

# Norway

## Norway: key data

Population	4.9m
TV households	2.2m
DVD households (penetration)	85.9%
Blu-ray households (penetration)	31.9%
<b>Distributors revenues from video software</b>	Nkr 781m / € 104.5m
Comparison with 2011 (local currency)	-22.6%
DVD/ Blu-ray Disc split	€ 77.6m / € 27m
Video software rental/retail split (%)	13/87
<b>Consumer spending on video software</b>	Nkr 1.9bn / € 261.4m
Comparison with 2011 (local currency)	-10.9%
DVD/ Blu-ray Disc split	€ 214.2m / € 47.2m
Video software rental/retail split (%)	13/87
<b>Consumer spending on digital video and TV VOD</b>	Nkr 332.2m / € 44.4m
Comparison with 2011 (local currency)	71.6%
Digital video/TVVOD split (%)	76 / 24



## Rental

The contraction of the Norwegian rental market in 2012 was significantly stronger than predicted, with a reduction of 35 per cent compared with 2011.

This trend is expected to continue, with a further contraction of 25-35 per cent predicted for 2013.

The Norwegian VOD (online rental) market is growing, and this is considered to be the main reason for the strong contraction of the Norwegian physical rental market. Many rental shops have had to close down, and this is unfortunately a trend which we expect will continue in 2013.

## Retail

The Norwegian retail market contracted by 24 per cent in 2012. This was considerably more than expected and this trend is expected to continue in 2013 with a further contraction of approximately 15 per cent. The market has seen a significant reduction of the sale of catalogue titles, and the main reason for this is considered to be the launch of online subscription services (e.g. Netflix). In addition, mid-range titles are distributed in lower numbers and are therefore less prominent in the retail outlets. The reduction of sales of physical product is most prominent with regard to titles aimed at a young adult audience. This may be related to illegal film offer on the Internet and free trials of subscription services (30 days). Family and children's titles continue to perform well on

the Norwegian market. The conclusion is a significant reduction in the sale of catalogue titles, less variety of titles and thus reduced volume.

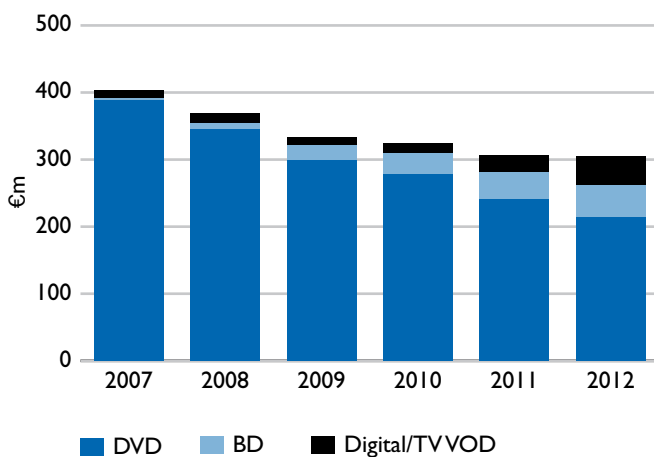
Norwegian consumers continue to have a healthy interest in films, and thus the aggregate rental/retail volume for physical product and online services confirms Norwegian consumers' continued interest in the film medium.

Blu-ray is well established in the Norwegian market, and the Norwegian Video Federation estimates that an additional 150,000 Blu-ray players (excluding X-Box and PS3) were sold through to consumers in 2012 – compared with 24,000 DVD players also in 2012. The Norwegian Video Federation expects this trend to continue in 2013, however with a reduction in the number of additional DVD players sold. This means that the Blu-ray segment of the home entertainment market will constitute a larger part of the total Norwegian market.

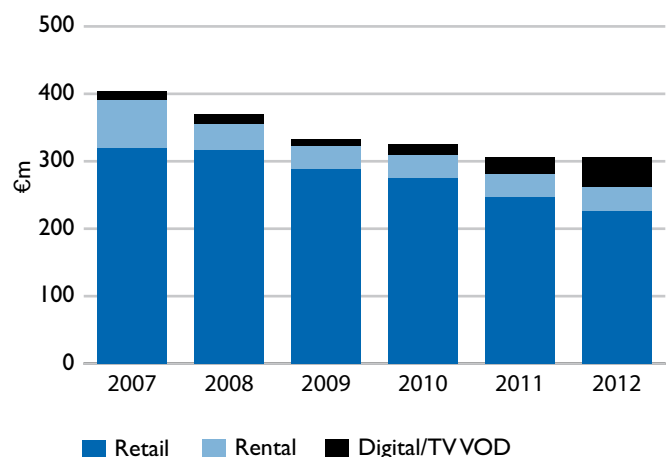
3-D technology has not lived up to the expectations and is not expected to play a large role in the future developments of the Norwegian video market.

*This commentary was provided by the NVF, the Norwegian Video Association.*

**Consumer spending by format**



**Consumer spending by sector**



		2007	2008	2009	2010	2011	2012	12/11
<b>EXCHANGE RATES</b>								
Exchange rate: Euro l=	Nkr	8.02	8.24	8.75	8.02	7.80	7.48	
Exchange rate: \$l=	Nkr	5.86	5.64	6.29	6.05	5.60	5.82	
Exchange rate: \$l=	Euro	0.73	0.68	0.72	0.75	0.72	0.78	
<b>GENERAL</b>								
Population	m	4.7	4.8	4.8	4.9	4.9	4.9	0.8%
Households	m	2.1	2.1	2.2	2.2	2.2	2.2	1.0%
<b>HARDWARE</b>								
TV households	m	2.1	2.1	2.1	2.2	2.2	2.2	0.9%
<b>DVD sector</b>								
DVD Video player/recorder households	m	1.854	1.852	1.887	1.956	2.023	1.888	-6.7%
Penetration of TV households	%	90.1	88.3	88.8	90.9	92.9	85.9	
DVD console households	m	0.615	0.779	0.911	0.971	1.019	0.939	-7.9%
Penetration of TV households	%	29.9	37.1	42.8	45.1	46.8	42.7	
<b>BD sector</b>								
BD standalone player households	m	0.0	0.040	0.121	0.249	0.439	0.700	59.4%
Penetration of TV households	%	0.5	1.9	5.7	11.6	20.2	31.9	
PS3 console households	m	0.0	0.119	0.197	0.278	0.360	0.434	20.7%
Penetration of TV households	%	2.4	5.7	9.3	12.9	16.5	19.8	

**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	Nkr m	3,237.0	3,048.1	2,913.7	2,603.5	2,389.1	2,287.5	-4.3%
Total spending on all video	Euro m	403.6	370.1	333.1	324.7	306.2	305.8	-0.1%

## Total video software market

		2007	2008	2009	2010	2011	2012	12/11
<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	Nkr m	1,591.0	1,381.5	1,172.8	1,086.0	1,010.6	781.7	-22.6%
Total revenues from video software	Euro m	198.4	167.7	134.1	135.4	129.5	104.5	-19.3%
Total revenues from retail video	Nkr m	1,436.3	1,240.5	1,043.2	975.7	891.1	683.8	-23.3%
Total revenues from retail video	Euro m	179.1	150.6	119.3	121.7	114.2	91.4	-20.0%
Total revenues from rental video	Nkr m	154.7	141.0	129.5	110.4	119.6	97.9	-18.1%
Total revenues from rental video	Euro m	19.3	17.1	14.8	13.8	15.3	13.1	-14.5%

		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	Nkr m	3,135.5	2,923.0	2,811.4	2,477.3	2,195.5	1,955.3	-10.9%
Total spending on video software	Euro m	391.0	354.9	321.4	309.0	281.4	261.4	-7.1%
Total spending on retail video	Nkr m	2,567.2	2,605.1	2,524.1	2,206.5	1,931.1	1,691.8	-12.4%
Total spending on retail video	Euro m	320.1	316.3	288.5	275.2	247.5	226.2	-8.6%
Total spending on rental video	Nkr m	568.3	317.9	287.2	270.8	264.4	263.5	-0.4%
Total spending on rental video	Euro m	70.9	38.6	32.8	33.8	33.9	35.2	4.0%

		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	Nkr m	43.4	53.5	68.5	85.5	139.1	252.9	81.8%
Total spending on digital video	Euro m	5.4	6.5	7.8	10.7	17.8	33.8	89.6%

		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 TVVOD	Nkr m	58.0	71.6	33.9	40.7	54.5	79.3	45.6%
Total spending on TVVOD	Euro m	7.2	8.7	3.9	5.1	7.0	10.6	51.9%

## Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no.	4,400	4,200	4,300	4,300	3,500		
Retail chains with 10 or more outlets	no.	10	10	4	4	4		
Kiosks stocking retail video	no.	410	410	410	410	350		

		2007	2008	2009	2010	2011	2012	12/11
<b>Trade level: DVD retail</b>								
Revenues from retail DVD	Nkr m	1,417.7	1,177.7	921.9	811.6	697.9	516.3	-26.0%
Revenues from retail DVD	Euro m	176.8	143.0	105.4	101.2	89.4	69.0	-22.8%
Retail DVD units shipped to trade	m	23.3	19.5	16.3	15.0	12.9	9.5	-26.3%
Average trade price	Nkr	60.73	60.50	56.70	54.09	54.29	54.48	0.4%
Average trade price	Euro	7.57	7.35	6.48	6.75	6.96	7.28	4.7%
Number of titles released	no.	1,388	1,290	1,388	1,388	1,300		

		2007	2008	2009	2010	2011	2012	12/11
<b>Trade level: BD retail</b>								
Revenues from retail BD	Nkr m	15.4	62.3	121.3	164.1	193.2	167.5	-13.3%
Revenues from retail BD	Euro m	1.9	7.6	13.9	20.5	24.8	22.4	-9.6%
Retail BD units shipped to trade	m	0.1	0.5	1.3	1.9	2.1	2.1	-1.2%
Average trade price	Nkr	136.43	122.71	93.17	87.95	92.90	81.48	-12.3%
Average trade price	Euro	17.01	14.90	10.65	10.97	11.91	10.89	-8.5%
Number of titles released	no.		166	297	498	498	800	

### Retail video market

		2007	2008	2009	2010	2011	2012	12/11
<b>Consumer level: DVD retail</b>								
Spending on retail DVD	Nkr m	2,552.6	2,520.7	2,330.1	1,967.4	1,631.1	1,362.0	-16.5%
Spending on retail DVD	Euro m	318.3	306.1	266.4	245.4	209.0	182.1	-12.9%
Retail DVDs sold to consumers	m	22.6	22.7	21.7	17.6	14.9	13.1	-12.3%
Average consumer price	Nkr	112.76	110.91	107.41	111.60	109.31	104.08	-4.8%
Average consumer price	Euro	14.06	13.47	12.28	13.92	14.01	13.91	-0.7%
<b>Consumer level: BD retail</b>								
Spending on retail BD	Nkr m	12.2	79.0	194.0	239.1	300.0	329.9	10.0%
Spending on retail BD	Euro m	1.5	9.592	22.2	29.8	38.4	44.1	14.7%
Retail BDs sold to consumers	m	0.0	0.391	1.058	1.4	1.9	2.2	14.8%
Average consumer price	Nkr	269.00	202.05	183.36	170.80	159.99	153.28	-4.2%
Average consumer price	Euro	33.54	24.53	20.96	21.30	20.50	20.49	-0.1%

### 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.	1,590	1,340	1,315	1,315	870		
Rental chains with 10 or more outlets	no.	5	5	5	5	4		

<b>Trade level: DVD rental</b>								
Revenues from rental DVD	Nkr m	154.5	137.8	119.3	98.0	97.0	63.8	-34.2%
Revenues from rental DVD	Euro m	19.3	16.7	13.6	12.2	12.4	8.5	-31.3%
Rental DVD units shipped to trade	m	1.4	1.5	1.3	1.1	1.1	0.8	-22.4%
Average trade price	Nkr	107.89	94.38	91.34	89.49	91.36	77.47	-15.2%
Average trade price	Euro	13.45	11.46	10.44	11.16	11.71	10.36	-11.5%
Number of titles released	no.	606	619	558	558	500		

<b>Trade level: BD rental</b>								
Revenues from rental BD	Nkr m	0	3.168	10.2	12.3	22.6	34.1	51.2%
Revenues from rental BD	Euro m	0.03	0.385	1.171	1.536	2.890	4.559	57.7%
Rental BD units shipped to trade	m	0	0.026	0.11	0.14	0.25	0.44	78.3%
Average trade price	Nkr	136	123	93	89	91	77	-15.2%
Average trade price	Euro	17.01	14.90	10.65	11.16	11.71	10.36	-11.5%
Number of titles released	no.	166	297	498	498	600		

<b>Consumer level: DVD rental</b>								
Spending on DVD rental	Nkr m	568.3	316.8	283.3	263.0	249.3	240.1	-3.7%
Spending on DVD rental	Euro m	70.9	38.5	32.4	32.8	31.9	32.1	0.5%
DVD rental transactions	m	11.0	9.0	8.2	7.6	7.3	7.0	-4.2%
Average rental price	Nkr	51.66	35.31	34.59	34.49	34.15	34.34	0.6%
Average rental price	Euro	6.44	4.29	3.95	4.30	4.38	4.59	4.9%

<b>Consumer level: BD rental</b>								
Spending on BD rental	Nkr m	0.03	1.102	3.933	7.8	15.1	23.4	54.2%
Spending on BD rental	Euro m	0.00	0.134	0.450	1.0	1.9	3.1	60.9%
BD rental transactions	m	0.00	0.029	0.102	0.201	0.387	0.624	61.2%
Average rental price	Nkr	26.07	38.54	38.44	38.99	39.13	37.44	-4.3%
Average rental price	Euro	3.25	4.68	4.39	4.86	5.01	5.01	-0.2%

Source: IHS/IVF/NVF/GfK/Film & Kino

Population and household figures: IHS Global Insight

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

## DVD retail top 10

Rank	Title	Distributor	Genre
1	Jack Reacher	Paramount Pictures	Thriller/Action
2	Historien Om Pi	FS Film	Drama
3	Hobbiten En Uventet Reise	FS Film	Adventure
4	Silver Linings Playbook	Star Media	Drama
5	De Fem Legendene	Paramount Pictures	Family - Animated
6	Barbie Og De Rosa Ballettskoene	Universal Pictures	Family - Animated
7	Monster High Double Feature	Universal Pictures	Family - Animated
8	The Twilight Saga Breaking Dawn Part 2	Nordisk Film	Science Fiction/ Horror
9	James Bond Skyfall	FS Film	Thriller/Action
10	Amour	Star Media	Drama

Source: Norwegian Video Association (NVF)

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

## Blu-ray Disc retail top 10

Rank	Title	Distributor	Genre
1	Jack Reacher	Paramount Pictures	Thriller/Action
2	Historien Om Pi	FS Film	Drama
3	Hobbiten En Uventet Reise	FS Film	Adventure
4	Gangster Squad	Warner Bros.	Drama
5	Hobbiten En Uventet Reise 3D 2D	FS Film	Adventure
6	Historien Om Pi 3D	FS Film	Drama
7	James Bond Skyfall	FS Film	Thriller/Action
8	Killing Them Softly	Star Media	Thriller/Action
9	Silver Linings Playbook	Star Media	Drama
10	De Fem Legendene	Paramount Pictures	Family - Animated

Source: Norwegian Video Association (NVF)

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