

# Belgium

## Belgium: key data

|   |                    |
|---|--------------------|
| Population  | 10.6m              |
| TV households   | 4.7m               |
| DVD households (penetration)                              | 77.1%              |
| Blu-ray household (penetration)                           | 3.1%               |
| <b>Distributors revenues from physical video software</b> | <b>€ 146m</b>      |
| Comparison with 2009                                      | -15.5%             |
| DVD/ Blu-ray Disc split                                   | € 134.4m / € 11.6m |
| Video software rental/retail split (%)                    | 4/96               |
| <b>Consumer spending on physical video software</b>       | <b>€ 225.1m</b>    |
| Comparison with 2009                                      | -10.0%             |
| DVD/ Blu-ray Disc split                                   | € 208m / € 17.1m   |
| Video software rental/retail split (%)                    | 9/91               |



## DVD and Blu-ray market

The total Belgian video market decreased significantly by 10 per cent in 2010 and total units sold decreased by 9.6 per cent. Although the sales of Blu-ray Discs (BD) increased by 66.7 per cent (320,000 units more than in 2009), the number of DVD discs sold continued to drop. In 2010, Belgian consumers bought 2 million DVD discs less than in 2009. The most popular title on DVD and Blu-ray Disc was "Avatar". 50 per cent of the top TV shows sold on DVD were of Belgian origin - 'Van Vlees and Blood' or 'Bumba in Afrika'.

## Online distribution

The home entertainment market in Belgium has gone online. All video publishers are making their catalogues available through streaming services offered by the major ISPs. Several members of BEA Video invested in innovative ways to enjoy movies by developing movie applications for the use on iPod, iPad or iPhone.

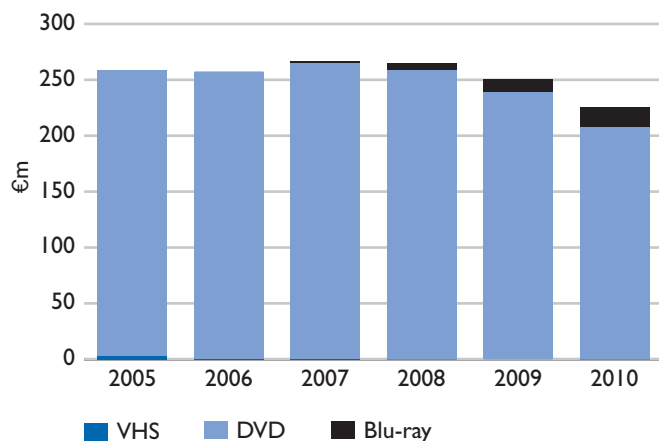
## Other relevant developments

The Belgian minister of economic affairs has publicly stated that it is the task of the industry to develop legal offers online. The public authorities, on the other hand, are responsible for protecting the digital entertainment industry by fighting online piracy.

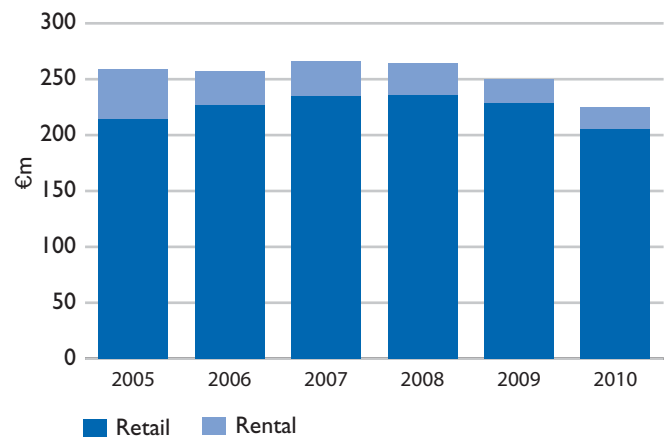
*This commentary was provided by BEA, representing the Belgian games-, music- and video industry.*

## Video market: Belgium

### Consumer spending by format



### Consumer spending by sector



|                            |      | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 10/09 |
|----------------------------|------|------|------|------|------|------|------|-------|
| <b>EXCHANGE RATE: \$1=</b> | Euro | 0.80 | 0.80 | 0.73 | 0.68 | 0.72 | 0.75 |       |

#### GENERAL

|            |   |       |       |       |       |       |       |      |
|------------|---|-------|-------|-------|-------|-------|-------|------|
| Population | m | 10.51 | 10.59 | 10.60 | 10.61 | 10.62 | 10.63 | 0.1% |
| Households | m | 4.43  | 4.46  | 4.49  | 4.52  | 4.54  | 4.57  | 0.5% |

#### HARDWARE

|               |   |     |     |     |     |     |     |      |
|---------------|---|-----|-----|-----|-----|-----|-----|------|
| TV households | m | 4.4 | 4.5 | 4.5 | 4.6 | 4.6 | 4.7 | 1.0% |
|---------------|---|-----|-----|-----|-----|-----|-----|------|

#### DVD sector

|                                      |   |       |       |       |       |       |       |       |
|--------------------------------------|---|-------|-------|-------|-------|-------|-------|-------|
| DVD Video player/recorder households | m | 2.378 | 2.802 | 3.166 | 3.308 | 3.534 | 3.606 | 2.1%  |
| Penetration of TV households         | % | 53.7  | 62.4  | 69.8  | 72.1  | 76.2  | 77.1  |       |
| DVD console households               | m | 0.739 | 0.795 | 0.844 | 0.896 | 0.912 | 0.932 | 0.023 |
| Penetration of TV households         | % | 16.7  | 17.7  | 18.6  | 19.5  | 19.7  | 19.9  |       |

#### BD sector

|                                 |   |  |  |       |       |       |       |        |
|---------------------------------|---|--|--|-------|-------|-------|-------|--------|
| BD standalone player households | m |  |  | 0.002 | 0.010 | 0.060 | 0.143 | 140.3% |
| Penetration of TV households    | % |  |  | 0.033 | 0.218 | 1.3   | 3.1   |        |
| PS3 console households          | m |  |  | 0.078 | 0.183 | 0.302 | 0.423 | 40.1%  |
| Penetration of TV households    | % |  |  | 1.7   | 4.0   | 6.5   | 9.0   |        |

## Total video software market

|                                      |        | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 10/09  |
|--------------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| <b>TRADE LEVEL PHYSICAL LEVEL</b>    |        |       |       |       |       |       |       |        |
| Total revenues from video software   | Euro m | 208.3 | 197.2 | 201.7 | 190.6 | 172.7 | 146.0 | -15.5% |
| Total revenues from retail video     | Euro m | 192.2 | 186.9 | 190.5 | 181.0 | 166.7 | 140.5 | -15.7% |
| Total revenues from rental video     | Euro m | 16.1  | 10.3  | 11.2  | 9.7   | 6.1   | 5.5   | -9.6%  |
| <b>CONSUMER LEVEL PHYSICAL VIDEO</b> |        |       |       |       |       |       |       |        |
| Total spending on video software     | Euro m | 258.5 | 257.0 | 266.4 | 264.4 | 250.2 | 225.1 | -10.0% |
| Total spending on retail video       | Euro m | 214.6 | 227.1 | 234.8 | 235.9 | 228.5 | 205.6 | -10.0% |
| Total spending on rental video       | Euro m | 43.9  | 29.9  | 31.6  | 28.5  | 21.7  | 19.6  | -10.0% |

## Video market: Belgium

|                                      |        | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 10/09  |
|--------------------------------------|--------|------|------|------|------|------|------|--------|
| <b>CONSUMER LEVEL DIGITAL VIDEO*</b> |        |      |      |      |      |      |      |        |
| Total spending on digital video      | Euro m | 0.0  | 0.0  | 0.2  | 0.4  | 0.4  | 0.3  | -10.9% |
| <b>CONSUMER LEVEL TVVOD**</b>        |        |      |      |      |      |      |      |        |
| Total spending on TVVOD              | Euro m | 2.3  | 6.5  | 11.4 | 20.1 | 35.2 | 45.8 | 30.1%  |

\*The purchase or rental of movies and TV series delivered over the open internet through transactional models (also known as EST, DTO, Internet VOD) or on a subscription basis.

\*\*The delivery of movies and TV content on a transactional (VoD/NVoD/PPV) basis via cable/satellite/IPTV services.

## Retail video market

|                                       |        | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 10/09  |
|---------------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| Outlets stocking retail video         | no     | 2,400 | 2,400 | 2,400 | 2,400 | 2,352 | 2,305 |        |
| Retail chains with 10 or more outlets | no     | 10    | 10    | 10    | 10    | 10    | 9     |        |
| Kiosks stocking retail video          | no     | 600   | 600   | 600   | 600   | 570   | 542   |        |
| <b>Trade level: DVD retail</b>        |        |       |       |       |       |       |       |        |
| Revenues from retail DVD              | Euro m | 191.9 | 186.9 | 186.8 | 173.4 | 157.1 | 129.4 | -17.6% |
| Retail DVD shipped to trade           | m      | 24.6  | 28.1  | 25.3  | 24.4  | 24.6  | 20.6  | -16.2% |
| Average trade price                   | Euro   | 7.80  | 6.65  | 7.40  | 7.10  | 6.38  | 6.27  | -1.7%  |
| Number of titles released             | no     | 3,400 | 3,500 | 3,450 | 3,500 | 3,500 | 3,200 | -8.6%  |
| <b>Trade level: BD retail</b>         |        |       |       |       |       |       |       |        |
| Revenues from retail BD               | Euro m |       |       | 1.9   | 7.6   | 9.5   | 11.1  | 16.2%  |
| Retail BD shipped to trade            | m      |       |       | 0.1   | 0.5   | 0.7   | 0.9   | 24.8%  |
| Average trade price                   | Euro   |       |       | 17.90 | 14.00 | 13.77 | 12.82 | -6.9%  |
| <b>Consumer level: DVD retail</b>     |        |       |       |       |       |       |       |        |
| Spending on retail DVD                | Euro m | 212.0 | 226.7 | 233.4 | 230.5 | 217.0 | 189.5 | -12.7% |
| Retail DVD sold to consumers          | m      | 20.3  | 17.7  | 19.1  | 19.2  | 17.6  | 15.5  | -11.7% |
| Average consumer price                | Euro   | 10.45 | 12.79 | 12.22 | 12.03 | 12.35 | 12.22 | -1.1%  |
| <b>Consumer level: BD retail</b>      |        |       |       |       |       |       |       |        |
| Spending on retail BD                 | Euro m |       |       | 1.1   | 5.3   | 11.5  | 16.1  | 40.0%  |
| Retail BD sold to consumers           | m      |       |       | 0.04  | 0.20  | 0.48  | 0.80  | 67.3%  |
| Average consumer price                | Euro   |       |       | 28.50 | 26.70 | 23.96 | 20.05 | -16.3% |

### Rental video market

|                                       |        | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 10/09  |
|---------------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| Video rental outlets                  | no     | 800   | 800   | 750   | 750   | 700   | 560   |        |
| Rental chains with 10 or more outlets | no     | 9     | 9     | 9     | 9     | 7     | 5     |        |
| <b>Trade level: DVD rental</b>        |        |       |       |       |       |       |       |        |
| Revenues from rental DVD              | Euro m | 16.1  | 10.3  | 11.2  | 9.7   | 6.0   | 5.0   | -16.8% |
| Rental DVD shipped to trade           | m      | 0.6   | 0.5   | 0.8   | 0.8   | 0.5   | 0.6   | 26.2%  |
| Average trade price                   | Euro   | 25.13 | 19.70 | 14.00 | 12.12 | 12.52 | 8.26  | -34.0% |
| Number of titles released             | no     | 1,000 | 1,000 | 950   | 925   | 925   | 800   | -13.5% |
| <b>Trade level: BD rental</b>         |        |       |       |       |       |       |       |        |
| Revenues from rental BD               | Euro m |       |       |       |       | 0.095 | 0.514 |        |
| Rental BD shipped to trade            | m      |       |       |       |       | 0.006 | 0.028 |        |
| Average trade price                   | Euro   |       |       |       | 14.00 | 15.74 | 18.54 | 17.8%  |
| Number of titles released             | no     |       |       |       | 380   | 786   | 750   | -4.6%  |
| <b>Consumer level: DVD rental</b>     |        |       |       |       |       |       |       |        |
| Spending on DVD rental                | Euro m | 43.6  | 29.9  | 31.6  | 28.4  | 21.6  | 18.5  | -14.1% |
| DVD rental transactions               | m      | 14.1  | 9.7   | 10.2  | 9.2   | 7.0   | 6.0   | -14.1% |
| Average rental price                  | Euro   | 3.10  | 3.10  | 3.10  | 3.10  | 3.10  | 3.10  | 0.0%   |
| <b>Consumer level: BD rental</b>      |        |       |       |       |       |       |       |        |
| Spending on BD rental                 | Euro m |       |       |       | 0.063 | 0.177 | 1.047 | 492.8% |
| BD rental transactions                | m      |       |       |       | 0.020 | 0.057 | 0.338 | 492.8% |
| Average rental price                  | Euro   |       |       |       | 3.10  | 3.10  | 3.10  |        |

Source: IHS Screen Digest/IVF

Population and household figures: Economist Intelligence Unit

Note: Distributor level excludes and consumer level includes VAT/sales tax

## Video market: Belgium

### DVD retail top 10 (units)

| Rank | Title                        |
|------|------------------------------|
| 1    | Avatar                       |
| 2    | Twilight Saga: New Moon      |
| 3    | Inglourious Basterds         |
| 4    | Princess & The Frog          |
| 5    | Michael Jackson's This Is It |
| 6    | 2012                         |
| 7    | Twilight Saga: Eclipse       |
| 8    | Twilight                     |
| 9    | Alice in Wonderland          |
| 10   | Up                           |

\*Source : GfK/Belgian Entertainment Association (BEA)

Notes: 1. Ranking based on retail sales by volume

2. Units sold based on available data

### Top 10 TV series (units)

| Rank | Title                 |
|------|-----------------------|
| 1    | The Pacific           |
| 2    | Band of Brothers      |
| 3    | Van Vlees en Bloed    |
| 4    | Buiten de Zone        |
| 5    | F.C. De Kampioenen 20 |
| 6    | One Tree Hill 6       |
| 7    | Buiten de Zone 2      |
| 8    | True Blood            |
| 9    | Pippilangkous         |
| 10   | Bumba: In Africa      |

\*Source : GfK/Belgian Entertainment Association (BEA)

Notes: 1. Ranking based on retail sales by volume

2. Units sold based on available data

### Blu-ray Disc retail top 10 (units)

| Rank | Title                               |
|------|-------------------------------------|
| 1    | Avatar                              |
| 2    | 2012                                |
| 3    | Alice in Wonderland                 |
| 4    | Sherlock Holmes 2010                |
| 5    | Inception                           |
| 6    | Inglourious Basterds                |
| 7    | Prince of Persia: The Sands of Time |
| 8    | Clash of the Titans                 |
| 9    | Michael Jackson's This Is It        |
| 10   | Ironman 2                           |

\*Source : GfK/Belgian Entertainment Association (BEA)

Notes: 1. Ranking based on retail sales by volume

2. Units sold based on available data