

France

France: key data

Population	63.2m
TV households	26.6m
DVD households (penetration)	73.0%
Blu-ray Disc household (penetration)	16.1%
Distributor revenues from video software	€ 635.7m
Comparison with 2011	-16.7%
DVD/Blu-ray Disc split	€ 515.3m / € 120.5m
Video software rental/retail split	0/100
Consumer spending on video software	€ 1139.2m
Comparison with 2011	-11.3%
DVD/Blu-ray Disc split	€ 913.9m / € 225.3m
Video software rental/retail split	2/98
Consumer spending on digital video and TV VOD	€ 274.3m
Comparison with 2011	22.2%
Digital video/TVVOD split (%)	39 / 61



DVD and Blu-ray Market

For the third consecutive year, the French DVD and Blu-ray market declined in 2012. The turnover decreased by 8,7 per cent compared to a decline of 9,2 per cent in 2011.

The number of units sold to consumers declined by 6,2 per cent, but this was less pronounced than in 2011 (-8,2 per cent). This decrease was mainly due to the persistent high level of internet piracy, and the general economic crisis.

In 2012, Blu-ray represented 20 per cent of the turnover in physical video media (16 per cent in 2011) and 14 million units were sold (compared with 13 million units in 2011), of which 1 million 3D Blu-rays were sold.

In 2012, feature films were stable, representing 62 per cent of the French DVD and BD market. (representing a EUR 700 million turnover).

French feature films increased by 23,7 per cent from 21,5 per cent in the previous year, thanks to the success of the film « Intouchables ».

The non-film market on the other hand, declined to 34 per cent (down 11 per cent compared with 2011). 4 per cent of these were attributed to “promotional special non-identified sales”. This is the sixth consecutive year in which the non-film market share declined.

The share of the non-film market represented by TV shows remained high at 54 per cent, whilst children’s genre was stable at 20 per cent. The music genre decreased, taking a share of 10 per cent (20 per cent in 2004). Documentaries represented the smallest share, being stable at 6 per cent.

Online distribution

Online video revenues increased in 2012 to EUR 250 million in 2012, from EUR 220 million in 2011, of which EUR 50 million came from adult content.

Feature films remained the most popular genre with 73 per cent (67 per cent in 2011) while adult titles represented 21 per cent (down 5 per cent).

Internet Protocol Television (IPTV) represented 70 per cent of the turnover, while the remaining 30 per cent came from PCs.

Subscription Video on Demand (SVOD) represented 11 per cent of the turnover (9 per cent in 2011).

There are more than 75 VOD platforms available.

Other relevant developments

Catch-up TV is very successful and 59 per cent of the national TV channel programs were available through catch up TV. Consumption is growing quickly with 2500 million films watched in 2012 (1800 in 2011). The computer is the

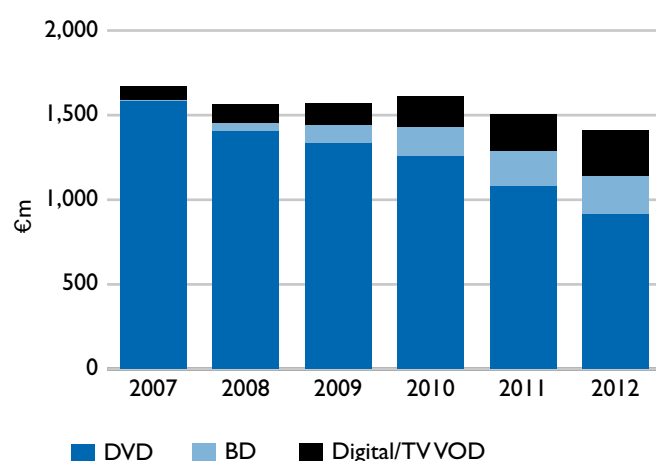
Video market: France

preferred means for watching catch up TV (70 per cent). 210 million films are watched every month.

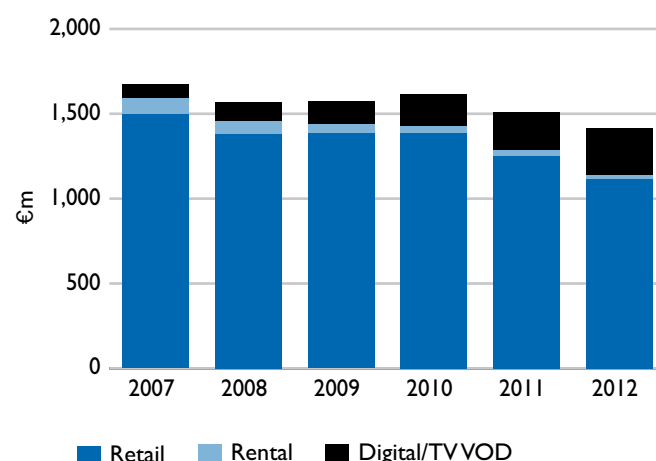
In 2012, Pierre Lescure was appointed by the French Minister of Culture to review how culture (cinema, audiovisual, music, book, press etc.) is financed, distributed and protected in France. The result of the “Lescure” report was published in May 2013. The Hadopi law addressing online infringements was one of the elements reviewed in the report. The Hadopi is to be modified but essentially preserved. The report includes language on the promotion of legal offers and film release chronology (some fine-tuning e.g for films that had little success in the theatre within the first two weeks). The report also proposes a reduction and harmonization of the VAT rate for all cultural goods, off-line and on-line.”

This commentary was provided by SEVN, the French Video Association.

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	61.7	62.0	62.3	62.6	62.9	63.2	0.4%
Households	m	26.3	26.5	26.7	26.9	27.1	27.3	0.8%
HARDWARE								
TV households	m	25.5	25.7	25.9	26.1	26.3	26.6	0.9%
DVD sector								
DVD Video player/recorder households	m	18.7	19.5	19.2	19.3	19.4	19.4	-0.1%
Penetration of TV households	%	73.4	76.0	74.0	74.0	73.7	73.0	
DVD console households	m	5.1	5.4	5.7	6.3	6.8	6.7	-1.1%
Penetration of TV households	%	19.8	20.9	22.2	24.1	25.7	25.2	
BD sector								
BD standalone player households	m	0.009	0.129	0.390	0.970	2.297	4.286	86.6%
Penetration of TV households	%	0.036	0.502	1.506	3.715	8.722	16.130	
PS3 console households	m	0.6	1.3	2.1	2.9	3.7	4.4	19.9%
Penetration of TV households	%	2.2	4.9	8.0	11.1	14.0	16.7	

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	1,676.2	1,565.9	1,571.9	1,614.2	1,509.2	1,413.4	-6.3%
TRADE LEVEL PHYSICAL VIDEO								
<i>Total market figures include revenues from legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.</i>								
Total revenues from video software	Euro m	1,075.2	953.5	880.3	846.9	763.1	635.7	-16.7%
Total revenues from retail video	Euro m	1,045.4	934.1	868.3	838.0	757.8	633.8	-16.4%
Total revenues from rental video	Euro m	29.8	19.4	12.0	9.0	5.3	2.0	-62.1%

Video market: France

		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	1,594.7	1,453.2	1,441.4	1,428.6	1,284.7	1,139.2	-11.3%
Total spending on retail video	Euro m	1,496.3	1,382.4	1,384.4	1,385.3	1,251.7	1,116.3	-10.8%
Total spending on rental video	Euro m	98.5	70.8	57.1	43.3	33.0	22.9	-30.7%

		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	7.3	10.7	19.5	47.6	78.6	106.4	35.3%

		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	74.2	101.9	111.0	138.0	145.8	167.9	15.1%

Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no	5,000	6,500	6,380	5,850	5,320	5,000	
Retail chains with 10 or more outlets	no	30	30	30	30	30	30	
Kiosks stocking retail video	no	15,000	15,000	15,000	14,500	14,000	13,680	

Trade level: DVD retail

Revenues from retail DVD	Euro m	1,029.7	881.3	796.3	729.5	634.4	513.7	-19.0%
Retail DVD shipped to trade	m	87.8	85.1	89.3	86.8	76.6	71.5	-6.6%
Average trade price	Euro	11.72	10.35	8.92	8.41	8.28	7.18	-13.3%
Number of titles released	no	7,981	7,000	6,500	5,800	6,000	6,140	2.3%

Trade level: BD retail

Revenues from retail BD	Euro m	10.63	52.00	72.00	108.46	123.40	120.10	-2.7%
Retail BD shipped to trade	m	0.68	3.81	6.20	10.24	10.60	10.40	-1.9%
Average trade price	Euro	15.59	13.64	11.62	10.60	11.64	11.55	-0.8%

Consumer level: DVD retail

Spending on retail DVD	Euro m	1,479.9	1,331.0	1,277.1	1,211.9	1,048.8	892.6	-14.9%
Retail DVD sold to consumers	m	87.8	85.1	89.3	86.8	76.6	71.5	-6.6%
Average consumer price	Euro	16.85	15.63	14.30	13.97	13.69	12.48	-8.9%

Consumer level: BD retail

Spending on retail BD	Euro m	9.701	49.6	107.3	173.4	202.9	223.7	10.2%
Retail BD sold to consumers	m	0.361	2.1	5.3	8.1	9.9	11.0	11.1%
Average consumer price	Euro	26.91	24.18	20.33	21.30	20.49	20.34	-0.8%

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.	1,900	1,700	1,500	1,400	1,000	810	-19.0%
Rental chains with 10 or more outlets	no.	9	9	8	7	7	7	
Trade level: DVD rental								
Revenues from rental DVD	Euro m	29.7	19.1	11.6	8.2	5.0	1.6	-68.0%
Rental DVD units shipped to trade	m	1.2	0.8	0.5	0.5	0.3	0.1	-66.7%
Average trade price	Euro	25.44	22.62	22.82	17.27	16.33	15.68	-4.0%
Number of titles released	no.	593	550	500	480	450	430	-4.4%
Trade level: BD rental								
Revenues from rental BD	Euro m	0.07	0.273	0.423	0.779	0.250	0.390	56.0%
Rental BD units shipped to trade	m	0	0.017	0.041	0.050	0.026	0.028	7.7%
Average trade price	Euro	22.25	15.60	10.30	15.43	9.62	13.93	44.9%
Number of titles released	no.	390	376	425	408	383	366	-4.4%
Consumer level: DVD rental								
Spending on DVD rental	Euro m	98.5	70.8	56.9	42.1	31.7	21.3	-32.6%
DVD rental transactions	m	35.0	25.3	20.0	14.7	10.8	7.0	-35.3%
Average rental price	Euro	2.81	2.79	2.84	2.86	2.93	3.05	4.1%
Consumer level: BD rental								
Spending on BD rental	Euro m	0.00	0.003	0.166	1.224	1.371	1.570	14.5%
BD rental transactions	m	0.00	0.001	0.058	0.428	0.468	0.515	10.0%
Average rental price	Euro	3.48	2.79	2.84	2.86	2.93	3.05	4.1%

Source: IHS/IVF/SEVN

Population and household figures: IHS Global Insight

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

Retail market by genre

Genre	% share
Movies	62
Non theatrical	34
Documentary	5.6
Children	19.4
TV Fiction	54.1
Humor	94
Music	10
Other	4

Source: GfK data published by SEVN/CNC

Notes: 1. Share based on sales volumes

Combined DVD & Blu-ray Disc retail top 10

Rank	Title
1	Intouchables
2	Twilight, chapitre 4 : revelation, 1ere partie
3	L'age de glace 4 – la derive des continents
4	Avengers
5	Les aventures de tintin – le secret de la licorne
6	Florence foresti – foresti party
7	Harry potter et les reliques de la mort – partie 2
8	The dark knight rises
9	Le discours d'un roi
10	Rebelle

Source: Syndicat de l'Édition Vidéo Numérique (SEVN)

1. Ranking based on retail sales by volume

2. Units sold based on available data

Retail DVD through news kiosks

		2007	2008	2009	2010	2011	2012	12/11
DVD consumer sales from kiosks	m	22.9	25.1	24.7	24.0	23.3	20.0	18.3
Average DVD kiosk sales price	€	10.4	9.6	9.1	8.8	8.6	8.7	8.0
Total DVD kiosk consumer spending	€m	237.9	240.3	225.9	212.4	199.6	172.8	147.0
Kiosks stocking retail video	no.	15,000	15,000	15,000	14,500	14,000	13,680	2.2

Source: IHS analysis of available data

1. Kiosk refers to street corner newspaper kiosk or similar specialist retailer which also stocks video product.

2. Sector has historically been dominated by third-party product, therefore the channel is analysed separately from the mainstream business by IHS.

3. Kiosk sales are in addition to the mainstream market