

Finland

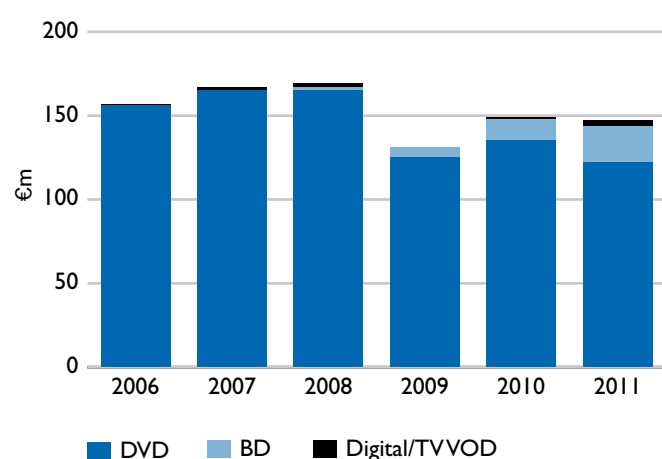
Finland: key data

Population	5.4m
TV households	2.4m
DVD Video player/recorder	60.8%
Blu-ray Disc player/recorders penetration	7.0%
Distributor revenues from physical video software	€ 67.1m
Comparison with 2010	-15.0%
DVD/ Blu-ray Disc split	€ 57.4m / € 9.7m
Video software rental/retail split (%)	12 / 88
Consumer spending on physical video software	€ 144m
Comparison with 2010	-2.5%
DVD/ Blu-ray Disc split	€ 121.5m / € 22.4m
Video software rental/retail split (%)	18 / 82
Consumer spending on digital video and TV VOD	€ 3m
Comparison with 2010	214.4%
Digital video/TV VOD split (%)	64 / 36

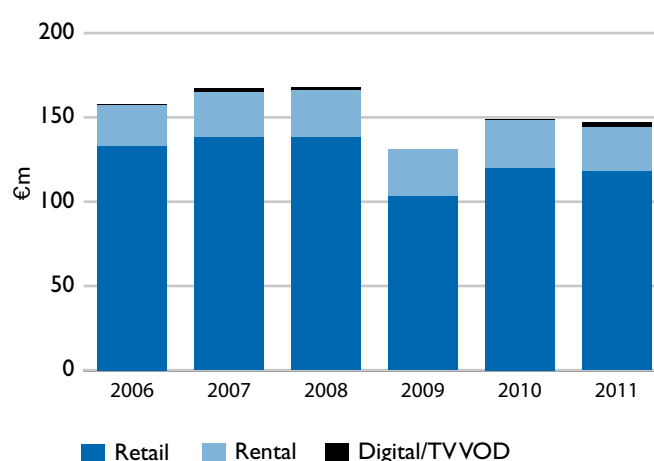


Video market: Finland

Consumer spending by format



Consumer spending by sector



		2006	2007	2008	2009	2010	2011	10/11
EXCHANGE RATES								
Exchange rate: \$1=	Euro	0.80	0.73	0.68	0.72	0.75	0.72	
GENERAL								
Population	m	5.3	5.3	5.3	5.3	5.3	5.4	0.4%
Households	m	2.4	2.5	2.5	2.5	2.5	2.5	0.0%
HARDWARE								
TV households	m	2.3	2.3	2.3	2.4	2.4	2.4	0.0%
DVD sector								
DVD Video player/recorder households	m	1.0	1.2	1.2	1.4	1.4	1.4	1.1%
Penetration of TV households	%	41.4	49.8	53.2	57.6	60.2	60.8	
DVD console households	m	0.4	0.4	0.5	0.5	0.5	0.5	2.1%
Penetration of TV households	%	17.6	18.1	19.8	21.5	21.7	22.1	
BD sector								
BD standalone player households	m			0.015	0.04	0.07	0.16	125.7%
Penetration of TV households	%			0.6	1.8	3.1	7.0	
PS3 console households	m		0.027	0.07	0.11	0.15	0.20	28.5%
Penetration of TV households	%		1.2	2.8	4.7	6.6	8.4	

Total video software market

		2006	2007	2008	2009	2010	2011	10/11
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	86.9	90.4	92.0	80.9	79.0	67.1	-15.0%
Total revenues from retail video	Euro m	75.8	79.8	81.6	70.5	69.9	58.8	-15.8%
Total revenues from rental video	Euro m	11.1	10.5	10.4	10.5	9.1	8.3	-9.0%

Video market: Finland

		2006	2007	2008	2009	2010	2011	10/11
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	157.7	165.3	166.1	131.4	147.7	144.0	-2.5%
Total spending on retail video	Euro m	133.3	138.2	138.0	103.3	119.9	118.3	-1.3%
Total spending on rental video	Euro m	24.4	27.0	28.1	28.0	27.7	25.6	-7.6%

Consumer level physical video

		2006	2007	2008	2009	2010	2011	10/11
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	0.1	0.2	0.3	0.3	0.5	1.1	127.7%
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	1.2	1.3	1.4	0.1	0.5	1.9	302.1%

Retail video market

		2006	2007	2008	2009	2010	2011	10/11
Outlets stocking retail video	no.	1,110	1,110	1,110	1,110	1,080	1,080	
Retail chains with 10 or more outlets	no.	10	10	10	10	10	10	
Kiosks stocking retail video	no.	420	420	420	420	410	410	

Trade level: DVD retail

Revenues from retail DVD	Euro m	74.9	78.7	78.1	65.7	62.5	50.2	-19.7%
Retail DVD units shipped to trade	m	10.6	12.0	12.6	11.1	11.7	9.9	-14.7%
Average trade price	Euro	7.05	6.55	6.22	5.92	5.37	5.05	-5.9%
Number of titles released	no.	1,022	1,388	1,290	1,388	1,388	1,388	

Trade level: BD retail

Revenues from retail BD	Euro m		0.8	3.5	4.8	7.4	8.7	17.2%
Retail BD units shipped to trade	m		0.05	0.23	0.3	0.7	0.9	31.0%
Average trade price	Euro		16.76	14.75	14.38	10.67	9.55	-10.5%
Number of titles released	no.			166	297	498	498	

Consumer level: DVD retail

Spending on retail DVD	Euro m	131.3	137.9	136.9	97.7	109.4	98.6	-9.9%
Retail DVDs sold to consumers	m	10.6	12.0	12.6	9.4	10.7	10.1	-5.4%
Average consumer price	Euro	12.35	11.48	10.89	10.45	10.27	9.78	-4.8%

Consumer level: BD retail

Spending on retail BD	Euro m		0.3	1.2	5.6	10.5	19.7	88.0%
Retail BDs sold to consumers	m		0.01	0.05	0.3	0.5	1.0	93.0%
Average consumer price	Euro		25.57	24.61	22.50	21.06	20.51	-2.6%

Source: IHS Screen Digest/IVF/IVPI

Population and household figures: IHS Global Insight

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

Rental video market

		2006	2007	2008	2009	2010	2011	10/11
<i>Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.</i>								
Video rental outlets	no.	800	800	780	780	730	730	
Rental chains with 10 or more outlets	no.	4	4	4	4	4	4	
Trade level: DVD rental								
Revenues from rental DVD	Euro m	11.1	10.5	10.3	9.8	8.2	7.3	-12.0%
Rental DVD units shipped to trade	m	0.47	0.52	0.48	0.50	0.46	0.42	-8.7%
Average trade price	Euro	23.37	20.31	21.38	19.57	18.08	17.43	-3.6%
Number of titles released	no.	810	606	619	558	558	558	
Trade level: BD rental								
Revenues from rental BD	Euro m		0.004	0.112	0.66	0.85	1.02	19.4%
Rental BD units shipped to trade	m		0.000	0.004	0.02	0.04	0.06	51.2%
Average trade price	Euro		25.63	28.66	26.65	22.08	17.44	-21.0%
Number of titles released	no.		166	297	498	498	498	
Consumer level: DVD rental								
Spending on DVD rental	Euro m	24.4	27.0	27.7	27.2	25.5	22.9	-10.1%
DVD rental transactions	m	7.6	8.1	8.7	8.3	7.6	6.9	-9.6%
Average rental price	Euro	3.21	3.32	3.20	3.29	3.34	3.32	-0.6%
Consumer level: BD rental								
Spending on BD rental	Euro m			0.34	0.84	2.22	2.70	21.8%
BD rental transactions	m			0.10	0.26	0.66	0.80	20.0%
Average rental price	Euro			3.36	3.29	3.34	3.39	1.5%

Source: IHS Screen Digest/IVF/Filmikamri

Population and household figures: IHS Global Insight

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