

Germany

Germany: key data

Population	83m
TV households	38.5m
DVD households (penetration)	75.1%
Blu-ray Disc household (penetration)	2.8%
Distributor revenues from physical video software	€ 983m
Comparison with 2009	+1.6%
DVD/Blu-ray split	€ 781.5m / € 201.4m
Video software rental/retail split	5/95
Consumer spending on physical video software	€ 1.62bn
Comparison with 2009	-0.5%
DVD/Blu-ray Disc split	€ 1.4bn / € 216.8m
Video software rental/retail split	15/85



DVD and Blu-ray market

In 2010, German consumers spent EUR 1,668 billion on video software (all formats DVD, Blu-ray and online distribution - both retail and rental). With a slight growth of 0.85 per cent, the total video market volume stayed almost at the same level compared to EUR 1,654 billion in 2009. Growing sales of Blu-ray Discs (BD) and online distribution (EST and VoD/PpV) compensated for the slight losses on the DVD market.

There has been little change in the main distribution channels for sell-through.

The internet was by far the most popular distribution channel in 2010. Sales over the internet increased by 16 per cent compared to 2009.

DVD retail and rental

- In 2010, DVD was still the dominating format, representing 87.3 per cent (103.2 million units) of all volumes sold and 92 million units shipped to the rental market. Consumer spending on retail DVD decreased by 6 per cent to EUR 1,189 billion, compared to EUR 1,258 billion in 2009. In its fifth consecutive year, consumer spending on rental DVD declined to EUR 219 million (EUR 224 million in 2009).
- The average price for a DVD at consumer level went down slightly by 2 per cent, from EUR 11.80 to EUR 11.51. The average rental fee also dropped by 2 per cent from EUR 2.43 to EUR 2.38.
- The top DVD retail and rental title in 2010 was "Avatar".

Blu-ray retail and rental

- In 2010, 4.4 per cent of the German households were equipped with Blu-ray-players. 5.9 per cent households (more than 2 million households) owned a PS3 console. Declining hardware prices had a positive effect on the sales of Blu-ray hardware.

- With 12.0 million Blu-ray Discs sold in 2010, sales doubled compared to 6.2 million units sold in 2009. In 2010, spending on consumer retail reached EUR 193 million, an increase of 62 per cent compared with 2009.

In 2010, Blu-ray Discs achieved a market share in retail of 10.2 per cent in volume (13.7 per cent in value) and a 9 per cent share in volume (9.1 per cent in value) on the rental video market.

- The average price for a Blu-ray disc declined by 16 per cent to EUR 16.03. With only EUR 2.42 (EUR 2.61 in 2009), the rental fee dropped almost to the same level as the DVD rental fee in 2010.
- The Blu-ray has grown considerably. 9.7 million transactions were made in 2010 compared to 5.6 million transactions in 2009.

Online distribution

- In 2010, online video revenues reached EUR 22 million, nearly three times higher than in 2009 (EUR 8 million).
- 2.9 million EST units were sold in 2010, compared to 0.9 million units in 2009. EST represented a share of 2.4 per cent of all units (including DVD and BD) sold to consumers. This corresponded to a share of 1.6 per cent of the total retail turnover in 2010.

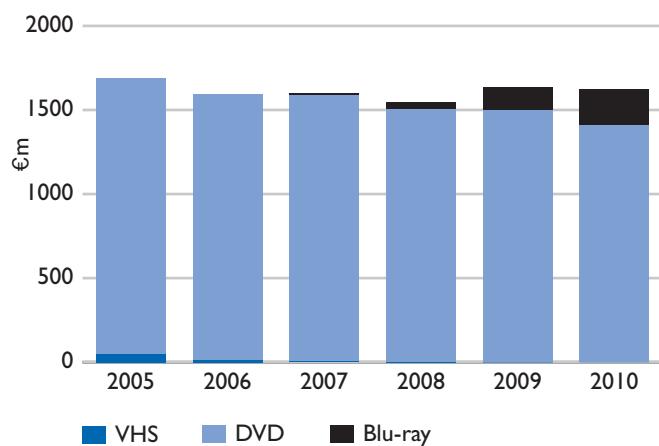
Video market: Germany

- In 2010, the average price for an EST title was EUR 7.62. The average price for a VoD title was EUR 3.50, an increase of 2 per cent (EUR 3.42 in 2009).
- In 2010, 6.1 million transactions were effected via streaming services compared with 3.8 million transactions in 2009. So far online distribution has not managed to compensate for the loss of the physical rental market.
- While video stores still dominate the physical rental market, VoD and PpV take a share of 8 per cent of the rental sales volume.

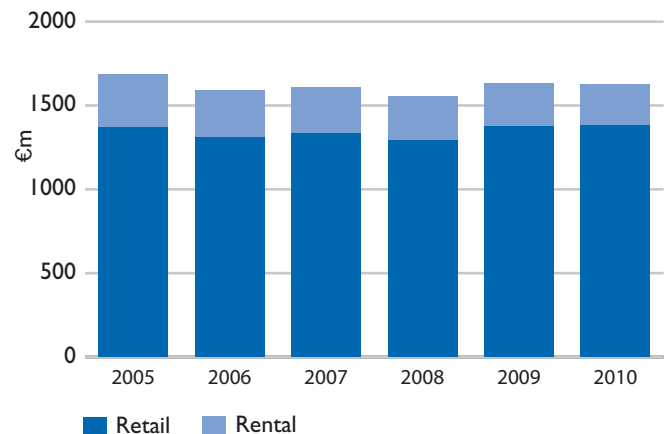
This commentary provided by the BVV, the German Video Association.

Video market: Germany

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	82.48	82.50	82.59	82.74	82.80	82.95	0.2%
Households	m	39.27	39.52	39.68	39.85	39.96	40.07	0.3%
HARDWARE								
TV households	m	37.4	37.7	37.9	38.2	38.4	38.5	0.4%
DVD sector								
DVD Video player/recorder households	m	25.1	26.4	27.5	28.1	28.6	28.9	1.0%
Penetration of TV households	%	67.0	70.0	72.5	73.6	74.6	75.1	
DVD console households	m	4.3	4.6	5.0	5.5	5.8	6.0	4.4%
Penetration of TV households	%	11.4	12.2	13.1	14.4	15.1	15.7	
BD sector								
BD standalone player households	m		0.000	0.007	0.117	0.478	1.078	125.6%
Penetration of TV households	%		0.0	0.0	0.3	1.2	2.8	
PS3 console households	m			0.375	0.910	1.610	2.298	42.7%
Penetration of TV households	%			1.0	2.4	4.2	6.0	

Total video software market

		2005	2006	2007	2008	2009	2010	10/09
TRADE LEVEL PHYSICAL VIDEO								
Total revenues from video software	Euro m	947.1	921.5	963.8	979.1	967.9	983.0	1.6%
Total revenues from retail video	Euro m	856.6	845.4	894.5	920.5	905.4	934.9	3.3%
Total revenues from rental video	Euro m	90.6	76.0	69.3	58.6	62.5	48.0	-23.2%
CONSUMER LEVEL PHYSICAL VIDEO								
Total spending on video software	Euro m	1,686.4	1,591.5	1,605.4	1,555.3	1,633.0	1,624.8	-0.5%
Total spending on retail video	Euro m	1,366.5	1,307.4	1,330.3	1,290.8	1,376.4	1,381.8	0.4%
Total spending on rental video	Euro m	319.9	284.1	275.2	264.6	256.6	243.0	-5.3%

Video market: Germany

		2005	2006	2007	2008	2009	2010	10/09
CONSUMER LEVEL DIGITAL VIDEO*								
Total spending on digital video	Euro m	2.6	4.8	7.4	13.4	29.6	52.8	78.6%
CONSUMER LEVEL TVVOD**								
Total spending on TVVOD	Euro m	22.7	13.6	14.7	16.8	21.0	31.5	49.8%

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

Retail video market

		2005	2006	2007	2008	2009	2010	10/09
Outlets stocking retail video	no	10,000	10,000	10,000	10,000	10,000	10,000	
Retail chains with 10 or more outlets	no	20	20	20	20	20	20	
Kiosks stocking retail video	no	500	500	500	500	500	500	

Trade level: DVD retail

Revenues from retail DVD	Euro m	841.0	845.1	869.4	860.7	781.1	742.6	-4.9%
Retail DVD shipped to trade	m	97.8	101.8	109.8	110.2	108.2	106.2	-1.8%
Average trade price	Euro	8.60	8.30	7.92	7.81	7.22	6.99	-3.2%
Number of titles released	no	3,000	3,000	2,900	2,850	3,135	3,000	-4.3%

Trade level: Blu-ray Disc retail

Revenues from retail BD	Euro m		0.066	16.4	59.1	124.3	192.3	54.8%
Retail BD shipped to trade	m		0.004	0.847	3.3	8.9	16.4	83.4%
Average trade price	Euro		17.64	19.38	18.10	13.89	11.72	-15.6%

Consumer level: DVD retail

Spending on retail DVD	Euro m	1,321.8	1,295.3	1,313.0	1,242.0	1,257.8	1,189.0	-5.5%
Retail DVD sold to consumers	m	98.7	100.7	103.3	101.3	106.5	103.2	-3.1%
Average consumer price	Euro	13.39	12.86	12.71	12.26	11.81	11.52	-2.4%

Consumer level: Blu-ray Disc retail

Spending on retail BD	Euro m		0.052	10.5	41.8	118.6	192.8	62.5%
Retail BD sold to consumers	m		0.002	0.340	1.7	6.2	12.0	94.6%
Average consumer price	Euro		28.00	30.76	25.30	19.19	16.03	-16.5%

Rental video market

		2005	2006	2007	2008	2009	2010	10/09
Video rental outlets	no	4,137	4,137	4,137	4,137	4,137	4,137	
Rental chains with 10 or more outlets	no	15	15	15	15	15	15	

Trade level: DVD rental								
Revenues from rental DVD	Euro m	89.6	76.0	68.8	57.4	56.0	38.9	-30.5%
Rental DVD shipped to trade	m	5.0	4.6	4.7	4.2	4.6	3.4	-25.8%
Average trade price	Euro	17.82	16.69	14.65	13.60	12.19	11.41	-6.4%
Number of titles released	no	450	450	425	420	462	400	-13.4%

Trade level: BD rental								
Revenues from rental BD	Euro m			0.465	1.202	6.5	9.1	40.7%
Rental BD shipped to trade	m			0.019	0.048	0.3	0.6	90.8%
Average trade price	Euro			24.23	25.09	20.80	15.35	-26.2%
Number of titles released	no			163	357	393	400	1.8%

Consumer level: DVD rental								
Spending on DVD rental	Euro m	315.2	283.3	274.4	259.5	242.0	219.0	-9.5%
DVD rental transactions	m	121.8	111.3	108.5	106.1	99.6	92.0	-7.6%
Average rental price	Euro	2.59	2.55	2.53	2.45	2.43	2.38	-2.0%

Consumer level: BD rental								
Spending on BD rental	Euro m			0.756	5.1	14.6	24.0	64.5%
BD rental transactions	m			0.207	1.9	5.6	9.7	73.2%
Average rental price	Euro			3.65	2.74	2.61	2.47	-5.0%

Source: IHS Screen Digest/IVF

Population and household figures: Economist Intelligence Unit

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

Blu-ray Disc retail top 10

Rank	Title	Distributor
1	Avatar - Aufbruch Nach Pandora	Fox
2	Inception	Warner Home Vid.
3	2012	Sony Pictures
4	Sherlock Holmes	Warner Home Vid.
5	Avatar (Extended Collector's Edition, 3 Discs)	Fox
6	Inglourious Basterds	Universal Video
7	District 9 Avatar - Aufbruch Nach Pandora (Limitierte Auflage Mit O-Ring)	Sony Pictures
8	Avatar: Aufbruch Nach Pandora (Limitierte Auflage Mit O-Ring)	Fox
9	Zweiohrkueken	Warner Home Vid.
10	The Dark Knight (2 Discs)	Warner Home Vid.

Source: Bundesverband Audiovisuelle Medien (BVM)
 Notes: 1. Ranking based on retail sales by volume
 2. Units sold based on available data

DVD retail top 10

Rank	Title	Distributor
1	Avatar: Aufbruch Nach Pandora	Fox
2	2012	Sony Pictures
3	Zweiohrkueken	Warner Home Vid.
4	Harry Potter Und Der Halbblutprinz	Warner Home Vid.
5	Inglourious Basterds	Universal Video
6	New Moon: Biss Zur Mittagsstunde (2 Disc Fan Edition)	Concorde
7	Sherlock Holmes	Warner Home Vid.
8	Wickie Und Die Starken Maenner - 2009	Highlight-Const.
9	Eclipse: Biss Zum Abendrot (2 Disc Fan Edition)	Concorde
10	Verblendung	Warner Home Vid.

Source: Bundesverband Audiovisuelle Medien (BVM)
 Notes: 1. Ranking based on retail sales by volume
 2. Units sold based on available data

Retail market split

Retail channels	% share All video	% share DVD	% share Blu-ray Disc
General retailers/ department stores	4.0	4.0	2.0
Supermarkets/Discounters/ Hypermarkets	12.0	12.0	5.0
Consumer electronics stores	35.0	33.0	48.0
Internet	30.0	29.0	40.0
Mail order (off-line)	4.0	5.0	
Other	15.0	17.0	5.0

Source: GfK

Rental market split by channel

Rental channels	% share
Video on Demand	8.0
Vending machine	3.0
Internet & Post	9.0
Rental Store	80.0

Source: GfK

Retail DVD

Rental channels	% share
Feature Film (theatrical)	74.0
Other children's programming	14.0
Music	6.0
Other	6.0

Source: GfK