

France

France: key data

Population	62.9m
TV households	24.9m
DVD households (penetration)	77.9%
Blu-ray Disc household (penetration)	3.9%
Distributor revenues from physical video software	€ 846.9m
Comparison with 2009	-3.8%
DVD/Blu-ray Disc split	€ 737.7m / € 109.2m
Video software rental/retail split	1/99
Consumer spending on physical video software	€ 1.4bn
Comparison with 2009	-0.9%
DVD/Blu-ray Disc split	€ 1.25bn / € 174.6m
Video software rental/retail split	3/97

DVD and Blu-ray market

For the second year in a row, the French retail DVD and Blu-ray Disc (BD) market was stable. The 2010 turnover was almost identical to the previous year, with EUR 1,39 billion. Units sold to consumers increased slightly by 2.7 per cent. The positive outcome in 2009 and 2010, was due to the reduction of the legislated video release window from theatrical release to 4 months introduced in 2009, and the continuing increase of sales of catalogue titles.

The number of DVDs sold was equivalent to the year before, while BD increased considerably by 83 per cent, reaching almost 10 million units sold. BD sales represented 12.5 per cent of the total turnover in 2010, compared with 7 per cent in 2009.

In 2010, feature films represented more than 60 per cent of the French DVD and BD market, a slightly better result than in 2009 (58 per cent).

For the fourth consecutive year, the non-film market share declined to 37 per cent (3 per cent represented "promotional special non identified sales"). The non-film market still had a 50 per cent share of TV shows, but was decreasing as well. The genre comedy declined by 15 per cent and represented only 8 per cent of the total non-film market. The genre children represented 19 per cent of the total non-film market, whereas the genre music increased slightly, taking a share of 14 per cent.

In 2010, French feature films represented 21.2 per cent of the video movie market, a slight decrease compared with 2009 (21.8 per cent). French films represented only 10.8 per cent of the total turnover of the Blu-ray market.

In 2009, the biggest rental chain in France was sold. It is very challenging to estimate the value of the rental home entertainment market in France due to ongoing reorganization of the sector.



On the other side, sales of DVD discs and Blu-ray Discs via internet reached almost 13 per cent. Other distribution channels as entertainment retailers (46 per cent) and hypermarkets (40 per cent) are still very important.

Online distribution

Online video revenues increased in 2010 by 40 per cent and reached EUR 152 million. 99 per cent of the transactions were effected via streaming services.

The most popular genre was feature films with 64 per cent. TV shows represented 5 per cent and adult titles represented 27 per cent of the total turnover.

In 2010, 40 million paid transactions were done, of which 94 per cent via internet services and television and 6 per cent via computers.

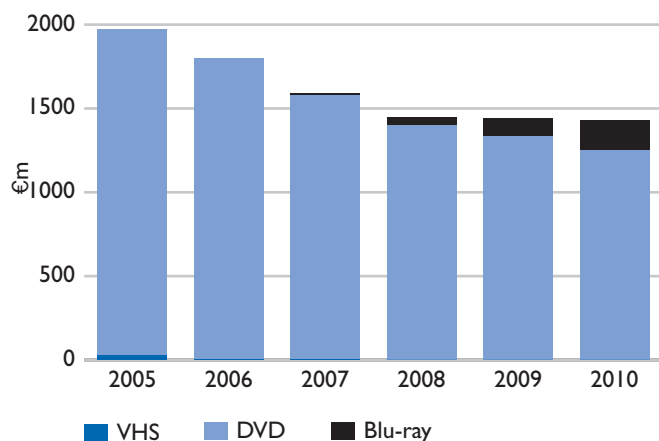
Other relevant developments

The HADOPI law addressing online infringements has been up and running since October 2010. It is still too early to evaluate the results on the behavior and perceptions of French Internet users in longer term. But a slight increase of cinema admissions and an increasing acceptance of the use of online services has been noted.

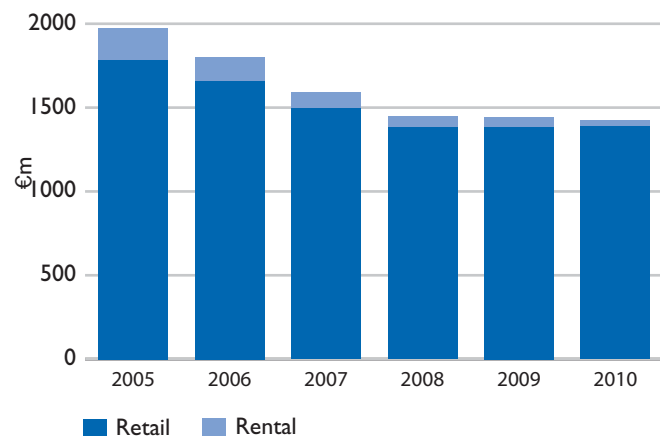
This commentary was provided by SEVN, the French Video Association.

Video market: France

Consumer spending by format



Consumer spending by sector



		2005	2006	2007	2008	2009	2010	10/09
EXCHANGE RATES								
Exchange rate: \$1=	Euro	0.80	0.80	0.73	0.68	0.72	0.75	
GENERAL								
Population	m	61.15	61.57	61.94	62.28	62.61	62.94	0.5%
Households	m	25.29	25.24	25.40	25.54	25.66	25.80	0.5%
HARDWARE								
TV households	m	24.3	24.5	24.5	24.6	24.8	24.9	0.5%
DVD sector								
DVD Video player/recorder households	m	16.8	17.1	18.3	19.1	19.3	19.4	0.7%
Penetration of TV households	%	69.2	69.8	74.6	77.4	77.8	77.9	
DVD console households	m	5.0	5.1	5.1	5.4	5.7	6.3	9.5%
Penetration of TV households	%	20.7	20.6	20.7	21.8	23.2	25.3	
BD sector								
BD standalone player households	m		0.000	0.009	0.129	0.390	0.970	148.7%
Penetration of TV households	%		0.001	0.038	0.524	1.574	3.897	
PS3 console households	m			0.6	1.3	2.1	2.9	39.7%
Penetration of TV households	%			2.3	5.1	8.3	11.6	

Total video software market

		2005	2006	2007	2008	2009	2010	10/09
TRADE LEVEL PHYSICAL VIDEO								
Total revenues from video software	Euro m	1,293.6	1,135.3	1,075.2	953.5	880.3	846.9	-3.8%
Total revenues from retail video	Euro m	1,227.1	1,089.9	1,045.4	934.1	868.3	838.0	-3.5%
Total revenues from rental video	Euro m	66.5	45.4	29.8	19.4	12.0	9.0	-25.4%
CONSUMER LEVEL PHYSICAL VIDEO								
Total spending on video software	Euro m	1,973.7	1,798.6	1,593.1	1,450.8	1,439.0	1,426.5	-0.9%
Total spending on retail video	Euro m	1,784.2	1,659.0	1,496.3	1,382.4	1,384.4	1,385.3	0.1%
Total spending on rental video	Euro m	189.5	139.6	96.9	68.4	54.6	41.3	-24.4%

Video market: France

		2005	2006	2007	2008	2009	2010	10/09
CONSUMER LEVEL DIGITAL VIDEO*								
Total spending on digital video	Euro m	1.5	6.1	9.3	13.7	24.8	50.1	101.9%
CONSUMER LEVEL TV VOD**								
Total spending on TV VOD	Euro m	92.9	100.2	123.7	145.5	164.1	194.2	18.4%

*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/INVoD/PPV) basis via cable/satellite/IPTV services.

Retail video market

		2005	2006	2007	2008	2009	2010	10/09
Outlets stocking retail video	no	5,000	5,000	5,000	6,500	6,500	6,500	
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	15,000	15,000	15,000	
Trade level: DVD retail								
Revenues from retail DVD	Euro m	1,217.6	1,089.2	1,029.7	881.3	796.3	729.5	-8.4%
Retail DVD shipped to trade	m	110.6	98.4	87.8	85.1	89.3	86.8	-2.8%
Average trade price	Euro	11.01	11.07	11.72	10.35	8.92	8.41	-5.7%
Number of titles released	no	6,500	8,125	7,981	7,000	6,500	5,800	-10.8%
Trade level: Blu-ray Disc retail								
Revenues from retail BD	Euro m		0.35	10.63	52.00	72.00	108.46	50.6%
Retail BD shipped to trade	m		0.02	0.68	3.81	6.20	10.24	65.2%
Average trade price	Euro		16.58	15.59	13.64	11.62	10.60	-8.8%
Consumer level: DVD retail								
Spending on retail DVD	Euro m	1,757.3	1,654.7	1,479.9	1,331.0	1,277.1	1,211.9	-5.1%
Retail DVD sold to consumers	m	110.1	97.4	87.8	85.1	89.3	86.8	-2.8%
Average consumer price	Euro	15.97	16.99	16.85	15.63	14.30	13.97	-2.3%
Consumer level: Blu-ray Disc retail								
Spending on retail BD	Euro m		0.012	9.7	49.6	107.3	173.4	61.6%
Retail BD sold to consumers	m		0.000	0.4	2.1	5.3	9.7	83.0%
Average consumer price	Euro		28.00	26.91	24.18	20.33	17.95	-11.7%

Rental video market

		2005	2006	2007	2008	2009	2010	10/09
Video rental outlets	no	2,000	2,000	1,900	1,700	1,500	1,400	
Rental chains with 10 or more outlets	no	9	9	9	9	8	8	

Trade level: DVD rental

Revenues from rental DVD	Euro m	66.0	45.4	29.7	19.1	11.6	8.2	-29.4%
Rental DVD shipped to trade	m	2.3	1.6	1.2	0.8	0.5	0.5	-6.8%
Average trade price	Euro	28.73	29.24	25.44	22.62	22.82	17.27	-24.3%
Number of titles released	no	539	675	593	550	500	480	-4.0%

Trade level: BD rental

Revenues from rental BD	Euro m			0.073	0.273	0.423	0.779	83.9%
Rental BD shipped to trade	m			0.003	0.017	0.041	0.050	22.7%
Average trade price	Euro			22.25	15.60	10.30	15.43	49.9%
Number of titles released	no		34	390	376	425	408	-4.0%

Consumer level: DVD rental

Spending on DVD rental	Euro m	188.4	139.6	96.9	68.4	54.4	40.1	-26.3%
DVD rental transactions	m	57.9	46.5	35.0	25.3	20.0	14.7	-26.4%
Average rental price	Euro	3.25	3.00	2.77	2.70	2.72	2.72	0.2%

Consumer level: BD rental

Spending on BD rental	Euro m			0.001	0.003	0.158	1.145	622.6%
BD rental transactions	m			0.001	0.001	0.058	0.428	634.6%
Average rental price	Euro			2.77	2.70	2.72	2.67	-1.6%

Source: IHS Screen Digest/IVF

Population and household figures: Economist Intelligence Unit

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

Retail DVD and Blu-ray Disc by genre

	% share
Feature film	51.6
Film Animation	8.4
Film Documentary	0.8
TV Documentary	1.9
Children's TV	7.1
TV Series	18.7
TV Comedy	3.1
Music	5.3
Other	3.1

Source: GfK

Notes: 1. Based on unit sales

Retailer volume market shares by channel (all formats)

Retail Sector	% share
Supermarket/Hypermarket	40.1
Specialist	45.6
Internet	12.5
Other	1.8

Source: IHS Screen Digest analysis of GfK data published by SEVN/CNC

Notes: 1. Share based on sales volumes

Combined DVD & Blu-ray Disc retail top 10

Rank	title
1	Avatar
2	Twilight Chapitre 2 - Tentation
3	2012
4	Le Petit Nicolas
5	Twilight Chapitre 3 - Hesitation
6	Michael Jackson's This is It
7	Florence Foresti Mother Fuckers
8	Gran Torino
9	La Princesse et la Grenouille
10	Inception

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

Notes: 1. Ranking based on retail sales by volume

2. Units sold based on available data

Films by source

	% share
French Films	21.4
American Films	64.8
European Films	11.4
Others	2.4

Source: CNC/GfK data

Notes: 1. Data reflects consumer sales by value

Retail DVD through news kiosks

		2005	2006	2007	2008	2009	2010
DVD consumer sales from kiosks	m	23.8	22.9	25.1	24.7	24.0	23.3
Average DVD kiosk sales price	€	10.4	10.4	9.6	9.1	8.8	8.6
Total DVD kiosk consumer spending	€m	247.2	237.9	240.3	225.9	212.4	199.6
Kiosks stocking retail video	no.	15,000	15,000	15,000	15,000	15,000	15,000

Notes: 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 Screen Digest.

3. Kiosk sales are in addition to the mainstream market