Germany

Germany: key data

Population	81.7m
TV households	39.1m
DVD Video player/recorder penetration	69.4%
Blu-ray Disc player/recorders penetration	19.6%
Consumer spending on physical video software	€ 1.6bn
Comparison with 2012	+1.2%
DVD/ Blu-ray Disc split	€ 1.2bn / € 465.1m
Video software rental/retail split (%)	14 / 86
Consumer spending on digital video and TV VOD	€ 297.4m
Comparison with 2012	54.3%
TV VOD/ Digital video split (%)	30 / 70

In 2013, German consumers spent €1,757 billion on video software (across all formats DVD, Blu-ray and online – both retail and rental market). 2013 was the best year in Germany's home entertainment market history (2004: €1,747 billion). Whereas the retail market contracted by 3 per cent (€1,445 billion, 82 per cent of the total market value), the rental market grew by 4 per cent (€312 million, 18 per cent of the total market value).

Growing sales of Blu-ray Discs (BD) and online services (VoD, EST and PpV) compensated for the slight losses in the DVD market. However, in 2013, DVD was still the dominating format, representing 65 per cent (€1,142 billion) of the total market share. Blu-ray grew by 18 per cent (€462 million) representing a market share of 26 per cent. This means that 91 per cent of the total turnover was still achieved by physical products. Online distribution grew by 25 per cent (€154 million) with a market share of 9 per cent.

Online distribution (EST, PpV and VoD) and sales of DVD/BDs over the Internet were the fastest growing distribution channels in 2013. With a market share of 35 per cent the Internet is the biggest distribution channel in Germany (electronic retailer: 31 per cent).

In 2013, "The Hobbit - An unexpected Journey" was the top retail title and "Django Unchained" was the top rental title.

DVD retail and rental

- DVD is still the dominating format, representing 72 per cent (87,8 million units) of all volumes sold and 62 per cent (58,9 million) of units shipped to the rental market. However, the German consumer spending in DVD retail decreased by 3 per cent to €984 billion (€1,019 billion in 2012). For the 9th consecutive year, German consumer spending on rental DVD dropped to €158 million (€173 million in 2012).
- The average price for a DVD at consumer level went down slightly by 2 per cent to €11.20 in 2013 (2012: €11.39). With €2.68 per transaction, the average rental fee was 3 per cent higher than the year before (2012: €2.61).

Blu-ray and Blu-ray 3D retail and rental

- More than one out of five German households (21 per cent) owns a Blu-ray player.
- With 29.3 million BDs sold in 2013, sales increased by 27 per cent (23,1 million in 2012). In 2013, spending on consumer retail reached €410 million, an increase of 19 per cent compared to 2012 (€343 million). BDs achieved a market share in retail of 28 per cent in value.

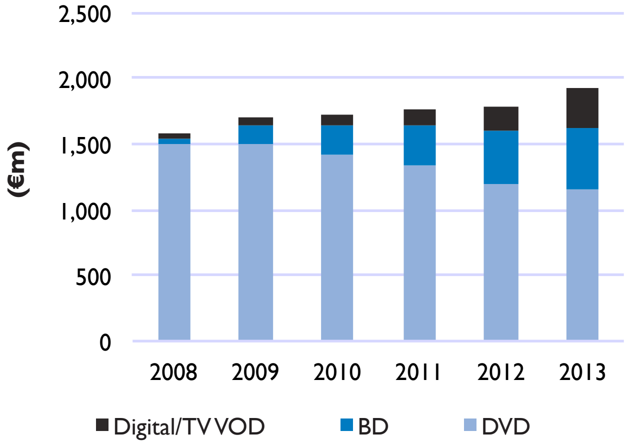
- On the rental market, the Blu-ray format achieved a market share of 17 per cent in value (16 per cent in 2012).
- In 2013, the average price for a BD declined by 6 per cent to €14.00 compared with €14.86 in 2012. With €2.84, the rental fee achieved a better performance than the year before (€2.61 in 2012) and exceeded the DVD rental fee (€2.68).
- Blu-ray rental transactions have been fallen slightly in 2013. Transactions decreased from 18.9 million in 2012 to 18.2 million in 2013.
- In 2013, 600,000 more Blu-ray 3Ds were sold than in the year before (from 2.2 million in 2012 to 2.8 million in 2013). Sales increased by 28 per cent to €58 million which means a Blu-ray 3D market share in the total Blu-ray market of 14 per cent. 803 titles are available on Blu-ray 3D, the average price per title was €20.89 (2012: €21.22).

Online distribution

- In 2013, already 31 per cent of the German households owned a Smart-TV with Internet connection.
- In 2013, the digital market increased by 25 per cent in total to €154 million (22.3 million in volume). 5.2 million EST units were sold to 1.1 million persons in 2013 (4.9 million in 2012). In 2013, transactions via streaming increased by 17 per cent to 17.1 million (with 3.2 million renters), compared with 14.6 million rental transactions 2012.
- In 2013, the average price for an EST title was €10.05, 7 per cent higher than in 2012 (€9.41). The average price for a VoD/PpV title was €4.00, 5 per cent higher than in 2012 (€3.79) and 49 per cent more than for a rental DVD.
- While video stores still dominate the physical rental market, VoD and PpV stand already for 33 per cent of the rental sales volume (€102 million).

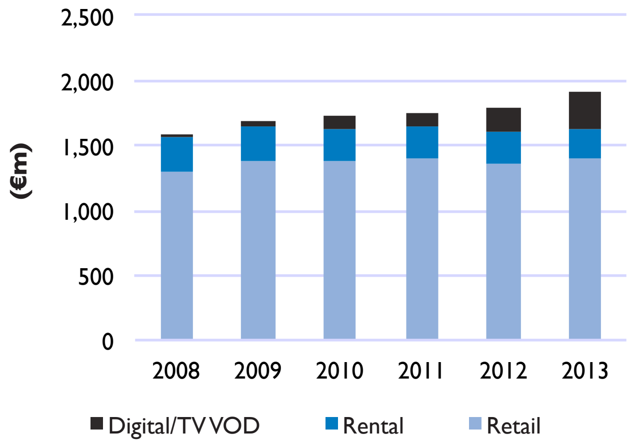
This commentary was provided by the BVV, the Germany Video Association.

Consumer spending by format



Source: IHS/IVF/BW © 2014 IHS

Consumer spending by sector



Source: IHS/IVF/BW © 2014 IHS

		2008	2009	2010	2011	2012	2013	12/13
EXCHANGE RATES								
Exchange rate: $1=	Euro	0.68	0.72	0.75	0.72	0.78	0.75	
GENERAL								
Population	m	82.3	82.2	82.1	81.9	81.8	81.7	-0.2%
Households	m	40.1	40.2	40.2	40.3	40.3	40.3	0.1%
HARDWARE								
TV households	m	38.7	38.8	38.9	39.0	39.1	39.1	0.2%
DVD sector								
DVD Video player/recorder households	m	29.0	29.4	29.0	28.5	28.2	27.2	-3.7%
Penetration of TV households	%	74.8	75.7	74.6	73.2	72.2	69.4	-3.9%
DVD console households	m	5.5	5.8	6.0	6.3	6.3	5.6	-11.0%
Penetration of TV households	%	14.2	14.9	15.5	16.3	16.2	14.4	-11.1%
BD sector								
BD standalone player households	m	0.12	0.64	1.74	3.30	5.08	7.67	50.9%
Penetration of TV households	%	0.3	1.6	4.5	8.5	13.0	19.6	50.6%
PS3 console households	m	0.9	1.6	2.3	3.1	3.9	4.7	20.3%

Total video software market

		2008	2009	2010	2011	2012	2013	12/13
CONSUMER LEVEL ALL VIDEO *Total market figures include spending on both physical and digital video*								
Total spending on video	Euro m	1,590.7	1,696.2	1,723.8	1,756.9	1,791.4	1,915.9	7.0%

Video market: Germany

		2008	2009	2010	2011	2012	2013	12/13
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	Euro m	1,555.9	1,637.0	1,635.2	1,638.1	1,598.6	1,618.5	1.2%
Total spending on retail video	Euro m	1,290.8	1,376.4	1,381.8	1,395.0	1,362.0	1,393.6	2.3%
Total spending on rental video	Euro m	265.2	260.6	253.5	243.1	236.6	224.9	-4.9%

		2008	2009	2010	2011	2012	2013	12/13
Owing to a definitional change, digital video and TV VOD numbers may differ from those published in the 2012 IVF Yearbook.								
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	Euro m	13.5	28.9	51.2	71.2	126.1	208.9	65.7%
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	Euro m	21.2	30.2	37.4	47.6	66.7	88.5	32.7%

Retail video market

		2008	2009	2010	2011	2012	2013	12/13
Outlets stocking retail video	no.	10,000	10,000	10,000	10,000	10,000		
Retail chains with 10 or more outlets	no.	20	20	20	20	20		
Kiosks stocking retail video	no.	500	500	500	500	500		
Consumer level: DVD retail								
Spending on retail DVD	Euro m	1,242.0	1,257.8	1,189.0	1,127.0	1,019.0	983.4	-3.5%
Retail DVDs sold to consumers	m	101.3	106.5	103.2	101.2	89.4	87.8	-1.8%
Average consumer price	Euro	12.26	11.81	11.52	11.14	11.40	11.20	-1.7%
Consumer level: BD retail								
Spending on retail BD	Euro m	41.8	118.6	192.8	268.0	343.0	410.2	19.6%
Retail BDs sold to consumers	m	1.7	6.2	12.0	17.2	23.1	29.3	26.8%
Average consumer price	Euro	25.30	19.19	16.03	15.58	14.85	14.00	-5.7%

Rental video market

		2008	2009	2010	2011	2012	2013	12/13
Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.								
Video rental outlets	no.	3,508	3,009	2,795	2,795	2,800		
Rental chains with 10 or more outlets	no.	15	15	15	15	15		
Consumer level: DVD rental								
Spending on DVD rental	Euro m	260.1	245.9	228.6	203.6	184.3	170.1	-7.7%
DVD rental transactions	m	106.1	99.6	92.0	79.6	66.1	58.9	-10.9%
Average rental price	Euro	2.45	2.47	2.48	2.56	2.79	2.89	3.6%
Consumer level: BD rental								
Spending on BD rental	Euro m	5.05	14.72	24.92	39.50	52.32	54.87	4.9%
BD rental transactions	m	1.86	5.60	9.70	15.90	18.90	18.20	-3.7%
Average rental price	Euro	2.72	2.63	2.57	2.48	2.77	3.01	8.9%

Source: IHS/IVF/BVV
Population and household figures: IHS Global Insight
Note: Distributor level excludes and consumer level includes VAT/sales tax.
Note: Consumer level digital video and TV VOD figures may differ from locally published figures due to the application of different definitions.

Top 10 retail DVD titles

Rank	Title	Studio
1	Der Hobbit: eine unerwartetet Reise	Warner Home Video
2	Breaking Dawn: Biss zum Ende der Nacht, Teil 2	Concorde
3	James Bond 007: Skyfall	Twentieth Century Fox
4	Django Unchained	Sony Pictures Home Entertainment
5	Ich: einfach unverbesserlich	Universal Pictures Home Entertainment
6	Madagascar 3: Flucht durch Europa	Paramount Home Entertainment
7	Ziemlich beste Freunde	Senator
8	Kokowääh 2	Warner Home Video
9	Ich: Einfach unverbesserlich 2	Universal Pictures Home Entertainment
10	Die Tribute von Panem: The Hunger Games	Studiocanal

Source: GfK
Notes: 1. Ranking based on retail sales by volume
2. Units sold based on available data

Top 10 retail Blu-ray Disc titles

Rank	Title	Studio
1	Der Hobbit: eine unerwartetet Reise	Warner Home Video
2	James Bond 007: Skyfall	Twentieth Century Fox
3	Django Unchained	Sony Pictures Home Entertainment
4	The Expandables 2: Back for war	Splendid
5	Iron Man 3	Concorde
6	Fast & Furious 6	Universal Pictures Home Entertainment
7	Breaking Dawn: Biss zum Ende der Nacht, Teil 2	Concorde
8	Stirb langsam: Ein guter Tag zu sterben	Twentieth Century Fox
9	Cloud Atlas	Warner Home Video
10	Star Trek into Darkness	Paramount Home Entertainment

Source: GfK
Notes: 1. Ranking based on retail sales by volume
2. Units sold based on available data