

**Bo Anderson** President for the ENTERTAINMENT MERCHANTS ASSOCIATION announced that the Home Entertainment Market spending in the United States will reach over \$30 billion by the year 2015, according to its just published “2006 Annual Report on the Home Entertainment Industry” (See Chart Below):-

**HOME ENTERTAINMENT SPENDING**

**2006 - 2015**

<b>Year</b>	<b>Rentals</b>	<b>Sell-Through</b>	<b>Total</b>
2006	\$8.13	\$16.79	\$24.92
2007	\$8.19	\$17.92	\$26.11
2008	\$8.29	\$18.74	\$27.03
2009	\$8.3	\$19.8	\$28.1
2010	\$8.49	\$20.39	\$28.88
2011	\$8.43	\$20.71	\$29.14
2012	\$7.98	\$21.04	\$29.02
2013	\$7.57	\$21.89	\$29.46
2014	\$7.11	\$22.76	\$29.87
2015	\$6.74	\$23.56	\$30.3

Source: ENTERTAINMENT MERCHANTS ASSOCIATION, Ph 818-385-1500.

Website: [www.entertainmentmerchantsassociation.org](http://www.entertainmentmerchantsassociation.org)

**CONSUMER MOVIE SPENDING**

**2015**

<b><u>Rank</u></b>	<b><u>Media</u></b>	<b><u>Revenue (Billions)</u></b>
1	Home Entertainment	\$30.3
2	Box Office	\$11.73
3	VOD	\$9.77
4	Cable/Telco/ALC	\$3.02
	<b>Total</b>	<b>\$54.82 billion</b>

Source: ENTERTAINMENT MERCHANTS ASSOCIATION, Ph 818-385-1500.

2006 Annual Report on the Home Entertainment Industry & Adams Media Research.

Website: [www.entertainmentmerchantsassociation.org](http://www.entertainmentmerchantsassociation.org)

**CONSUMER MOVIE SPENDING**

**2010**

<b><u>Rank</u></b>	<b><u>Media</u></b>	<b><u>Revenue (Billions)</u></b>
1	Home Entertainment	\$28.89
2	Box Office	\$10.12
3	VOD	\$4.19
4	Cable/Telco/ALC	\$1.72
	<b>Total</b>	<b>\$44.92 billion</b>

Source: ENTERTAINMENT MERCHANTS ASSOCIATION, Ph 818-385-1500.

2006 Annual Report on the Home Entertainment Industry & Adams Media Research.

Website: [www.entertainmentmerchantsassociation.org](http://www.entertainmentmerchantsassociation.org)

**THE HOME ENTERTAINMENT MARKET**

**United States**

**(DVD (Sell-through & Rentals), UMD and High-Definition DVD Formats)**  
**(2006 - 2010)**

<b>Year</b>	<b>DVD Software - Retail Value</b>
2006	\$25.75 billion
2007	\$25.50 billion
2008	\$25.50 billion
2009	\$25.50 billion
2010	\$24.75 billion

Source: **Jim Bottoms**, Director, *Understanding & Solutions in the United Kingdom*

Email: [jim.bottoms@uands.com](mailto:jim.bottoms@uands.com)

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**THE HOME ENTERTAINMENT MARKET**

**United States**

**(DVD (Sell-through & Rentals), UMD and High-Definition DVD Formats)**

**2005 - 2010**

<b>Year</b>	<b>DVD Software Annual Title Shipments (Millions of Units)</b>
2005	1,875
2006	1,950
2007	1,990
2008	2,000
2009	2,150
2010	2,300

*Source: **Jim Bottoms**, Director  
Understanding & Solutions in the United Kingdom  
Email: [jim.bottoms@uands.com](mailto:jim.bottoms@uands.com)  
Website: [www.uands.com](http://www.uands.com)*

**GLOBAL ENTERTAINMENT MEDIA EXPENDITURE**

**2009**

<b>Rank</b>	<b>Entertainment Media</b>	<b>Annual Consumer Spending</b>
1	Subscription TV & Radio *	\$158 billion
2	Packaged Content (Video, Music, Games)	\$142 billion
3	Broadband/Internet Access	\$120 billion
4	Mobile Content & Broadcasting	\$40 billion
5	Online Content	\$20 billion
6	Box Office	\$17 billion
	<b><u>Total</u></b>	<b><u>\$497 billion</u></b>

\* Basic & Premium, excludes receiver licenses & advertising

*Source: U&S Digital Distribution of Entertainment Service.  
Understanding & Solutions in the United Kingdom.  
Website: [www.uands.com](http://www.uands.com)*

**GLOBAL ENTERTAINMENT MEDIA EXPENDITURE**

**Consumer Spending = \$83.1 billion**

**2006**

<b>Rank</b>	<b>Entertainment Media</b>	<b>Percentage</b>
1	DVD Sell-Through	46%
2	Box Office	24%
3	DVD Rental	17%
4	Pay TV, Cable, Satellite, PPV, VOD, etc	13%

*Source: Understanding & Solutions in the United Kingdom.*

*Website: [www.uands.com](http://www.uands.com)*

**Peter Staddon** Executive Vice President, Marketing for FOX HOME ENTERTAINMENT and Vice President for the DIGITAL ENTERTAINMENT GROUP (DEG) made a presentation at *The Fifth Annual Home Entertainment Summit, DVD's Nine Lives (Home Media Retailing)* in Los Angeles, California, and reported that: - "The Home Entertainment Market in the first quarter of 2006 was \$5.9 billion, compared to \$6.1 billion, in the same first quarter in 2005, a 4.1% decline; of which the Sell-Through Market was \$3.74 billion compared to \$3.94 billion in the same quarter in 2005, and the Rental Market for the first quarter (s) were \$2.12 billion versus \$2.16 billion in 2005:-

**THE HOME ENTERTAINMENT MARKET**

**2005 - 2006**  
**(First Quarter's)**

<b>First Quarter (s)</b>	<b>2005 (billions)</b>	<b>2006 (billions)</b>
Sell-Through	\$3.94	\$3.74
Rental	\$2.16	\$2.12
<b>Total</b>	<b>\$6.1 Billion</b>	<b>\$5.9 Billion</b>

**Peter Staddon** Executive Vice President, Marketing for FOX HOME ENTERTAINMENT and Vice President for the DIGITAL ENTERTAINMENT GROUP (DEG) continued:- "The Home Entertainment in the full year of 2005 was \$23.2 billion, which accounted for 26.3% of the year's consumer spending, and, for this year (2006) we are projecting \$25.6 billion:-

**THE HOME ENTERTAINMENT MARKET**  
**2005 - 2006**

<b>Year</b>	<b>2005</b>	<b>2006 (Projected)</b>
<b>Total for the Year</b>	<b>\$23.2 billion</b>	<b><u>\$25.6 billion</u></b>

The DVD format (including new technology) will be 99% of the business in 2006, with VHS making up the remaining 1% of the market place."

Source: THE DIGITAL ENTERTAINMENT GROUP (DEG).

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**THE GLOBAL HOME ENTERTAINMENT MARKET**

**Average Annual Purchases Per DVD Household**

**2005**

<b>Rank</b>	<b>Country</b>	<b>Purchases Per DVD Household</b>
1	United States	14
2	United Kingdom	11
3	Australia	10
4	Japan	7
5	France	6

**DVD Household Penetration**

<b>Rank</b>	<b>Territory</b>	<b>DVD Household Penetration (Millions)</b>
1	Europe	111 million
2	Asia Pacific	99 million
3	North America	90 million
4	Japan	21 million
5	Latin America	17 million
6	Australia/New Zealand	6.4 million

**Helen Davis Jayalath** Senior Analyst for SCREEN DIGEST made the Global Presentation at *The Fifth Annual Home Entertainment Summit, DVD's Nine Lives (Home Media Retailing)* in Los Angeles, California.

*Source: Screen Digest in the United Kingdom.*

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**THE GLOBAL HOME ENTERTAINMENT MARKET**

**Distributor Revenues from Sell-Thru DVD's**

**2005**

<b>Rank</b>	<b>Territory</b>	<b>Percentage of Revenues</b>
1	North America	51.9%
2	Western Europe	26.5%
3	Asia Pacific	19.9%
4	Latin America	1.3%
5	CE Europe	0.4%

*Source: Screen Digest in the United Kingdom.*

*Website: [www.screendigest.com](http://www.screendigest.com)*