



IHS Technology AHEDA Digital Data Research Data Set and Sample Methodology

PLATFORMS included in sample:

- International services such as -
 - iTunes
 - Google Play
 - Xbox Video
 - PlayStation store
- Local services (these vary by country) but include services such as -
 - Blinkbox (UK)
 - Vudu (US)
 - Bigpond (AUS)
 - Maxdome (DE)

Across these services 95%+ of transactional online video spend is accounted for and therefore represents the key services surveyed.

- Pricing survey:
 - Conducted in Q1 2014
- Sample size*:
 - Between 1200 and 2000 instances per market
 - Between 240 and 400 instances per service
 - Between 30 and 50 titles per service
- Business model:
 - RETAIL and RENTAL channels
- Formats:
 - SD and HD
- Categories:
 - NEW RELEASE and LIBRARY

*TITLES surveyed are the top performing local titles and amounts to between 240 and 400 instances per service; and between 1200 and 2000 instances per market. Consumption is weighted towards these titles so reflect actual spending across the course of a month.

Split of new release (NR) films that are VoD SD and VoD HD

		2012	2013	2014	2015	2016	2017	2018		
NR VOD films										
Australia	VOD SD	77%	68%	65%	63%	61%	61%	61%		
	VOD HD	23%	32%	35%	37%	39%	39%	39%		

Split of NR films (i.e. not TV) between VoD and EST

		2012	2013	2014	2015	2016	2017	2018		
NR VOD films										
Australia	EST	17%	16%	17%	18%	19%	19%	20%		
	VOD	83%	84%	83%	82%	81%	81%	80%		

Average Prices: VOD Standard Definition (SD) title: New Release vs Catalogue 2012 - 2014

VOD SD			2012	2013	Growth (13/12 %)	2014	Growth (14/13 %)
Australia	New Release	\$	4.63	4.42	-4.4%	4.25	-3.9%
	Catalogue	\$	3.34	3.52	5.5%	3.32	-5.8%
New Zealand	New Release	\$	4.53	4.73	4.5%	4.78	1.0%
	Catalogue	\$	3.61	3.80	5.2%	3.70	-2.7%
France	New Release	\$	4.43	4.43	0.1%	4.31	-2.9%
	Catalogue	\$	3.31	2.98	-10.0%	2.91	-2.2%
Germany	New Release	\$	4.60	4.76	3.5%	4.74	-0.4%
	Catalogue	\$	3.31	3.46	4.3%	3.45	-0.3%
Italy	New Release	\$	4.62	4.68	1.4%	4.65	-0.7%
	Catalogue	\$	2.76	2.82	2.3%	2.79	-1.0%
Spain	New Release	\$	4.56	4.69	2.8%	4.69	0.0%
	Catalogue	\$	3.26	3.37	3.4%	3.39	0.4%
UK	New Release	\$	4.97	4.63	-6.8%	4.61	-0.3%
	Catalogue	\$	3.39	3.37	-0.6%	3.41	1.0%
US	New Release	\$	3.84	3.72	-3.2%	3.93	5.9%
	Catalogue	\$	2.75	2.62	-4.8%	2.55	-2.7%

Average Prices: VOD High Definition (HD) title: New Release vs Catalogue 2012 - 2014

VOD HD			2012	2013	Growth (13/12 %)	2014	Growth (14/13 %)
Australia	New Release	\$	5.35	5.27	-1.5%	5.19	-1.5%
	Catalogue	\$	4.26	4.18	-1.9%	4.07	-2.7%
New Zealand	New Release	\$	6.31	6.29	-0.4%	6.23	-0.9%
	Catalogue	\$	5.30	5.13	-3.2%	5.10	-0.4%
France	New Release	\$	6.01	5.58	-7.2%	5.50	-1.4%
	Catalogue	\$	4.77	4.51	-5.3%	4.44	-1.7%
Germany	New Release	\$	5.57	5.77	3.7%	5.79	0.2%
	Catalogue	\$	4.13	4.31	4.5%	4.37	1.2%
Italy	New Release	\$	6.18	6.22	0.6%	6.10	-1.9%
	Catalogue	\$	4.56	4.64	1.8%	4.01	-13.6%
Spain	New Release	\$	6.32	6.26	-0.9%	6.16	-1.7%
	Catalogue	\$	4.99	4.95	-0.8%	4.86	-1.8%
UK	New Release	\$	6.48	6.41	-1.2%	6.41	0.0%
	Catalogue	\$	5.01	4.28	-14.6%	4.26	-0.3%
US	New Release	\$	5.26	5.20	-1.1%	5.30	1.8%
	Catalogue	\$	4.12	3.96	-3.8%	3.89	-1.7%

Source: IHS

Notes:

- All pricing data is cleared from GST/VAT/Sales Tax
- VOD includes both internet VOD and VOD delivered within a Pay TV environment

Exchange Rates (2012-2014)

USD = 0.965 AUD

USD = 0.631 GBP

USD = 0.781 EUR

USD = 1.234 NZD