

Finland

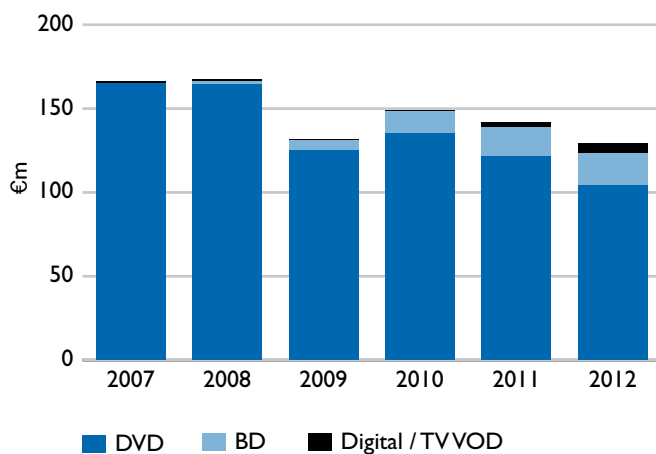
Finland: key data

Population	5.4m
TV households	2.4m
DVD households (penetration)	60.6%
Blu-ray Disc household (penetration)	11.7%
Distributor revenues from video software	€ 59.6m
Comparison with 2011	-11.2%
DVD/Blu-ray Disc split	€ 48.9m / € 10.7m
Video software rental/retail split	13/87
Consumer spending on video software	€ 123.7m
Comparison with 2011	-11.0%
DVD/Blu-ray Disc split	€ 104.2m / € 19.4m
Video software rental/retail split	20/80
Consumer spending on digital video and TV VOD	€ 5.6m
Comparison with 2011	91.8%
Digital video/TV VOD split (%)	41 / 59

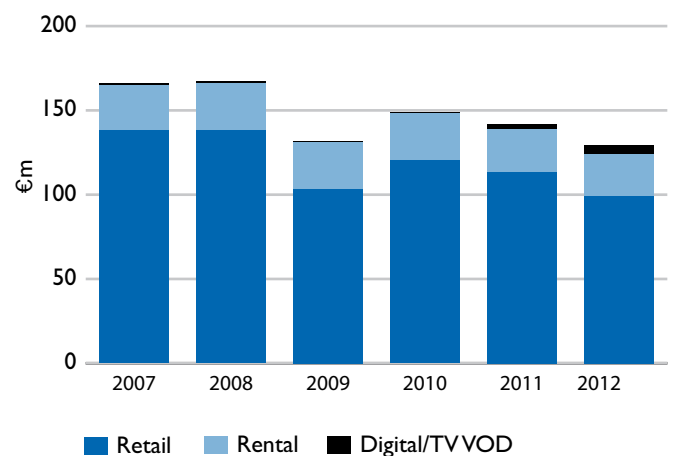


Video market: Finland

Consumer spending by format



Consumer spending by sector



		2007	2008	2009	2010	2011	2012	12/11
EXCHANGE RATES								
Exchange rate: \$1=	Euro	0.73	0.68	0.72	0.75	0.72	0.78	
GENERAL								
Population	m	5.3	5.3	5.3	5.3	5.4	5.4	0.3%
Households	m	2.5	2.5	2.5	2.5	2.5	2.5	0.0%
HARDWARE								
TV households	m	2.3	2.3	2.4	2.4	2.4	2.4	0.0%
DVD sector								
DVD Video player/recorder households	m	1.2	1.2	1.4	1.4	1.4	1.4	-0.5%
Penetration of TV households	%	49.8	53.2	57.6	60.2	60.8	60.6	
DVD console households	m	0.4	0.5	0.5	0.5	0.5	0.5	-6.8%
Penetration of TV households	%	18.1	19.8	21.5	21.7	22.1	20.6	
BD sector								
BD standalone player households	m		0.015	0.042	0.071	0.162	0.277	70.7%
Penetration of TV households	%		0.639	1.781	3.020	6.863	11.720	
PS3 console households	m	0.0	0.067	0.110	0.155	0.201	0.242	20.7%
Penetration of TV households	%	1.2	2.8	4.7	6.6	8.5	10.2	

Total video software market

		2007	2008	2009	2010	2011	2012	12/11
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include spending on both physical and digital video</i>								
Total spending on all video	Euro m	166.3	167.3	131.8	149.1	141.9	129.2	-8.9%
TRADE LEVEL PHYSICAL VIDEO								
<i>Total market figures include spending on legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.</i>								
Total revenues from video software	Euro m	90.4	92.0	80.9	79.0	67.1	59.6	-11.2%
Total revenues from retail video	Euro m	79.8	81.6	70.5	69.9	58.8	51.7	-12.1%
Total revenues from rental video	Euro m	10.5	10.4	10.5	9.1	8.3	7.9	-4.6%

Video market: Finland

		2007	2008	2009	2010	2011	2012	12/11
CONSUMER LEVEL PHYSICAL VIDEO								
<i>Total market figures include spending on legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.</i>								
Total spending on video software	Euro m	165.3	166.1	131.4	148.1	139.0	123.7	-11.0%
Total spending on retail video	Euro m	138.2	138.0	103.3	120.4	113.3	99.3	-12.4%
Total spending on rental video	Euro m	27.0	28.1	28.0	27.7	25.6	24.4	-4.7%

		2007	2008	2009	2010	2011	2012	12/11
CONSUMER LEVEL DIGITAL VIDEO								
<i>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.</i>								
Total spending on digital video	Euro m	0.2	0.3	0.3	0.5	0.9	2.3	159.5%

		2007	2008	2009	2010	2011	2012	12/11
CONSUMER LEVEL TV VOD								
<i>The delivery of movies and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services.</i>								
Total spending on TV VOD	Euro m	0.8	0.9	0.1	0.5	2.0	3.3	62.2%

Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no.	1,110	1,110	1,110	1,080	1,060		
Retail chains with 10 or more outlets	no.	10	10	10	10	10		
Kiosks stocking retail video	no.	420	420	420	410	400		

Trade level: DVD retail

Revenues from retail DVD	Euro m	78.7	78.1	65.7	62.5	50.2	42.2	-15.9%
Retail DVD units shipped to trade	m	12.0	12.6	11.1	11.7	9.9	8.6	-13.2%
Average trade price	Euro	6.55	6.22	5.92	5.37	5.05	4.89	-3.0%
Number of titles released	no	1,388	1,290	1,388	1,388	1,300		

Trade level: BD retail

Revenues from retail BD	Euro m	0.83	3.457	4.787	7.398	8.672	9.524	9.8%
Retail BD shipped to trade	m	0.05	0.234	0.333	0.693	0.908	1.146	26.1%
Average trade price	Euro	16.76	14.75	14.38	10.67	9.55	8.31	-12.9%

Consumer level: DVD retail

Spending on retail DVD	Euro m	137.9	136.9	97.7	109.4	98.6	83.0	-15.8%
Retail DVD sold to consumers	m	12.0	12.6	9.4	10.7	9.8	8.6	-12.4%
Average consumer price	Euro	11.48	10.89	10.45	10.27	10.10	9.71	-3.9%

Consumer level: BD retail

Spending on retail BD	Euro m	0.3	1.180	5.625	10.935	14.720	16.233	10.3%
Retail BDs sold to consumers	m	0.0	0.048	0.250	0.499	0.750	0.950	26.7%
Average consumer price	Euro	25.57	24.59	22.50	21.93	19.63	17.09	-12.9%

Source: IHS/IIVF

Population and household figures: IHS Global Insight

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

Rental video market

		2007	2008	2009	2010	2011	2012	12/11
<i>Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.</i>								
Video rental outlets	no.	800	780	780	730	700		
Rental chains with 10 or more outlets	no.	4	4	4	4	4		
Trade level: DVD rental								
Revenues from rental DVD	Euro m	10.5	10.3	9.8	8.2	7.3	6.7	-7.5%
Rental DVD units shipped to trade	m	0.519	0.482	0.500	0.456	0.407	0.410	0.7%
Average trade price	Euro	20.31	21.38	19.57	18.08	17.84	16.39	-8.1%
Number of titles released	no.	606	619	558	558	500		
Trade level: BD rental								
Revenues from rental BD	Euro m	0.00	0.112	0.659	0.851	1.016	1.176	15.7%
Rental BD units shipped to trade	m	0	0.004	0.025	0.039	0.058	0.089	52.0%
Average trade price	Euro	25.63	28.66	26.65	22.08	17.44	13.28	-23.8%
Number of titles released	no.	166	297	498	498	425		
Consumer level: DVD rental								
Spending on DVD rental	Euro m	27.0	27.7	27.2	25.5	22.9	21.2	-7.5%
DVD rental transactions	m	8.1	8.7	8.3	7.6	6.9	6.4	-7.5%
Average rental price	Euro	3.32	3.20	3.29	3.34	3.32	3.32	
Consumer level: BD rental								
Spending on BD rental	Euro m		0.34	0.841	2.219	2.703	3.208	18.7%
BD rental transactions	m		0.10	0.256	0.664	0.797	0.946	18.7%
Average rental price	Euro		3.36	3.29	3.34	3.39	3.39	

Source: IHS/IVF/Filmikamri

Population and household figures: IHS Global Insight

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