

2012

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EXTERNAL - FINAL						
	Q4			YTD thru Q'4		
<u>U.S. Consumer Spending</u>						
(\$ in millions)	2011	2012	YOY	2011*	2012	YOY
Sell-Thru Packaged Goods -All	\$ 3,338.94	\$ 3,060.27	-8.35%	\$ 8,951.80	\$ 8,462.18	-5.47%
Sell-Thru (including EST)	\$ 3,535.57	\$ 3,355.24	-5.10%	\$ 9,554.65	\$ 9,273.70	-2.94%
Rental:						
Brick and Mortar Rental	\$ 350.73	\$ 332.79	-5.12%	\$ 1,599.21	\$ 1,216.02	-23.96%
Subscription (physical only)	\$ 411.39	\$ 284.76	-30.78%	\$ 1,741.22	\$ 1,258.09	-27.75%
Kiosk	\$ 456.91	\$ 492.44	7.78%	\$ 1,676.46	\$ 1,937.77	15.59%
Total Rental (excluding VOD)	\$ 1,219.03	\$ 1,109.99	-8.95%	\$ 5,016.88	\$ 4,411.89	-12.06%
Total Rental (including VOD)	\$ 1,702.20	\$ 1,648.24	-3.17%	\$ 6,801.31	\$ 6,389.09	-6.06%
Total Subscription (Streaming & Disc)	\$ 917.69	\$ 939.48	2.38%	\$ 3,344.36	\$ 3,595.53	7.51%
Digital:						
Electronic Sell-Thru	\$ 196.63	\$ 294.97	50.01%	\$ 602.85	\$ 811.52	34.61%
VOD	\$ 483.17	\$ 538.25	11.40%	\$ 1,784.43	\$ 1,977.21	10.80%
Subscription Streaming	\$ 506.30	\$ 654.73	29.32%	\$ 1,603.14	\$ 2,337.43	45.80%
Total Digital	\$ 1,186.10	\$ 1,487.94	25.45%	\$ 3,990.42	\$ 5,126.16	28.46%
Total U.S. Home Entertainment Spending	\$ 5,744.07	\$ 5,658.21	-1.49%	\$ 17,959.10	\$ 18,000.23	0.23%
Box Office Value for the Video Category						4.70%

* 2011 spending reflects adjustments made as a result of data received following the release of DEG 2011 Home Entertainment Spending.