



## **MEDIA RELEASE**

# **2016 a huge year for home entertainment film industry, with more than AUD\$1 billion in sales**

***Research shows Australian digital prices among cheapest in the world as sales hit \$200m***

**20 January, 2017** - The Australian Home Entertainment Distributors Association (AHEDA) has today released its 2016 data on the state of the home entertainment film industry, as well as new research into the pricing of digital film and TV in Australia.

The data reveals that Australians remain some of the largest purchasers of DVDs and Blu-ray Discs in the world, with \$805.5 million in sales throughout 2016.

While the physical disc DVD market did decline by 11% in 2016 - led by decreases in catalogue films – pleasingly, new release disc sales increased in 2016 by 4%, with Blu-ray disc new release films up by 14% and Blu-ray disc TV series sales up by 17%.

“The physical disc market is incredibly resilient in Australia, and with the amazing theatrical slate in 2016 continuing into 2017, I expect new release DVD and Blu-ray disc sales to grow again in 2017,” Mr Simon Bush, CEO of AHEDA said. “The digital film market growing by ten per cent in 2016 is a tremendous result,”

Through to end of October, Australians purchased or rented digitally<sup>1</sup> more than \$165 million in films or TV shows. AHEDA projected the market to be worth \$200 million for the first time in 2016.

“The combined home entertainment film and TV industry in Australia remains a \$1 billion sector coexisting alongside new technology and services like Netflix and Stan. The average digital movie price data AHEDA has commissioned from analysts’ shows again that Australia has some of the cheapest digital movie prices in the world”.

“Not only did 9 out of 10 of the biggest box office films open in Australia before the US, digital pricing in every category is cheaper in Australia than the US. This dispels the myth that Australia gets their movie content later and is more expensive. The so-called ‘Australia tax’ pleasingly does not apply to the movie industry,” Mr Bush said.

---

<sup>1</sup> Digital transactions to either own EST (electronic sell-through) or rent (Video on Demand) from platforms such as iTunes, Play Store, Playstation and Xbox stores, Telstra, Foxtel Movies etc.

In fact, the data shows Australia is cheaper than the US in every category, including VOD and Electronic Sell Through (EST) in both HD and SD formats (standardising territory prices using USD conversions @ Q2 2016)

Australia is cheaper than both US and UK in VoD (both SD and HD) across both new release and Catalogue, with VoD being the highest transactional digital consumption method (i.e. most popular).

**2016 (Q2 USD exchange rate and all in USD):**

	<b>Australia</b>	<b>United Kingdom</b>	<b>USA</b>
<u>Electronic Sell Through (EST) Standard Definition (SD):</u>	<ul style="list-style-type: none"> <li>\$12.40 NR (new release)</li> <li>\$8.01 Cat (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$11.05 (new release)</li> <li>\$8.75 (catalogue)</li> </ul>	\$14.34 (new release) \$9.60 (catalogue)
<u>EST (HD)</u>	<ul style="list-style-type: none"> <li>\$15.00 (new release)</li> <li>\$9.79 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$13.85 (new release)</li> <li>\$10.65 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$16.58 (new release)</li> <li>\$14.26 (catalogue)</li> </ul>
<u>Video on Demand (VoD) (SD)</u>	<ul style="list-style-type: none"> <li>\$3.93 (new release)</li> <li>\$2.65 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$4.07 (new release)</li> <li>\$2.98 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$4.43 (new release)</li> <li>\$2.76 (catalogue)</li> </ul>
<u>Video on Demand (VoD) (SD)</u>	<ul style="list-style-type: none"> <li>\$4.53 (new release)</li> <li>\$3.47 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$5.15 (new release)</li> <li>\$4.05 (catalogue)</li> </ul>	<ul style="list-style-type: none"> <li>\$ 5.61 (new release)</li> <li>\$ 3.87 (catalogue)</li> </ul>

Top 10 selling DVD and BD combined 2016 by volume:

1.	Star Wars V11 The Force Awakens
2.	Deadpool
3.	The Dressmaker
4.	Game of Thrones Season 5
5.	Zootopia
6.	James Bond Spectre

7.	Batman V Superman Dawn of Justice
8.	The Martian
9.	Hunger Games Mockingjay Pt2 The Secret Life of Pets
10.	The Secret Life of Pets

**Media enquiries:** Call Simon Bush on 0417 642 200.