

**FOR EXTERNAL DISTRIBUTION**

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<b>DEG REPORT: U.S. CONSUMER SPENDING BY FORMAT Q2-2016</b>									
<b>U.S. Consumer Spending (in millions)</b>									
	<b>Q-1 2015</b>	<b>Q-1 2016</b>	<b>YOY</b>	<b>Q-2 2015</b>	<b>Q-2 2016</b>	<b>YOY</b>	<b>First Half 2015</b>	<b>First Half 2016</b>	<b>YOY</b>
<b>Sell-Thru:</b>									
Sell-Thru Packaged Goods - All	\$ 1,584.65	\$ 1,375.06	-13.23%	\$ 1,165.50	\$ 1,200.44	3.00%	\$ 2,750.16	\$ 2,575.50	-6.35%
Sell-Thru (including EST)	\$ 2,068.36	\$ 1,880.07	-9.10%	\$ 1,594.41	\$ 1,666.72	4.54%	\$ 3,662.77	\$ 3,546.79	-3.17%
<b>Rental:</b>									
Brick and Mortar Rental	\$ 168.97	\$ 137.52	-18.61%	\$ 154.16	\$ 121.85	-20.96%	\$ 323.13	\$ 259.36	-19.74%
Subscription (physical only)	\$ 176.73	\$ 147.70	-16.43%	\$ 167.37	\$ 141.56	-15.42%	\$ 344.10	\$ 289.26	-15.94%
Kiosk	\$ 512.11	\$ 409.45	-20.05%	\$ 437.18	\$ 379.97	-13.09%	\$ 949.30	\$ 789.41	-16.84%
Total Rental (excluding VOD)	\$ 857.82	\$ 694.66	-19.02%	\$ 758.71	\$ 643.38	-15.20%	\$ 1,616.53	\$ 1,338.04	-17.23%
Total Rental (including VOD)	\$ 1,381.14	\$ 1,256.15	-9.05%	\$ 1,242.21	\$ 1,161.52	-6.50%	\$ 2,623.36	\$ 2,417.67	-7.84%
<b>Digital:</b>									
Electronic Sell-Thru	\$ 483.71	\$ 505.01	4.40%	\$ 428.91	\$ 466.28	8.71%	\$ 912.62	\$ 971.29	6.43%
VOD	\$ 523.33	\$ 561.48	7.29%	\$ 483.50	\$ 518.14	7.16%	\$ 1,006.83	\$ 1,079.62	7.23%
Subscription Streaming *	\$ 1,188.98	\$ 1,414.72	18.99%	\$ 1,247.04	\$ 1,504.08	20.61%	\$ 2,436.02	\$ 2,918.80	19.82%
Total Digital	\$ 2,196.02	\$ 2,481.22	12.99%	\$ 2,159.45	\$ 2,488.50	15.24%	\$ 4,355.46	\$ 4,969.72	14.10%
<b>Total U.S. Home Entertainment Spending</b>	<b>\$ 4,638.49</b>	<b>\$ 4,550.94</b>	<b>-1.89%</b>	<b>\$ 4,083.66</b>	<b>\$ 4,332.32</b>	<b>6.09%</b>	<b>\$ 8,722.15</b>	<b>\$ 8,883.26</b>	<b>1.85%</b>
<b>Box Office (in billions)</b>	<b>\$3.18</b>	<b>\$2.85</b>	<b>-10.31%</b>	<b>\$1.76</b>	<b>\$2.98</b>	<b>69.87%</b>	<b>\$ 4.94</b>	<b>\$ 5.84</b>	<b>18.21%</b>

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

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