

FOR EXTERNAL DISTRIBUTION

2016_YEAR END

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DEG REPORT: U.S. CONSUMER SPENDING BY FORMAT 2016 YEAR END						
U.S. Consumer Spending (in millions)						
	Q-4 2015	Q-4 2016	YOY	Through Q-4 2015	Through Q-4 2016	YOY
Sell-Thru:						
Sell-Thru Packaged Goods - All	\$ 2,171.75	\$ 1,866.43	-14.06%	\$ 6,070.17	\$ 5,490.57	-9.55%
Sell-Thru (including EST)	\$ 2,722.77	\$ 2,418.89	-11.16%	\$ 7,976.80	\$ 7,500.53	-5.97%
Rental:						
Brick and Mortar Rental	\$ 154.84	\$ 122.32	-21.00%	\$ 616.27	\$ 489.56	-20.56%
Subscription (physical only)	\$ 154.04	\$ 123.23	-20.00%	\$ 658.87	\$ 547.57	-16.89%
Kiosk	\$ 390.82	\$ 320.47	-18.00%	\$ 1,732.24	\$ 1,434.98	-17.16%
Total Rental (excluding VOD)	\$ 699.70	\$ 566.03	-19.10%	\$ 3,007.39	\$ 2,472.11	-17.80%
Total Rental (including VOD)	\$ 1,218.62	\$ 1,099.39	-9.78%	\$ 4,975.86	\$ 4,548.89	-8.58%
Digital:						
Electronic Sell-Thru	\$ 551.01	\$ 552.47	0.26%	\$ 1,906.62	\$ 2,009.97	5.42%
VOD	\$ 518.92	\$ 533.36	2.78%	\$ 1,968.47	\$ 2,076.77	5.50%
Subscription Streaming *	\$ 1,349.72	\$ 1,705.27	26.34%	\$ 5,081.88	\$ 6,230.13	22.60%
Total Digital	\$ 2,419.65	\$ 2,791.10	15.35%	\$ 8,956.97	\$ 10,316.87	15.18%
Total U.S. Home Entertainment Spending:	\$ 5,291.10	\$ 5,223.55	-1.28%	\$ 18,034.53	\$ 18,279.55	1.36%
Box Office (in billions)	\$3.33	\$3.50	5.02%	\$ 10.57	\$ 11.80	11.65%

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

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