

**FOR EXTERNAL DISTRIBUTION**

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<b>DEG REPORT: U.S. CONSUMER SPENDING BY FORMAT Q 1 - 2017</b>			
<b>U.S. Consumer Spending (in millions)</b>			
<b>Sell-Thru:</b>	<b>Q1-2016</b>	<b>Q-1 2017</b>	<b>YOY</b>
Sell-Thru Packaged Goods - All	\$ 1,375.06	\$ 1,177.91	-14.34%
Sell-Thru (including EST)	\$ 1,880.07	\$ 1,749.76	-6.93%
<b>Rental:</b>			
Brick and Mortar Rental	\$ 137.52	\$ 107.10	-22.12%
Subscription (physical only)	\$ 147.70	\$ 122.85	-16.82%
Kiosk	\$ 409.45	\$ 338.90	-17.23%
Total Rental (excluding VOD)	\$ 694.66	\$ 568.85	-18.11%
Total Rental (including VOD)	\$ 1,293.91	\$ 1,140.26	-11.87%
<b>Digital:</b>			
Electronic Sell-Thru	\$ 505.01	\$ 571.86	13.24%
VOD	\$ 599.25	\$ 571.41	-4.65%
Subscription Streaming *	\$ 1,414.72	\$ 1,787.04	26.32%
Total Digital	\$ 2,518.98	\$ 2,930.30	16.33%
<b>Total U.S. Home Entertainment Spending:</b>	<b>\$ 4,588.70</b>	<b>\$ 4,677.06</b>	<b>1.93%</b>
<b>Box Office (in billions)</b>	<b>\$2.85</b>	<b>\$2.55</b>	<b>-10.76%</b>

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

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