

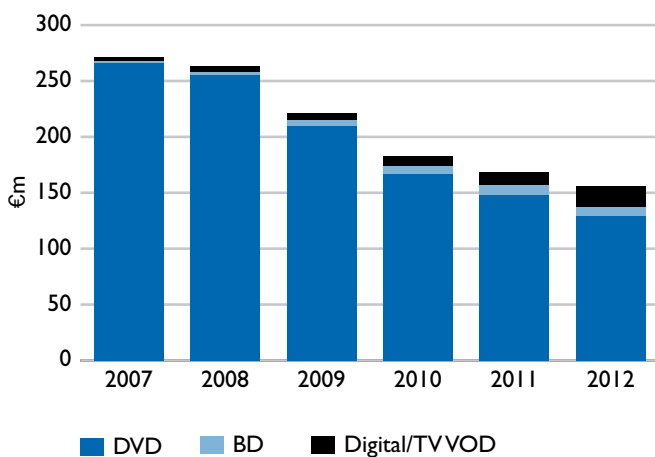
# Ireland

## Ireland: key data

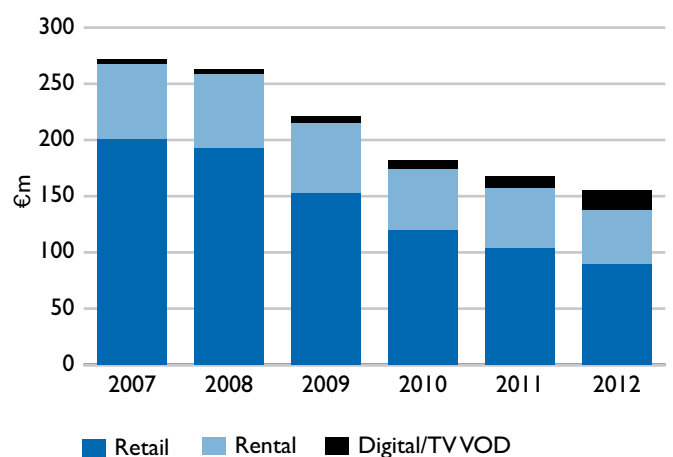
Population	4.7m
TV households	1.5m
DVD households (penetration)	95.1%
Blu-ray Disc household (penetration)	8.5%
<b>Distributor revenues from video software</b>	<b>€ 56.4m</b>
Comparison with 2011	-20.8%
DVD/Blu-ray Disc split	€ 52m / € 4.4m
Video software rental/retail split	12/88
<b>Consumer spending on video software</b>	<b>€ 137.4m</b>
Comparison with 2011	-12.4%
DVD/Blu-ray Disc split	€ 129.5m / € 7.9m
Video software rental/retail split	35/65
<b>Consumer spending on digital video and TV VOD</b>	<b>€ 18.2m</b>
Comparison with 2011	63.3%
Digital video/TVVOD split (%)	65 / 35



**Consumer spending by format**



**Consumer spending by sector**



		2007	2008	2009	2010	2011	2012	12/11
<b>EXCHANGE RATES</b>								
Exchange rate: \$1=	Euro	0.73	0.68	0.72	0.75	0.72	0.78	
<b>GENERAL</b>								
Population	m	4.4	4.4	4.5	4.6	4.7	4.7	1.3%
Households	m	1.5	1.6	1.6	1.6	1.7	1.7	1.8%
<b>HARDWARE</b>								
TV households	m	1.4	1.4	1.5	1.5	1.5	1.5	1.7%
<b>DVD sector</b>								
DVD Video player/recorder households	m	1.196	1.283	1.386	1.420	1.445	1.458	0.9%
Penetration of TV households	%	84.6	89.5	95.2	95.9	95.8	95.1	
DVD console households	m	0.633	0.666	0.746	0.872	0.956	0.929	-2.9%
Penetration of TV households	%	44.8	46.4	51.2	58.9	63.4	60.6	
<b>BD sector</b>								
BD standalone player households	m		0.004	0.026	0.047	0.110	0.130	18.5%
Penetration of TV households	%		0.284	1.779	3.148	7.273	8.474	
PS3 console households	m	0.1	0.160	0.236	0.293	0.340	0.383	12.6%
Penetration of TV households	%	5.9	11.2	16.2	19.8	22.5	25.0	

**Total video software market**

		2007	2008	2009	2010	2011	2012	12/11
<b>CONSUMER LEVEL ALL VIDEO</b>								
<i>Total market figures include spending on both physical and digital video</i>								
Total spending on all video	Euro m	271.9	263.3	220.9	182.4	168.0	155.6	-7.4%
<b>TRADE LEVEL PHYSICAL VIDEO</b>								
<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	Euro m	134.4	128.2	103.3	82.0	71.1	56.4	-20.8%
Total revenues from retail video	Euro m	121.3	116.2	92.6	72.8	62.3	49.6	-20.5%
Total revenues from rental video	Euro m	13.0	11.9	10.6	9.2	8.8	6.8	-22.9%

## Video market: Ireland

		2007	2008	2009	2010	2011	2012	12/11
<b>CONSUMER LEVEL PHYSICAL VIDEO</b>								
<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	Euro m	267.8	258.2	214.9	174.0	156.9	137.4	-12.4%
Total spending on retail video	Euro m	200.4	192.3	152.5	119.6	103.7	89.0	-14.2%
Total spending on rental video	Euro m	67.3	65.9	62.4	54.4	53.1	48.4	-9.0%

		2007	2008	2009	2010	2011	2012	12/11
<b>CONSUMER LEVEL DIGITAL VIDEO</b>								
<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	Euro m	0.0	0.1	0.5	2.9	5.5	11.9	117.1%

		2007	2008	2009	2010	2011	2012	12/11
<b>CONSUMER LEVEL TV VOD</b>								
<i>The delivery of movies and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services.</i>								
Total spending on TV VOD	Euro m	4.1	5.0	5.5	5.5	5.7	6.3	11.2%

## Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no.	1,650	1,600	1,450	1,250	1,100	1,000	
Retail chains with 10 or more outlets	no.	6	5	4	3	3	3	
Kiosks stocking retail video	no.							

### Trade level: DVD retail

Revenues from retail DVD	Euro m	119.2	113.4	89.4	67.8	57.3	45.6	-20.5%
Retail DVD units shipped to trade	m	12.6	13.5	13.7	10.9	9.3	7.4	-20.6%
Average trade price	Euro	9.44	8.38	6.52	6.23	6.17	6.19	0.2%
Number of titles released	no.	9,347	8,897	7,202	6,778	6,391	6,069	-5.0%

### Trade level: BD retail

Revenues from retail BD	Euro m	1.7	2.9	3.2	5.0	5.0	4.0	-20.2%
Retail BD units shipped to trade	m	0.1	0.144	0.211	0.323	0.333	0.293	-12.2%
Average trade price	Euro	20.81	20.01	15.27	15.63	15.06	13.68	-9.1%

### Consumer level: DVD retail

Spending on retail DVD	Euro m	199.1	189.3	147.9	113.2	97.6	83.7	-14.2%
Retail DVDs sold to consumers	m	12.6	13.5	13.6	10.9	9.5	8.1	-14.4%
Average consumer price	Euro	15.77	14.00	10.89	10.40	10.31	10.33	0.2%

### Consumer level: BD retail

Spending on retail BD	Euro m	1.1	2.9	4.6	6.4	6.1	5.3	-13.1%
Retail BDs sold to consumers	m	0.0	0.101	0.200	0.291	0.307	0.293	-4.5%
Average consumer price	Euro	33.20	28.59	22.84	22.18	20.02	18.24	-8.9%

### 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.	1,000	950	850	700	650	600	-7.7%
Rental chains with 10 or more outlets	no.	5	5	4	2	2	2	
<b>Trade level: DVD rental</b>								
Revenues from rental DVD	Euro m	13.0	11.9	10.4	9.0	8.4	6.4	-23.4%
Rental DVD units shipped to trade	m	0.61	0.59	0.54	0.50	0.49	0.40	-18.5%
Average trade price	Euro	21.41	20.25	19.16	18.13	17.04	16.02	-6.0%
Number of titles released	no.	417	423	405	365	383	301	-21.4%
<b>Trade level: BD rental</b>								
Revenues from rental BD	Euro m			0.17	0.199	0.412	0.358	-13.0%
Rental BD units shipped to trade	m			0	0.013	0.027	0.026	-4.2%
Average trade price	Euro			15.27	15.63	15.06	13.68	-9.1%
Number of titles released	no.			162	183	192	151	-21.4%
<b>Consumer level: DVD rental</b>								
Spending on DVD rental	Euro m	67.3	65.9	61.8	53.3	50.7	45.8	-9.8%
DVD rental transactions	m	14.5	14.2	13.2	11.4	10.9	9.7	-11.1%
Average rental price	Euro	4.64	4.65	4.67	4.67	4.67	4.74	1.5%
<b>Consumer level: BD rental</b>								
Spending on BD rental	Euro m			0.63	1.072	2.427	2.607	7.4%
BD rental transactions	m			0.14	0.230	0.520	0.550	5.9%
Average rental price	Euro			4.67	4.67	4.67	4.74	1.5%

Source: IHS/IIVF/BVA

Population and household figures: IHS Global Insight

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

### Retail market by genre

	% share all video	% share DVD	% share Blu-ray Disc
Children's	20.0	20.0	6.0
Feature film	60.0	58.0	89.0
Music	2.0	2.0	1.0
Sport & Fitness	2.0	2.0	-
TV programming	14.0	15.0	4.0
Other	2.0	3.0	-

Source: British Video Association (BVA)

### Blu-ray Disc retail top 10

Rank	Title	Distributor
1	The Dark Knight Rises	Warner Bros.
2	Avengers Assemble	Walt Disney
3	Prometheus	Twentieth Century Fox
4	LOTRS Trilogy	EV
5	Alien Quadrilogy	Twentieth Century Fox
6	Ted	Universal Pictures
7	The Amazing Spider-Man	Sony Pictures
8	The Dark Knight Trilogy	Warner Bros.
9	Sherlock Holmes: A Game Of Shadows	Warner Bros.
10	The Hunger Games	Elevation

Source: BVA/Official UK Charts

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

### DVD retail top 10

Rank	Title	Distributor
1	Ted	Universal Pictures
2	Love/Hate: Series 1-3	RTE
3	The Dark Knight Rises	Warner Bros.
4	Bridesmaids	Universal Pictures
5	Love/Hate: Series 1	RTE
6	The Hunger Games	Elevation
7	The Twilight Saga: Breaking Dawn Pt 1	Eone
8	Love/Hate: Series 2	RTE
9	Despicable Me	Universal Pictures
10	The Guard	Element Pictures

Source: BVA/Official UK Charts

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