

Digital film and TV sales up 22% to \$144 million in 2013

11 March, 2014: The Australian Home Entertainment Distributors Association (AHEDA) today released data on 2013 Australian digital film and TV sales.

2013 saw 22.4 per cent growth over that of 2012 with digital film and TV consumer revenues reaching \$143,667,000.

Interestingly, the split between electronic sell through (EST or download to own) and video on demand (VoD or download or streaming rental) is almost equal.

EST accounted for \$71.2 million in revenue whilst VoD achieved \$72.5 in consumer revenue across 23.8 million units.

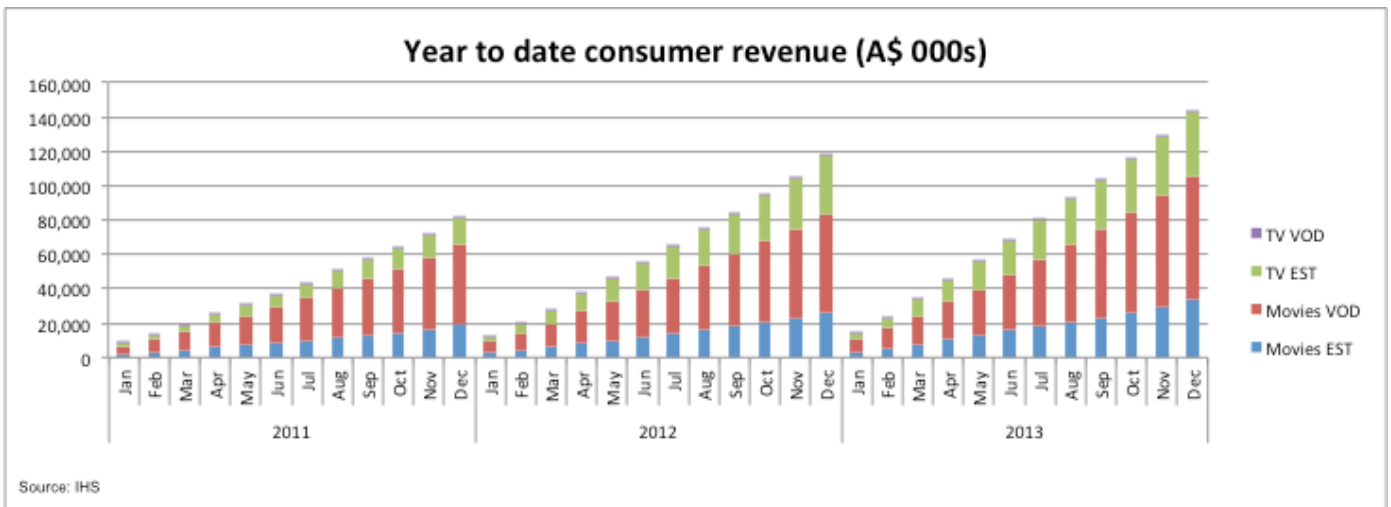
The largest consumer revenue growth was in both EST and VoD movies each at 26 per cent (by contrast TV EST saw 13% growth and TV VoD is not a large market in Australia).

“The 2013 digital movie and TV sales data show the tremendous growth and consumer interest Australians have in consuming filmed content digitally,” AHEDA CEO Simon Bush said.

“In fact, on per capita basis, Australia is second only to the United States in digital consumer revenues.

“New digital offerings such as Ultra Violet and continued content availability on leading online platforms will only continue to drive legitimate consumer sales.

“With 50 per cent of all sales coming from electronic sell through (EST) films this makes Australia a stand out in the global market place where VoD tends to dominate; and of course EST margins exceed those of VoD.



“The next exciting evolution in the Australian market will be the launch of subscription VoD services during 2014. The Australian digital market remains a dynamic place and AHEDA members will continue to provide content to new platforms to meet ever changing consumer demands,” Mr Bush said.

Mr Bush adds: “However, despite the strong digital sales, the physical business continues to decline and as an industry we are losing hundreds of millions in lost sales from internet piracy and we look forward to the Abbott Government following through with legislative reforms in 2014 to assist the creative content industries.”

ENDS.

For further information contact Simon Bush, CEO, phone 0417 642 200

Notes:

- Data includes all AHEDA members but this would include well over 90 per cent of the market total
- All revenue reported without GST
- VoD includes both internet and VoD delivered within a pay-TV environment
- AHEDA data does not include subscription based internet and pay TV services.

About AHEDA:

The Australian Home Entertainment Distributors Association (AHEDA) represents the \$1.1 billion Australian film and TV home entertainment industry covering both packaged goods (DVD and Blu-ray Disc) and digital content.

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 Entertainment
- Entertainment One Films Australia
- Madman Entertainment
- Paramount Home Media Distribution Australia
- Roadshow Entertainment
- Twentieth Century Fox Home Entertainment
- Universal Sony Pictures Home Entertainment
- Walt Disney Company (Australia)
- Warner Bros. Entertainment

Associate members:

- Foxtel, Regency Media, Sony DADC, Technicolor