

Hungary

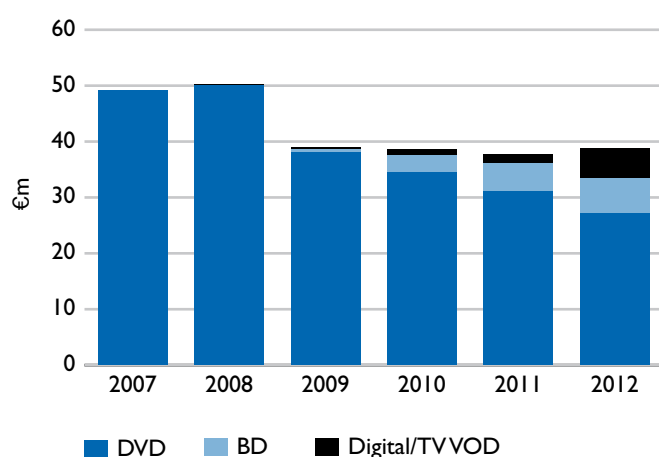
Hungary: key data

Population	9.9m
TV households	3.8m
DVD households (penetration)	66.8%
Blu-ray households (penetration)	6.1%
Distributors revenues from video software	Forint 6.1bn / € 21m
Comparison with 2011 (local currency)	-5.0%
DVD/ Blu-ray Disc split	€ 17.4m / € 3.6m
Video software rental/retail split (%)	4/96
Consumer spending on video software	Forint 9.7bn / € 33.5m
Comparison with 2011 (local currency)	-3.8%
DVD/ Blu-ray Disc split	€ 27.1m / € 6.4m
Video software rental/retail split (%)	3/97
Consumer spending on digital video and TV VOD	Forint 1.5bn / € 5.3m
Comparison with 2011 (local currency)	247.2%
Digital video/TVVOD split (%)	59 / 41

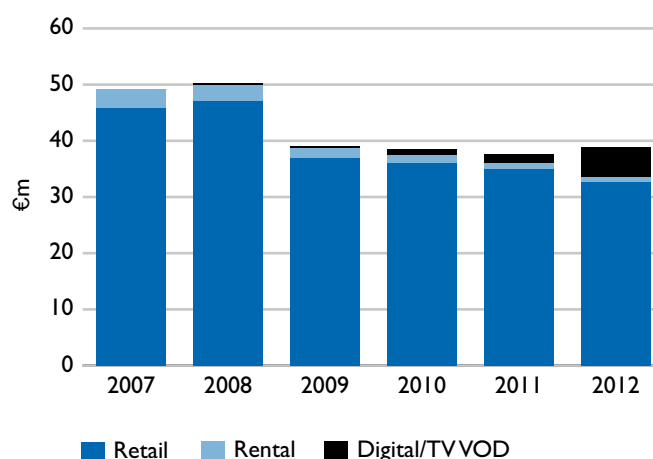


Video market: Hungary

Consumer spending by format



Consumer spending by sector



		2007	2008	2009	2010	2011	2012	12/11
EXCHANGE RATES								
Exchange rate: Euro l=	forint	252.05	252.43	281.15	275.94	279.96	289.85	
Exchange rate: \$l=	forint	184.02	172.70	202.37	208.25	201.29	225.41	
Exchange rate: \$l=	Euro	0.73	0.68	0.72	0.75	0.72	0.78	
GENERAL								
Population	m	10.0	10.0	10.0	10.0	10.0	9.9	-0.2%
Households	m	3.8	3.8	3.8	3.8	3.9	3.9	0.5%
HARDWARE								
TV households	m	3.7	3.7	3.7	3.7	3.7	3.8	0.5%
DVD sector								
DVD Video player/recorder households	m	1.947	2.208	2.439	2.456	2.466	2.511	1.8%
Penetration of TV households	%	53.0	60.0	66.0	66.0	65.9	66.8	
DVD console households	m							
Penetration of TV households	%							
BD sector								
BD standalone player households	m		0.0	0.0	0.1	0.1	0.2	55.0%
Penetration of TV households	%		0.0	0.6	2.5	4.0	6.1	
PS3 console households	m							
Penetration of TV households	%							

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	Forint m	12,394.0	12,679.4	10,962.7	10,606.3	10,544.3	11,258.2	6.8%
Total spending on all video	Euro m	49.2	50.2	39.0	38.4	37.7	38.8	3.1%

Video market: Hungary

		2007	2008	2009	2010	2011	2012	12/11
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	forint m	7,945.0	8,121.6	7,077.6	6,496.1	6,391.7	6,075.1	-5.0%
Total revenues from video software	Euro m	31.5	32.2	25.2	23.5	22.8	21.0	-8.2%
Total revenues from retail video	forint m	7,280.1	7,492.7	6,635.8	6,108.3	6,083.4	5,821.1	-4.3%
Total revenues from retail video	Euro m	28.9	29.7	23.6	22.1	21.7	20.1	-7.6%
Total revenues from rental video	forint m	664.8	628.9	441.8	387.8	308.3	254.0	-17.6%
Total revenues from rental video	Euro m	2.6	2.5	1.6	1.4	1.1	0.9	-20.4%

		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	forint m	12,381.5	12,625.0	10,849.4	10,359.4	10,099.7	9,714.8	-3.8%
Total spending on video software	Euro m	49.1	50.0	38.6	37.5	36.1	33.5	-7.1%
Total spending on retail video	forint m	11,547.8	11,876.3	10,366.6	9,934.2	9,761.7	9,436.3	-3.3%
Total spending on retail video	Euro m	45.8	47.0	36.9	36.0	34.9	32.6	-6.6%
Total spending on rental video	forint m	833.7	748.6	482.8	425.3	338.0	278.5	-17.6%
Total spending on rental video	Euro m	3.3	3.0	1.7	1.5	1.2	1.0	-20.4%

		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	forint m	7.8	11.8	15.1	17.3	48.5	907.3	1770.3%
Total spending on digital video	Euro m	0.0	0.0	0.1	0.1	0.2	3.1	1706.4%

		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 TVVOD	forint m	4.6	42.7	98.3	229.6	396.0	636.1	60.6%
Total spending on TVVOD	Euro m	0.0	0.2	0.3	0.8	1.4	2.2	55.1%

Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no.	560	531	560	570			
Retail chains with 10 or more outlets	no.	25						
Kiosks stocking retail video	no.							

Trade level: DVD retail

Revenues from retail DVD	forint m	7,280.1	7,480.0	6,500.0	5,651.9	5,202.9	4,778.7	-8.2%
Revenues from retail DVD	Euro m	28.9	29.6	23.1	20.5	18.6	16.5	-11.3%
Retail DVD units shipped to trade	m	6.4	6.8	6.5	6.0	5.6	5.3	-6.6%
Average trade price	forint	1,141.88	1,100.00	1,000.00	939.39	924.05	908.95	-1.6%
Average trade price	Euro	4.53	4.36	3.56	3.40	3.30	3.14	-5.0%
Number of titles released	no.	915	900	885	865			

Trade level: BD retail

Revenues from retail BD	forint m		12.7	135.8	456.4	880.6	1042.5	18.4%
Revenues from retail BD	Euro m		0.1	0.483	1.654	3.145	3.597	14.3%
Retail BD units shipped to trade	m		0.0	0.035	0.141	0.283	0.393	38.8%
Average trade price	forint		4567.98	3904.77	3234.13	3106.95	2649.61	-14.7%
Average trade price	Euro		18.10	13.89	11.72	11.10	9.14	-17.6%
Number of titles released	no.							

Consumer level: DVD retail

Spending on retail DVD	forint m	11,547.8	11,864.8	10,207.2	9,055.7	8,336.2	7,579.9	-9.1%
Spending on retail DVD	Euro m	45.8	47.0	36.3	32.8	29.8	26.2	-12.2%
Retail DVDs sold to consumers	m	6.4	6.8	6.4	6.1	5.7	5.3	-7.6%
Average consumer price	forint	1,811.25	1,744.83	1,586.21	1,490.07	1,465.73	1,441.79	-1.6%
Average consumer price	Euro	7.19	6.91	5.64	5.40	5.24	4.97	-5.0%

Consumer level: BD retail

Spending on retail BD	forint m		11.5	159.4	878.5	1425.5	1856.4	30.2%
Spending on retail BD	Euro m		0.0	0.567	3.184	5.092	6.405	25.8%
Retail BDs sold to consumers	m		0.0	0.030	0.134	0.255	0.390	52.7%
Average consumer price	forint		6371.40	5392.48	6553.10	5588.50	4765.88	-14.7%
Average consumer price	Euro		25.24	19.18	23.75	19.96	16.44	-17.6%

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.	500	300	270	270			
Rental chains with 10 or more outlets	no.	1						

Trade level: DVD rental

Revenues from rental DVD	forint m	664.8	628.9	441.8	387.8	308.3	254.0	-17.6%
Revenues from rental DVD	Euro m	2.638	2.491	1.571	1.405	1.101	0.876	-20.4%
Rental DVD units shipped to trade	m	0.239	0.234	0.170	0.155	0.122	0.098	-20.0%
Average trade price	forint	2,785.76	2,688.26	2,594.17	2,503.37	2,527.20	2,603.39	3.0%
Average trade price	Euro	11.05	10.65	9.23	9.07	9.03	8.98	-0.5%
Number of titles released	no.	410	350	290	220			

Consumer level: DVD rental

Spending on DVD rental	forint m	833.7	748.6	482.8	425.3	338.0	278.5	-17.6%
Spending on DVD rental	Euro m	3.3	3.0	1.7	1.5	1.2	1.0	-20.4%
DVD rental transactions	m	1.6	1.5	1.1	0.9	0.8	0.6	-19.3%
Average rental price	forint	529.32	500.00	450.00	450.00	441.05	450.15	2.1%
Average rental price	Euro	2.10	1.98	1.60	1.63	1.58	1.55	-1.4%

Source: IHS/IVF

Population and household figures: IHS Global Insight

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