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AUSTRALIAN HOME ENTERTAINMENT
DISTRIBUTORS ASSOCIATION

FOR IMMEDIATE RELEASE

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Australian video home entertainment remains a \$1 billion industry with digital movie and TV sales reaching new records

The Australian home entertainment market saw combined physical and digital sales of \$1.084 billion in 2015.

Despite the launch of major subscription video on demand (SVoD) services like Presto, Netflix and Stan in the Australian market in 2015, AHEDA has recorded solid transactional digital sales^ growth of 5.2% with revenues estimated to hit \$178 million*.

However, what continues to shine through is the continued resilience of DVD and Blu-ray in Australia. 2015 disc sales dropped 8% to reach \$904,198,501 and volume was down 6% to 50,531,762 discs sold with *Jurassic World* topping the DVD sales charts (see top 20 chart attached to this release).

Compared with the UK market where 2015 sales were down 15% and volume 16.4% (Source: British Video Association), the Australian market remains strong for disc sales with excellence in Australian retailing key as well as quality content. The release slate on DVD for 2016 also looks strong.

In terms of categories of sales, TV series on disc remains the most popular - despite SVoD service launches - with value down 8% to a resilient \$326.2 million. Catalogue and new release movies were down 5% (\$256.8m) and 6% (\$172.0m) respectively.

As a percentage of the total disc market, in 2015 Blu-ray accounted for 12.2% of the market, marginally down from 2014 of 12.9%.

“The Australian home entertainment market’s strength is based on a number of important factors. They include: quality content, earlier release windows and competitive pricing,” Simon Bush, CEO of the Australian Home Entertainment Distributors Association said.

“There is also emerging research that industry efforts around availability and price coupled with consumer education initiatives as well as government leadership to consume content legally has shifted some from piracy habits to purchasing and renting.

“The piracy war is never won but achieving small victories along the way will help ensure that there remains a legitimate market for Australian content,” Mr Bush said.

ENDS.

For more information: Simon Bush, CEO AHEDA on 0417 642 200.

^Transactional digital sales are download or stream to purchase or rent from sites like iTunes, Google Play, Foxtel Store

• AHEDA digital data available is to end of October 2015 with final two months estimated based on sales to date and previous years’ sales history. Full 2015 digital sales calendar year data will be made available in March 2015.

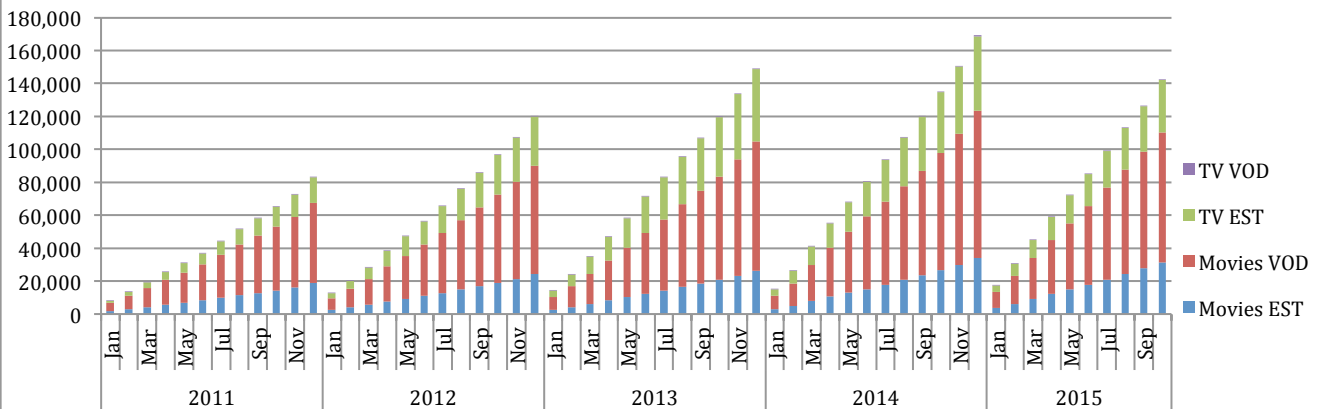
2015 Top 20 DVD + Blu-ray Combined

Ranked by volume

RANK	TITLE	DISTRIBUTOR	RELEASE DATE	WKS RELEASED
1	JURASSIC WORLD	UNIVERSAL	15-Oct-15	12
2	FAST & FURIOUS 7	UNIVERSAL	27-Aug-15	19
3	FIFTY SHADES OF GREY	UNIVERSAL	21-May-15	33
4	MARVEL THE AVENGERS AGE OF ULTRON	WALT DISNEY STUDIOS	16-Sep-15	16
5	HOBBIT THE BATTLE OF THE FIVE ARMIES	ROADSHOW	26-Mar-15	41
6	GAME OF THRONES SEASON 4	ROADSHOW	18-Feb-15	46
7	MINIONS	UNIVERSAL	5-Nov-15	9
8	HUNGER GAMES MOCKINGJAY PART 1	ROADSHOW	5-Mar-15	44
9	PITCH PERFECT 2	UNIVERSAL	6-Aug-15	22
10	INSIDE OUT (2015)	WALT DISNEY STUDIOS	11-Nov-15	8
11	BIG HERO 6	WALT DISNEY STUDIOS	25-Mar-15	41
12	MAD MAX FURY ROAD	ROADSHOW	2-Sep-15	18
13	FURY (2014)	SONY PICTURES	22-Jan-15	50
14	AMERICAN SNIPER	ROADSHOW	27-May-15	32
15	FROZEN (2013)	WALT DISNEY STUDIOS	30-Apr-14	88
16	CINDERELLA (2015)	WALT DISNEY STUDIOS	24-Jun-15	28
17	THE WATER DIVINER	UNIVERSAL	19-Mar-15	42
18	HOME (2015)	20TH CENTURY FOX	8-Jul-15	26
19	ANT-MAN	WALT DISNEY STUDIOS	2-Dec-15	5
20	PADDINGTON MOVIE	SONY PICTURES	9-Apr-15	39

Source: GfK Australia, 2015 based on 52 week schedule.

Year to date digital transactional consumer revenue (A\$ 000s)



Source: IHS