

Australian digital film and TV sales hit \$128m

SYDNEY: 18, March 2012: The Australian Home Entertainment Distributors Association (AHEDA) has for the first time released data on the size of the Australian transactional digital film and TV market.

AHEDA data shows that the Australian transactional digital film and TV market was worth \$127.77 million in 2012, an increase of 36 per cent over the previous year.

The largest digital market in Australia in terms of revenue is video on demand (VoD*) movies (56%) followed by TV electronic sell-through (EST*) (23%) and movie EST (21%).

In terms of platforms, Apple's iTunes leads the domestic market but there are significant other digital platforms offering Australians choice including: Foxtel on Demand, Telstra's Bigpond Movies Sony Entertainment Network, Microsoft with Xbox Live, Fetch TV, Quickflix and Google's Play Store.

The AHEDA data also shows that average pricing for EST movies is dropping from an average price in 2011 of \$16.10 to \$14.70 in 2012.

"Digital sales in 2012 really took off and now exceed 10 per cent of total sales for the \$1.174 billion Australian home entertainment industry," AHEDA CEO Simon Bush said.

"Our analysis expects this strong digital growth to continue.

"The popularity and growth of new digital platforms available on a significant range of devices along with broadband improvements in Australia will drive more legal download and streaming opportunities for Australians which our industry is embracing.

"However, the largest hurdle facing our industry for digital growth to replace declining physical DVD sales is that of film piracy and recent research shows that when major peer-2-peer piracy sites have been blocked or shutdown, piracy traffic drops and legitimate sales see a significant spike.¹

"We look forward to similar regulatory improvements in Australia so that Australian's innovative and creative industries and not left behind." Mr Bush said.

¹ Recent research **Gone in 60 Seconds: The Impact of the Megaupload Shutdown on Movie Sales** can be accessed here: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2229349

Top 10 film and TV EST and VoD sales for 2012 in Australia:

	EST Title		VoD Title
1	Game of Thrones	1	The Hunger Games
2	True Blood	2	What to Expect When You're Expecting
3	Breaking Bad	3	Sherlock Holmes: A Game of Shadows
4	Gossip Girl	4	Red Dog
5	Big Bang Theory	5	Horrible Bosses
6	The Vampire Diaries	6	Dark Shadows
7	Boardwalk Empire	7	Men in Black 3
8	Hart of Dixie	8	Crazy Stupid Love
9	Revenge	9	Journey 2: The Mysterious Island
10	Homeland Season 1	10	Mission Impossible: Ghost Protocol

*Definitions: Electronic Sell Through (EST) is downloading a movie to own, Video on Demand (VoD) is a digital download or stream that is rental only.

AHEDA members cover 95 per cent of the digital market.

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ABOUT AHEDA:

The Australian Home Entertainment Distributors Association (AHEDA) represents the \$1.2 billion Australian film and TV home entertainment industry covering both packaged goods (DVD and Blu-ray Disc) and digital content.

In 2012, AHEDA members moved over 64 million units worth \$1.04 billion in wholesale DVD and Blu-ray sales as well as over \$130 million in digital revenues.

The Association speaks and acts on behalf of its members on issues that affect the industry as a whole such as: intellectual property theft and enforcement, classification, media access, technology challenges, copyright and media convergence.

The Association's members include: Anchor Bay Home Entertainment, Disney Home Entertainment, Fox Home Entertainment, Hopscotch Entertainment, Madman Entertainment, Paramount Home Entertainment, Roadshow Entertainment, Universal Sony Home Entertainment, Warner Brothers Home Entertainment.