

Game Of Thrones leads Oz (legal) downloads in 2013

17 April, 2014: Game of Thrones proved to be Australia's most legally downloaded TV or film in 2013, according to new data from the Australian Home Entertainment Distributors Association (AHEDA).

The top 10 lists for electronic sell through (EST or download to own) and video on demand (VoD or digital rental) show that the biggest EST sellers for 2013 are also in fact the most pirated shows in Australia.

The average EST price in 2013 was \$8.86 and for VoD it was \$5.31.

The average EST price for feature films in 2013 dropped to \$17.07 (down from \$17.47 in 2012) whilst VoD films averaged \$5.36. The average price across the two was \$6.85 for films.

The highest-ranking Australian film was *The Sapphires* where it was just outside the top ten films of the year in the digital rankings coming in at number 13 - a great result for an Aussie film which shows the returns that can be achieved for local productions through legitimate online channels.

"What the data shows is that there is a strong legitimate market for quality television and film productions and people are willing to pay for it," AHEDA Chief Executive, Simon Bush said.

"Unfortunately people are also too willing to pirate these same shows but it is pleasing that many Australians are doing the right thing and purchasing the content.

"We need to continue to convert more people to the many legitimate channels that now exist in the Australian market and we look forward to support from the Abbott Government in reigning in the globally high levels of film piracy in this country," Mr Bush said.

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

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.

Australian Top 10 EST for 2013

1. Game of Thrones S3
2. Game of Thrones S2
3. Game of Thrones S1
4. Breaking Bad – The Final Season
5. The Walking Dead S3
6. House of Cards S1
7. True Blood S6
8. Modern Family S4
9. Girls S2
10. Revenge S2

Australian Top 10 VoD 2013

1. Pitch Perfect
2. World War Z
3. Jack Reacher
4. Olympus Has Fallen
5. Silver Linings Playbook
6. Iron Man 3
7. Identity Thief
8. Looper
9. Flight
10. Django Unchained

Australian Top 10 EST Films 2013

1. Argo
2. Man of Steel
3. Despicable Me
4. Pitch Perfect
5. Despicable Me 2
6. The Hobbit: The Unexpected Journey
7. Madagascar 3: Europe's Most Wanted
8. World War Z
9. Wreck-It Ralph
10. Hotel Transylvania

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Notes:

- Data includes AHEDA members only but this would include 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