 861.72	\$ 939.96	9.08%	\$ 1,751.66	\$ 1,869.10	6.70%
Subscription Streaming	\$ -	\$ 785.41	0.00%	\$ -	\$ 993.57	NA
Total Digital	\$ 1,109.88	\$ 2,008.72	80.99%	\$ 2,259.74	\$ 3,416.33	51.18%
<b>Total U.S. Home Entertainment Spending</b>	\$ 9,651.40	\$ 9,705.80	0.56%	\$ 18,431.38	\$ 18,041.33	-2.12%
<b>Box Office Value for the Video Category***</b>						-8.70%