

Ireland

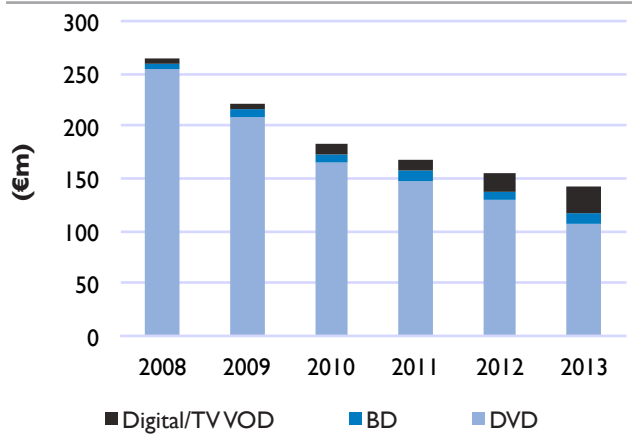
Ireland: key data

Population	4.8m
TV households	1.6m
DVD Video player/recorder penetration	95.7%
Blu-ray Disc player/recorders penetration	11.6%
Consumer spending on physical video software	€ 115.9m
Comparison with 2012	-15.7%
DVD/ Blu-ray Disc split	€ 108m / € 7.9m
Video software rental/retail split (%)	34 / 66
Consumer spending on digital video and TV VOD	€ 27.1m
Comparison with 2012	47.4%
TVVOD/ Digital video split (%)	29 / 71



Video market: Ireland

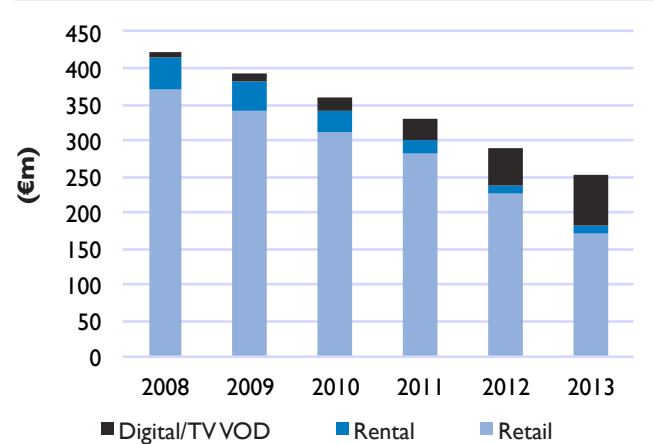
Consumer spending by format



Source: IHS/IVF/BVA

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Consumer spending by sector



		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	4.4	4.5	4.6	4.7	4.7	4.8	1.2%
Households	m	1.6	1.6	1.6	1.7	1.7	1.7	1.6%
HARDWARE								
TV households	m	1.43	1.46	1.48	1.51	1.53	1.56	1.5%
DVD sector								
DVD Video player/recorder households	m	1.30	1.41	1.44	1.47	1.48	1.49	0.5%
Penetration of TV households	%	90.8	96.6	97.5	97.5	96.7	95.7	-1.0%
DVD console households	m	0.67	0.75	0.87	0.96	0.92	0.82	-10.1%
Penetration of TV households	%	46.4	51.2	58.9	63.4	59.8	52.9	-11.5%
BD sector								
BD standalone player households	m	0.00	0.03	0.05	0.11	0.13	0.18	39.4%
Penetration of TV households	%	0.3	1.8	3.1	7.3	8.5	11.6	37.3%
PS3 console households	m	0.16	0.24	0.29	0.34	0.38	0.45	18.4%
Penetration of TV households	%	11.2	16.2	19.8	22.5	25.0	29.1	16.6%

Total video software market

		2008	2009	2010	2011	2012	2013	12/13
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include spending on both physical and digital video</i>								
Total spending on video	Euro m	263.3	220.9	182.4	168.1	155.8	143.0	-8.2%

Video market: Ireland

		2008	2009	2010	2011	2012	2013	12/13
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	Euro m	258.2	214.9	174.0	156.9	137.4	115.9	-15.7%
Total spending on retail video	Euro m	192.3	152.5	119.6	103.7	89.0	76.2	-14.4%
Total spending on rental video	Euro m	65.9	62.4	54.4	53.1	48.4	39.6	-18.0%

		2008	2009	2010	2011	2012	2013	12/13
<i>Owing to a definitional change, digital video and TVVOD numbers may differ from those published in the 2012 IVF Yearbook.</i>								
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	Euro m	0.118	0.5	2.9	5.6	12.1	19.2	58.9%

		2008	2009	2010	2011	2012	2013	12/13
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	Euro m	5.0	5.5	5.5	5.7	6.3	7.9	25.4%

Retail video market

		2008	2009	2010	2011	2012	2013	12/13
Outlets stocking retail video	no.	1,600	1,450	1,250	1,100	1,000		
Retail chains with 10 or more outlets	no.	5	4	3	3	3		
Kiosks stocking retail video	no.							

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: DVD retail								
Spending on retail DVD	Euro m	189.3	147.9	113.2	97.6	83.7	71.0	-15.2%
Retail DVDs sold to consumers	m	13.5	13.6	10.9	9.5	8.1	6.9	-14.5%
Average consumer price	Euro	14.00	10.89	10.40	10.31	10.33	10.25	-0.8%

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: BD retail								
Spending on retail BD	Euro m	2.9	4.6	6.4	6.1	5.3	5.3	-1.3%
Retail BDs sold to consumers	m	0.1	0.2	0.3	0.3	0.3	0.3	1.8%
Average consumer price	Euro	28.59	22.84	22.18	20.02	18.24	17.68	-3.1%

Rental video market

		2008	2009	2010	2011	2012	2013	12/13
<i>Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.</i>								
Video rental outlets	no.	950	850	700	650	600		
Rental chains with 10 or more outlets	no.	5	4	2	2	2		

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: DVD rental								
Spending on DVD rental	Euro m	65.9	61.8	53.3	50.7	45.8	37.0	-19.0%
DVD rental transactions	m	14.2	13.2	11.4	10.9	9.7	7.7	-20.0%
Average rental price	Euro	4.65	4.67	4.67	4.67	4.74	4.80	1.3%

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: BD rental								
Spending on BD rental	Euro m		0.63	1.07	2.43	2.61	2.60	-0.4%
BD rental transactions	m		0.14	0.23	0.52	0.55	0.54	-1.3%
Average rental price	Euro		4.67	4.67	4.67	4.74	4.79	1.0%

Source: IHS/IVF/BVA

Population and household figures: IHS Global Insight

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

Note: Consumer level digital video and TVVOD figures may differ from locally published figures due to the application of different definitions.