

Hungary

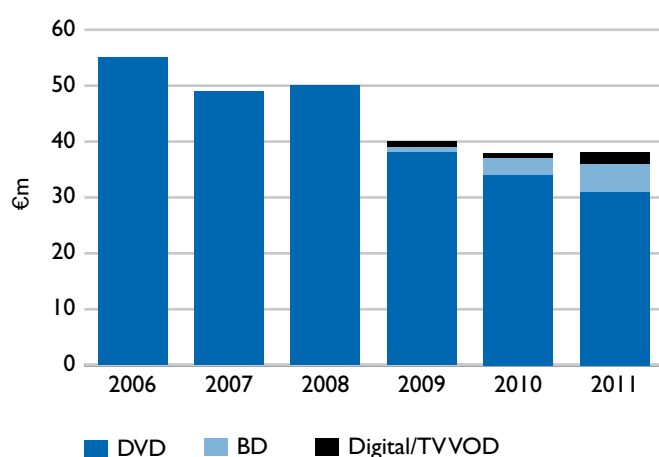
Hungary: key data

Population	10m
TV households	3.7m
DVD Video player/recorder	65.9%
Blu-ray Disc player/recorders penetration	4.0%
Distributor revenues from physical video software	forint 6.4bn / € 22.8m
Comparison with 2010 (local currency)	-1.7%
DVD/ Blu-ray Disc split	€ 19.7m / € 3.1m
Video software rental/retail split (%)	5 / 95
Consumer spending on physical video software	forint 10.1bn / € 36.1m
Comparison with 2010 (local currency)	-2.5%
DVD/ Blu-ray Disc split	€ 31m / € 5.1m
Video software rental/retail split (%)	3 / 97
Consumer spending on digital video and TV VOD	forint 579m / € 2.1m
Comparison with 2010 (local currency)	80.4%
Digital video/TVVOD split (%)	95 / 5

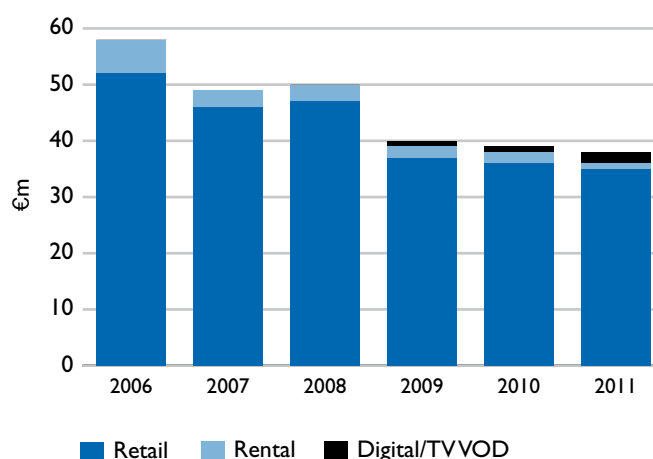


Video market: Hungary

Consumer spending by format



Consumer spending by sector



		2006	2007	2008	2009	2010	2011	10/11
EXCHANGE RATES								
Exchange rate: Euro l=	forint	264.91	252.05	252.43	281.15	275.94	279.96	
Exchange rate: \$ l=	forint	210.83	184.02	172.70	202.37	208.25	201.29	
Exchange rate: \$ l=	Euro	0.80	0.73	0.68	0.72	0.75	0.72	
GENERAL								
Population	m	10.05	10.03	10.01	9.99	9.97	9.95	-0.2%
Households	m	3.80	3.80	3.81	3.83	3.85	3.87	0.6%
HARDWARE								
TV households	m	3.67	3.67	3.68	3.70	3.72	3.74	0.6%
DVD sector								
DVD Video player/recorder households	m	1.669	1.947	2.208	2.439	2.456	2.466	0.4%
Penetration of TV households	%	45.5	53.0	60.0	66.0	66.0	65.9	
DVD console households	m							
Penetration of TV households	%							
BD sector								
BD standalone player households	m			0.000	0.022	0.094	0.148	58.0%
Penetration of TV households	%			0.0	0.6	2.5	4.0	
PS3 console households	m							
Penetration of TV households	%							

Total video software market

		2006	2007	2008	2009	2010	2011	10/11
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	9,467.5	7,945.0	8,121.6	7,077.6	6,496.2	6,384.3	-1.7%
Total revenues from video software	Euro m	35.7	31.5	32.2	25.2	23.5	22.8	-3.1%
Total revenues from retail video	forint m	8,626.0	7,280.1	7,492.7	6,635.8	6,108.3	6,076.0	-0.5%
Total revenues from retail video	Euro m	32.6	28.9	29.7	23.6	22.1	21.7	-2.0%
Total revenues from rental video	forint m	841.6	664.8	628.9	441.9	387.9	308.3	-20.5%
Total revenues from rental video	Euro m	3.2	2.6	2.5	1.6	1.4	1.1	-21.7%

Video market: Hungary

		2006	2007	2008	2009	2010	2011	10/11
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	15,337.7	12,381.5	12,625.0	10,849.4	10,359.4	10,099.7	-2.5%
Total spending on video software	Euro m	57.9	49.1	50.0	38.6	37.5	36.1	-3.9%
Total spending on retail video	forint m	13,666.0	11,547.8	11,876.3	10,366.6	9,934.2	9,761.7	-1.7%
Total spending on retail video	Euro m	51.6	45.8	47.0	36.9	36.0	34.9	-3.1%
Total spending on rental video	forint m	1,671.8	833.7	748.6	482.8	425.3	338.0	-20.5%
Total spending on rental video	Euro m	6.3	3.3	3.0	1.7	1.5	1.2	-21.7%

		2006	2007	2008	2009	2010	2011	10/11
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	0.8	7.8	11.7	14.4	16.6	31.8	91.8%
Total spending on digital video	Euro m	0.00	0.03	0.05	0.05	0.06	0.11	89.1%

		2006	2007	2008	2009	2010	2011	10/11
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	0.4	7.3	55.9	137.3	304.4	547.3	79.8%
Total spending on TVVOD	Euro m	0.00	0.03	0.22	0.49	1.10	1.95	77.2%

Retail video market

		2006	2007	2008	2009	2010	2011	10/11
Outlets stocking retail video	no.	570	560	531	560	570		
Retail chains with 10 or more outlets	no.	25	25					
Kiosks stocking retail video	no.							

Trade level: DVD retail

Revenues from retail DVD	forint m	8,440.7	7,280.1	7,480.0	6,500.0	5,651.9	5,202.9	-7.9%
Revenues from retail DVD	Euro m	31.9	28.9	29.6	23.1	20.5	18.6	-9.3%
Retail DVD units shipped to trade	m	5.5	6.4	6.8	6.5	6.0	5.6	-6.4%
Average trade price	forint	1522.5	1141.9	1100.0	1000.0	939.4	924.0	-1.6%
Average trade price	Euro	5.75	4.53	4.36	3.56	3.40	3.30	-3.0%
Number of titles released	no.	950	915	900	885	865		

Trade level: BD retail

Revenues from retail BD	forint m			12.70	135.75	456.38	873.12	91.3%
Revenues from retail BD	Euro m			0.050	0.483	1.654	3.119	88.6%
Retail BD units shipped to trade	m			0.003	0.035	0.141	0.283	100.8%
Average trade price	forint			4568.0	3904.8	3234.1	3080.7	-4.7%
Average trade price	Euro			18.10	13.89	11.72	11.00	-6.1%
Number of titles released	no.							

Consumer level: DVD retail

Spending on retail DVD	forint m	13,388.8	11,547.8	11,864.8	10,207.2	9,055.7	8,336.2	-7.9%
Spending on retail DVD	Euro m	50.5	45.8	47.0	36.3	32.8	29.8	-9.3%
Retail DVDs sold to consumers	m	5.54	6.38	6.80	6.44	6.08	5.69	-6.4%
Average consumer price	forint	2,415.0	1,811.3	1,744.8	1,586.2	1,490.1	1,465.7	-1.6%
Average consumer price	Euro	9.12	7.19	6.91	5.64	5.40	5.24	-3.0%

Consumer level: BD retail

Spending on retail BD	forint m			11.5	159.35	878.49	1425.49	62.3%
Spending on retail BD	Euro m			0.0	0.57	3.18	5.09	59.9%
Retail BDs sold to consumers	m			0.002	0.030	0.134	0.255	90.3%
Average consumer price	forint			6371.4	5392.5	6553.1	5588.5	-14.7%
Average consumer price	Euro			25.24	19.18	23.75	19.96	-15.9%

Rental video market

		2006	2007	2008	2009	2010	2011	10/11
<i>Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.</i>								
Video rental outlets	no.	600	500	300	270	270		
Rental chains with 10 or more outlets	no.	2	1					

Trade level: DVD rental

Revenues from rental DVD	forint m	841.6	664.8	628.9	441.8	387.8	308.3	-20.5%
Revenues from rental DVD	Euro m	3.2	2.6	2.5	1.6	1.4	1.1	-21.7%
Rental DVD units shipped to trade	m	0.29	0.24	0.23	0.17	0.15	0.12	-21.3%
Average trade price	forint	2,886.8	2,785.8	2,688.3	2,594.2	2,503.4	2,527.2	1.0%
Average trade price	Euro	10.90	11.05	10.65	9.23	9.07	9.03	-0.5%
Number of titles released	no.	450	410	350	290	220		

Trade level: BD rental

Revenues from rental BD	forint m			0.030	0.05	0.06		
Revenues from rental BD	Euro m							
Rental BD units shipped to trade	m							
Average trade price	forint			150.0	150.0	150.0		
Average trade price	Euro			0.59	0.53	0.54		
Number of titles released	no.							

Consumer level: DVD rental

Spending on DVD rental	forint m	1,128.3	833.7	748.6	482.8	425.3	338.0	-20.5%
Spending on DVD rental	Euro m	4.3	3.3	3.0	1.7	1.5	1.2	-21.7%
DVD rental transactions	m	2.0	1.6	1.5	1.1	0.9	0.8	-18.9%
Average rental price	forint	569.2	529.3	500.0	450.0	450.0	441.0	-2.0%
Average rental price	Euro	2.15	2.10	1.98	1.60	1.63	1.58	-3.4%

Consumer level: BD rental

Spending on BD rental	forint m							
Spending on BD rental	Euro m							
BD rental transactions	m							
Average rental price	forint							
Average rental price	Euro							

Source: IHS Screen Digest/IVF

Population and household figures: IHS Global Insight

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