

2010 DVD sales statistics: industry continues to innovate and grow in key categories

1 February, 2011: AHEDA released today its 2010 statistics which show that its members shipped into the retail channel 76.15 million DVDs worth \$1.29 billion dollars.

Compared to 2009, comparable sales in 2010 show that the Australia home entertainment film and TV industry declined by 5 per cent for DVD/Blu-ray combined. However, Blu-ray grew by 36.4 per cent in 2010 to be worth \$111,522,304.

“The AHEDA 2010 statistics are heartening for our industry as at the half way point in the year we were staring at a double digit decline in sales. Clearly the last quarter and the Christmas trading period has lived up to expectations,” Chief Executive, Mr Simon Bush said today.

“In particular the 36 per cent growth in Blu-ray is a tremendous result and shows that Australians are backing this new format in increasing numbers.

“These statistics also do not report digital sales of film and TV shows which is estimated to be in the order of \$35 million, up from \$16.8 million in 2009. We are seeking to capture this data from AHEDA members from 2011 as the growth of digital continues at pace.

“The decline in sales occurred in two main areas, catalogue films and the rental channel. Other categories showed continued growth including new release as well as TV shows on DVD.

“Projections for 2011 are difficult given the current state of retailing in Australia, but I envisage that key categories of Blu-ray, new release and TV on DVD will continue to do well with digital starting to show some solid numbers with multiple platforms and players now operating in the domestic market,” Mr Bush said.

Top 5 sold (retail) in 2010

DVD

1. Avatar (Fox)
2. Toy Story 3 (Disney)
3. Twilight Saga New Moon (Sony)
4. Up (Disney)
5. Sex and the City 2: SE (Roadshow)

Top 5 statistics courtesy of GfK

Blu-ray

1. Avatar (Fox)
2. Inception – combo pack (Warner Bros)
3. Iron Man 2 – bonus pack (Paramount)
4. Toy Story 3 (Disney)
5. Twilight Saga New Moon (Sony)

ENDS.

About AHEDA

The Australian Home Entertainment Distributors Association (AHEDA) represents the \$1.3 billion Australian film and TV home entertainment industry covering both packaged goods (DVD and Blu-ray Disc) and digital content.

In 2010, AHEDA members moved over 76 million titles worth \$1.29 billion in wholesale DVD sales.

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 currently has 12 members including all the major Hollywood film distribution companies through to wholly-owned Australian companies such as Roadshow Entertainment, Madman Entertainment, Hopscotch Entertainment, Fremantle Media Australia and Anchor Bay Home Entertainment.

More information: Please contact Simon Bush on 0417 642 200 or go to aheda.com.au