

FOR EXTERNAL DISTRIBUTION

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FORMAT Q3-2016						
U.S. Consumer Spending (in millions)						
	Q-3 2015	Q-3 2016	YOY	Through Q-3 2015	Through Q-3 2016	YOY
Sell-Thru:						
Sell-Thru Packaged Goods - All	\$ 1,148.26	\$ 1,048.64	-8.68%	\$ 3,898.42	\$ 3,624.14	-7.04%
Sell-Thru (including EST)	\$ 1,591.25	\$ 1,534.85	-3.54%	\$ 5,254.03	\$ 5,081.64	-3.28%
Rental:						
Brick and Mortar Rental	\$ 138.30	\$ 107.87	-22.00%	\$ 461.43	\$ 367.24	-20.41%
Subscription (physical only)	\$ 160.74	\$ 135.08	-15.97%	\$ 504.84	\$ 424.34	-15.95%
Kiosk	\$ 392.13	\$ 325.10	-17.09%	\$ 1,341.42	\$ 1,114.51	-16.92%
Total Rental (excluding VOD)	\$ 691.17	\$ 568.05	-17.81%	\$ 2,307.70	\$ 1,906.09	-17.40%
Total Rental (including VOD)	\$ 1,133.89	\$ 1,031.84	-9.00%	\$ 3,757.24	\$ 3,449.50	-8.19%
Digital:						
Electronic Sell-Thru	\$ 442.99	\$ 486.21	9.76%	\$ 1,355.61	\$ 1,457.50	7.52%
VOD	\$ 442.72	\$ 463.79	4.76%	\$ 1,449.55	\$ 1,543.41	6.48%
Subscription Streaming *	\$ 1,296.14	\$ 1,606.06	23.91%	\$ 3,732.16	\$ 4,524.86	21.24%
Total Digital	\$ 2,181.85	\$ 2,556.06	17.15%	\$ 6,537.31	\$ 7,525.78	15.12%
Total U.S. Home Entertainment Spending:	\$ 4,021.28	\$ 4,172.74	3.77%	\$ 12,743.43	\$ 13,056.01	2.45%
Box Office (in billions)	\$ 2.30	\$ 2.47	7.17%	\$ 7.24	\$ 8.30	14.70%

* Paid subscribers only and does not include sVOD bundled

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