

MEDIA RELEASE

Australian Home Entertainment 2014 market data *\$1.115 billion market: digital up 11%, discs down 10%*

Frozen tops the sales charts

2nd February, 2015: The Australian Home Entertainment Distributors Association (AHEDA) today released 2014 data showing the local home entertainment market saw continued strong growth in digital sales to counter the decline in physical disc sales.

AHEDA data and forecasts show the total home entertainment market (digital* and physical disc) remains a billion dollar industry with total sales for 2014 of \$1.115 billion.

“As the market matures, we are seeing the declines in physical disc sales tapering and the consumer is proving yet again that new and exciting TV and movie content continues to perform well showing why Australian retailers continue to support the category ,” Simon Bush, AHEDA CEO said.

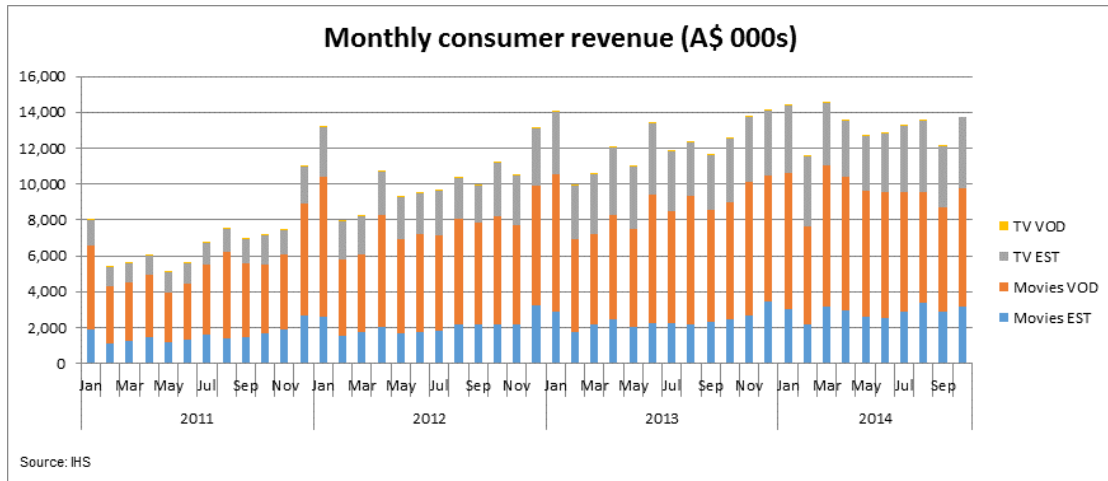
The physical home entertainment market in Australia comprising DVD and Blu-ray sales saw a decline of 10 per cent over 2014 to reach \$951,330,000 based on GfK retail tracking data and AHEDA analysis.

The largest category in the physical market is that of TV series, which saw only a small 2 per decline in 2014 with new release movies down 7 per cent. Catalogue movies were down 16 per cent and the smallest category, direct to video, was down 19 per cent.

There was no difference between DVD and BD with both categories seeing declines of 10 per cent with Blu-ray penetration sitting at 16 per cent.

Latest AHEDA digital data shows that 2014 digital (VoD and EST) sales have increased by 11 per cent year-to-date as at end of October 2014 with forecasts for 2014 sales to hit a record \$163.5 million.

The split between VoD and EST in Australian remains around 50 per cent with EST movies showing strongest growth of 26% (January to October data).



“2015 is shaping up to be an exciting year in the continued evolution of the home entertainment marketplace with SVoD service Stan launching last month to join Foxtel’s Presto and Quickflix, with Netflix starting in March,” Mr Bush said.

“AHEDA also strongly supports efforts by the Federal Government to combat the high levels of film piracy we see in this country and welcomes efforts to establish a notice scheme as well as injunctive relief mechanisms to block web sites whose primary purpose is to promote piracy.”

Full Year 2014

Top 20 All titles (DVD + Blu-ray combined) Ranked by volume

RANK	TITLE	DISTRIBUTOR
1	FROZEN	WALT DISNEY STUDIOS
2	LEGO MOVIE	ROADSHOW
3	HOBBIT THE DESOLATION OF SMAUG	WARNER BROS
4	HUNGER GAMES CATCHING FIRE	ROADSHOW
5	GAME OF THRONES SEASON 3	WARNER BROS
6	GUARDIANS OF THE GALAXY	WALT DISNEY STUDIOS
7	THOR THE DARK WORLD	WALT DISNEY STUDIOS
8	GRAVITY	WARNER BROS
9	HOW TO TRAIN YOUR DRAGON 2	20TH CENTURY FOX
10	TRANSFORMERS AGE OF EXTINCTION	PARAMOUNT
11	CAPTAIN AMERICA THE WINTER SOLDIER	WALT DISNEY STUDIOS
12	AMAZING SPIDER-MAN 2 RISE OF ELECTRO	SONY PICTURES
13	PLANES	WALT DISNEY STUDIOS
14	WOLF OF WALL STREET	ROADSHOW
15	BAD NEIGHBOURS	UNIVERSAL
16	MALEFICENT	WALT DISNEY STUDIOS

17	TEENAGE MUTANT NINJA TURTLES (2014)	PARAMOUNT
18	GAME OF THRONES SEASON 2	WARNER BROS
19	X-MEN DAYS OF FUTURE PAST	20TH CENTURY FOX
20	TURBO	20TH CENTURY FOX

Source: GfK

**Digital sales include video on demand (VoD or digital rental) and electronic sell through (EST or download to own) services. SVoD (subscription VoD) data is not included in AHEDA statistics.*

ENDS.

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About AHEDA:

The Australian Home Entertainment Distributors Association (AHEDA) represents the \$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 including: 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