Denmark

Denmark: key data

Population	5.5m
TV households	2.6m
DVD Video player/recorder	90.7%
Blu-ray Disc player/recorders penetration	11.8%
Distributor revenues from physical video software	Dkk 810.6m / € 108.8m
Comparison with 2010 (local currency)	-4.2%
DVD/ Blu-ray Disc split	€ 94.4m / € 14.4m
Video software rental/retail split (%)	10 / 90
Consumer spending on physical video software	Dkk 1.4bn / € 184.1m
Comparison with 2010 (local currency)	-11.9%
DVD/ Blu-ray Disc split	€ 159.3m / € 24.9m
Video software rental/retail split (%)	19 / 81
Consumer spending on digital video and TV VOD	Dkk 81.9m /€ 11m
Comparison with 2010 (local currency)	58.2%
Digital video/TV VOD split (%)	81 / 19

DVD

- In 2011, retail DVDs shipped to trade declined by 28 per cent in volume. 15.4 million DVDs were sold on the Danish market (new-release and catalogue). One reason for the decline was due to the switch from DVD to Blu-ray (BD) sales and the increase in digital sales. In 2011, digital sales (streaming) increased by 100 percent, to more than 2 million transactions. The number of digital services increased as well in 2011. Furthermore, the recession resulted in a lower willingness to buy in all areas of retail business.
- The value of the DVDs sold continued to decrease, leaving the industry with a decline in revenues of 1.2 per cent. The total DVD retail market was close to DKK 639 million in 2011.
- The DVD rental market reached DKK 64.4 million, a decline of 27.4 per cent since 2010.
- Revenues from total DVD retail and rental reached DKK 662 million in 2011.
- 26 per cent of all DVDs were bought in supermarket chains.

Blu-ray:

- In 2011, the turnover on Blu-ray was approximately DKK 94 million.
- 1 million Blu-ray Discs were sold on the Danish market.
- At the end of the year 2011, sales of Blu-ray represented 16 per cent of the total DVD/Blu-ray market and thus increasing on a monthly basis.
- The Blu-ray format did not achieve the expected mass-market acceptance. Penetration of this format is still very low, which may be explained by the positive developments of digital services.

DVD and Blu-ray Disc:

- Revenues from total DVD/Blu-ray rental and retail reached DKK 810.6 million in 2011 – a decline of 4.2 per cent compared to 2010.

Online distribution

- More and more online services became available on the Danish market in 2011. Transactions increased by 100 per cent, from 1 million to 2 million transactions.

- The largest players on the market are:
  - TDC Home Trio
  - You See
  - Full Rate
  - Fast TV
  - Basepoint media
  - Waoo / Dansk Bredbånd
  - Stofa
  - Telia
  - Tv2 sputnik
  - ComX
  - Head Web
  - CDON.com
  - Bilka.dk
  - SF Anytime
  - Filmstriben.dk
  - Canal Digital GO
  - Viasat On Demand
  - Voddler
  - www.movieurope.dk
  - Film2home.dk
  - Itunes

Other relevant developments

A possible Danish targeted mechanism to inform consumers when they use illegal services on the Internet has been much debated in the Danish media among politicians and stakeholders over the past couple of years. The general election in September 2011 turned the previous political support into a clear rejection of the previous deliberations. Danish right holders with RettighedsAlliancen as a facilitator have – with positive effects - pushed hard to regain political support. The Danish Government has recently published an Internet Package containing a number of initiatives aimed at promoting legal services and reducing copyright infringements.

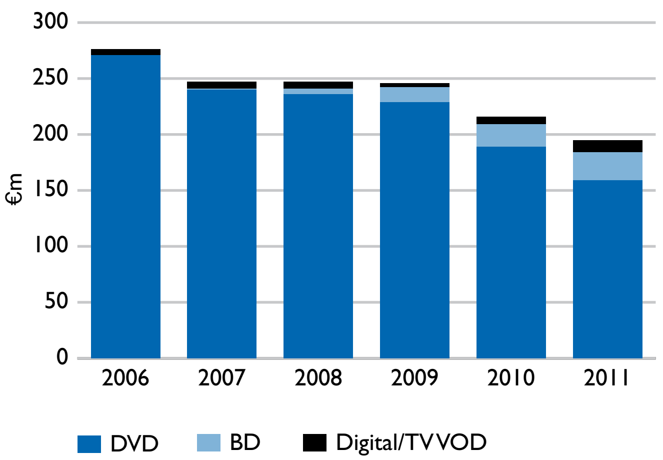
Caselaw

In March 2011, the Danish right holders experienced a set-back in their efforts to enforce IPRs. An illegal file sharing service was granted leave to appeal to the Supreme Court. They argued that right holders were not entitled to a damage claim that was based on the calculation of the remuneration claim (lost profits) - the so-called double damages. Such fixed assessment of damages has been applied by the Danish courts so far. The Supreme Court decided that there is no legal basis for such damage assessment and thus overturned earlier decisions.

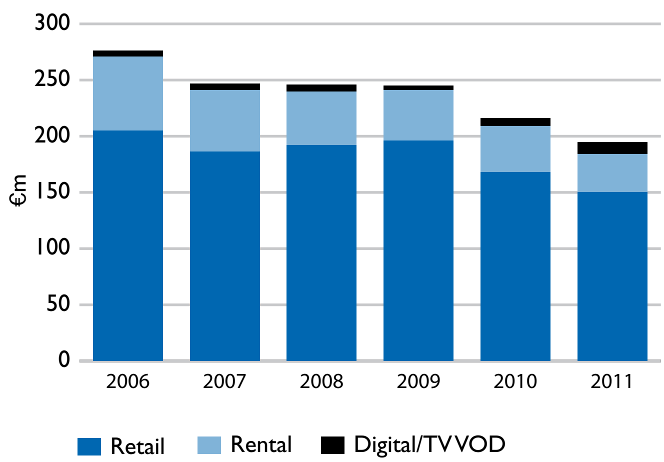
This commentary was provided by the DVA, the Danish Video Association.

Video market: Denmark

Consumer spending by format



Consumer spending by sector



		2006	2007	2008	2009	2010	2011	10/11
EXCHANGE RATES								
Exchange rate: Euro 1=	Dkk	7.46	7.45	7.46	7.45	7.45	7.45	
Exchange rate: $1=	Dkk	5.94	5.44	5.09	5.36	5.63	5.35	
Exchange rate: $1=	Euro	0.80	0.73	0.68	0.72	0.75	0.72	
GENERAL								
Population	m	5.4	5.4	5.5	5.5	5.5	5.5	0.2%
Households	m	2.5	2.5	2.5	2.5	2.6	2.6	0.2%
HARDWARE								
TV households	m	2.5	2.5	2.5	2.6	2.6	2.6	0.7%
DVD sector								
DVD Video player/recorder households	m	2.0	2.2	2.3	2.3	2.4	2.3	-0.7%
Penetration of TV households	%	82.1	87.5	89.3	90.8	91.9	90.7	
DVD console households	m	0.5	0.6	0.6	0.7	0.7	0.7	3.3%
Penetration of TV households	%	21.7	22.5	24.9	27.3	27.8	28.5	
BD sector								
BD standalone player households	m		0.001	0.013	0.063	0.162	0.305	88.3%
Penetration of TV households	%		0.0	0.5	2.5	6.3	11.8	
PS3 console households	m		0.042	0.102	0.168	0.237	0.304	28.5%
Penetration of TV households	%		1.7	4.0	6.6	9.2	11.8	

Total video software market

		2006	2007	2008	2009	2010	2011	10/11
TRADE LEVEL PHYSICAL VIDEO *Total market figures include revenues from legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.*								
Total revenues from video software	Dkk m	1,111.0	1,118.5	1,089.1	1,013.2	846.4	810.6	-4.2%
Total revenues from video software	Euro m	148.9	150.1	146.1	136.1	113.6	108.8	-4.3%
Total revenues from retail video	Dkk m	961.0	972.0	953.9	904.6	748.5	732.9	-2.1%
Total revenues from retail video	Euro m	128.8	130.4	127.9	121.5	100.5	98.4	-2.1%
Total revenues from rental video	Dkk m	150.0	146.5	135.2	108.6	97.9	77.7	-20.7%
Total revenues from rental video	Euro m	20.1	19.7	18.1	14.6	13.1	10.4	-20.7%

		2006	2007	2008	2009	2010	2011	10/11
CONSUMER LEVEL PHYSICAL VIDEO								
Total market figures include spending on legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.								
Total spending on video software	Dkk m	2,019.9	1,793.4	1,793.8	1,797.7	1,557.8	1,371.9	-11.9%
Total spending on video software	Euro m	270.8	240.7	240.6	241.4	209.2	184.1	-12.0%
Total spending on retail video	Dkk m	1,526.3	1,382.9	1,435.2	1,460.5	1,254.5	1,116.7	-11.0%
Total spending on retail video	Euro m	204.6	185.6	192.5	196.1	168.4	149.9	-11.0%
Total spending on rental video	Dkk m	493.5	410.6	358.6	337.2	303.4	255.3	-15.9%
Total spending on rental video	Euro m	66.2	55.1	48.1	45.3	40.7	34.3	-15.9%

		2006	2007	2008	2009	2010	2011	10/11
CONSUMER LEVEL DIGITAL VIDEO								
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.								
Total spending on digital video	Dkk m	1.7	3.0	5.2	5.5	9.2	15.8	71.2%
Total spending on digital video	Euro m	0.2	0.4	0.7	0.7	1.2	2.1	71.1%
CONSUMER LEVEL TV VOD								
The delivery of movies and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services.								
Total spending on TV VOD	Dkk m	36.4	38.5	41.1	24.7	42.6	66.2	55.4%
Total spending on TV VOD	Euro m	4.9	5.2	5.5	3.3	5.7	8.9	55.4%

Retail video market

		2006	2007	2008	2009	2010	2011	10/11
Outlets stocking retail video	no.	2,100	2,100	2,100	1,900	1,710	1,600	
Retail chains with 10 or more outlets	no.	19	19	19	17	15	13	
Kiosks stocking retail video	no.	1,000	1,000	1,000	1,000	900	900	
Trade level: DVD retail								
Revenues from retail DVD	Dkk m	961.0	962.7	925.2	850.8	647.1	639.2	-1.2%
Revenues from retail DVD	Euro m	128.8	129.2	124.1	114.3	86.9	85.8	-1.3%
Retail DVD units shipped to trade	m	19.7	21.6	22.6	24.4	19.3	13.9	-28.0%
Average trade price	Dkk	48.78	44.50	40.94	34.84	33.60	46.09	37.2%
Average trade price	Euro	6.54	5.97	5.49	4.68	4.51	6.19	37.1%
Number of titles released	no.	1,022	1,388	1,290	1,388	1,388	1,300	
Trade level: BD retail								
Revenues from retail BD	Dkk m		7.8	28.7	53.8	101.3	93.7	-7.5%
Revenues from retail BD	Euro m		1.0	3.8	7.2	13.6	12.6	-7.5%
Retail BD units shipped to trade	m		0.056	0.235	0.6	1.1	1.2	3.2%
Average trade price	Dkk		138.69	121.77	96.45	89.09	79.86	-10.4%
Average trade price	Euro		18.61	16.33	12.95	11.96	10.72	-10.4%
Number of titles released	no.			160	280	498	498	
Consumer level: DVD retail								
Spending on retail DVD	Dkk m	1,526.3	1,375.1	1,400.1	1,380.1	1,139.8	978.6	-14.1%
Spending on retail DVD	Euro m	204.6	184.6	187.8	185.3	153.0	131.3	-14.2%
Retail DVDs sold to consumers	m	17.3	18.3	20.0	14.6	13.8	11.7	-15.5%
Average consumer price	Dkk	88.41	75.12	69.99	94.35	82.64	83.92	1.6%
Average consumer price	Euro	11.85	10.08	9.39	12.67	11.10	11.26	1.5%
Consumer level: BD retail								
Spending on retail BD	Dkk m		7.6	35.0	80.4	114.7	138.1	20.4%
Spending on retail BD	Euro m		1.0	4.7	10.8	15.4	18.5	20.4%
Retail BDs sold to consumers	m		0.022	0.175	0.4	0.7	0.9	28.8%
Average consumer price	Dkk		339.93	200.00	208.90	159.97	149.50	-6.5%
Average consumer price	Euro		45.62	26.82	28.05	21.48	20.06	-6.6%

Rental video market

		2006	2007	2008	2009	2010	2011	10/11
Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.								
Video rental outlets	no.	1,500	1,567	1,645	1,880	1,780		
Rental chains with 10 or more outlets	no.	1	1	1	1	1		
Trade level: DVD rental								
Revenues from rental DVD	Dkk m	150.0	146.3	131.6	101.9	88.7	64.4	-27.4%
Revenues from rental DVD	Euro m	20.1	19.6	17.6	13.7	11.9	8.6	-27.4%
Rental DVD units shipped to trade	m	1.1	1.1	1.0	1.0	0.8	0.6	-22.9%
Average trade price	Dkk	132.97	129.52	129.01	107.30	106.88	100.61	-5.9%
Average trade price	Euro	17.82	17.38	17.30	14.41	14.35	13.50	-5.9%
Number of titles released	no.	810	606	619	558	558	500	
Trade level: BD rental								
Revenues from rental BD	Dkk m		0.217	3.643	6.64	9.18	13.27	44.6%
Revenues from rental BD	Euro m		0.029	0.489	0.89	1.23	1.78	44.5%
Rental BD units shipped to trade	m		0.002	0.025	0.05	0.08	0.11	45.6%
Average trade price	Dkk		144.51	144.01	122.29	121.88	120.99	-0.7%
Average trade price	Euro		19.39	19.31	16.42	16.36	16.24	-0.8%
Number of titles released	no.		160	280	498	498	425	
Consumer level: DVD rental								
Spending on DVD rental	Dkk m	493.5	410.6	357.0	324.3	270.6	208.0	-23.1%
Spending on DVD rental	Euro m	66.2	55.1	47.9	43.6	36.3	27.9	-23.2%
DVD rental transactions	m	14.1	11.7	10.2	9.5	8.2	6.5	-20.7%
Average rental price	Dkk	35.00	35.00	35.00	34.00	33.00	32.00	-3.0%
Average rental price	Euro	4.69	4.70	4.69	4.57	4.43	4.29	-3.1%
Consumer level: BD rental								
Spending on BD rental	Dkk m			1.589	12.83	32.75	47.26	44.3%
Spending on BD rental	Euro m			0.213	1.72	4.40	6.34	44.2%
BD rental transactions	m			0.045	0.38	0.99	1.48	48.8%
Average rental price	Dkk			35.00	34.06	33.00	32.00	-3.0%
Average rental price	Euro			4.69	4.57	4.43	4.29	-3.1%

Retail market split

Retail channels	% share DVD	% share Blu-ray Disc
Audio-visual specialists	16.36	26.98
Video rental stores	2.86	10.09
Supermarkets	25.79	8.91
Consumer electronics stores	15.57	21.41
Internet	4.93	4.77
Wholesale	18.21	24.18
Other (Incl. Book stores, clubs)	16.29	3.67

Source: Danish Video Association (DVA)

Combined DVD & Blu-ray Disc retail top 10

Rank	Title	Distributor
1	Harry Potter 7: Dødsregalierne - Part 1	Warner Bros.
2	Harry Potter 7: Dødsregalierne - Part 2	Warner Bros.
3	Biler 2 (Cars 2)	Walt Disney Studios Home Ent.
4	To På Flugt - Et Hårrejsende Eventyr (Tangled)	Walt Disney Studios Home Ent.
5	Hævnen	Sf Film
6	Dirch	Nordisk Film
7	Pirates Of The Caribbean: 4 I Ukendt Farvand	Walt Disney Studios Home Ent.
8	Klovn: The Movie	Nordisk Film
9	Løvernes Konge (Lion King)	Walt Disney Studios Home Ent.
10	Smølferne (Smurfs)	Sony Pictures

Source: Danish Video Association (DVA)
Notes: 1. Ranking based on retail sales by volume
2. Units sold based on available data