

Portugal

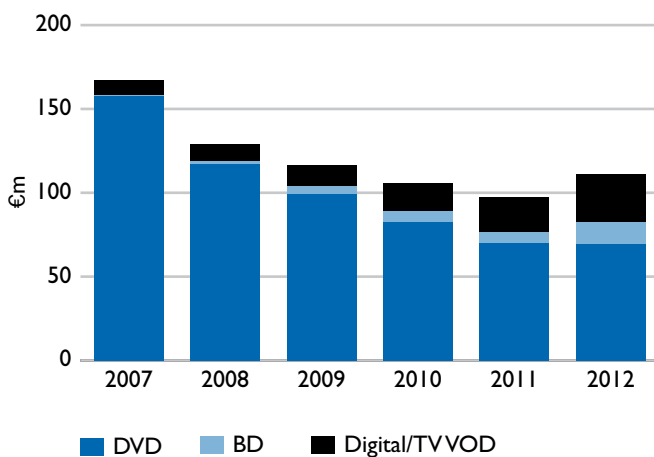
Portugal: key data

Population	10.8m
TV households	3.8m
DVD households (penetration)	84.3%
Blu-ray Disc household (penetration)	9.8%
Distributor revenues from video software	€ 50.3m
Comparison with 2011	+12.1%
DVD/Blu-ray Disc split	€ 40.8m / € 9.5m
Video software rental/retail split	9/91
Consumer spending on video software	€ 82.2m
Comparison with 2011	+7.2%
DVD/Blu-ray Disc split	€ 69.6m / € 12.7m
Video software rental/retail split	21/79
Consumer spending on digital video and TV VOD	€ 28.6m
Comparison with 2011	40.5%
Digital video/TVVOD split (%)	13 / 87

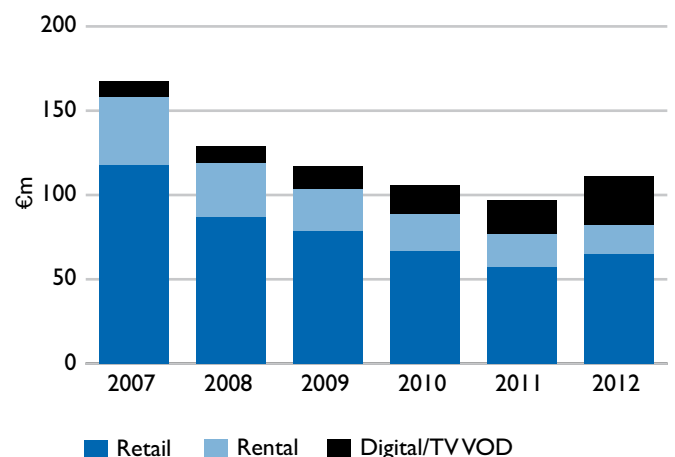


Video market: Portugal

Consumer spending by format



Consumer spending by sector



		2007	2008	2009	2010	2011	2012	12/11
EXCHANGE RATES								
Exchange rate: \$1=	Euro	0.73	0.68	0.72	0.75	0.72	0.78	
GENERAL								
Population	m	10.6	10.7	10.7	10.7	10.8	10.8	0.1%
Households	m	3.9	4.0	4.0	4.0	4.0	4.0	0.5%
HARDWARE								
TV households	m	3.7	3.7	3.8	3.8	3.8	3.8	0.8%
DVD sector								
DVD Video player/recorder households	m	2.755	3.106	3.182	3.249	3.233	3.245	0.4%
Penetration of TV households	%	74.5	83.3	84.7	85.7	84.6	84.3	
DVD console households	m	0.609	0.573	0.560	0.546	0.524	0.478	-8.8%
Penetration of TV households	%	16.5	15.4	14.9	14.4	13.7	12.4	
BD sector								
BD standalone player households	m	0.0	0.008	0.058	0.122	0.228	0.378	65.7%
Penetration of TV households	%	0.0	0.215	1.533	3.229	5.978	9.830	
PS3 console households	m	0.1	0.108	0.178	0.240	0.302	0.360	19.4%
Penetration of TV households	%	1.6	2.9	4.7	6.3	7.9	9.4	

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	Euro m	167.3	129.1	116.7	106.0	97.0	110.8	14.2%
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	Euro m	71.3	67.3	61.2	52.1	44.9	50.3	12.1%
Total revenues from retail video	Euro m	61.6	59.1	54.2	46.1	39.7	45.7	15.0%
Total revenues from rental video	Euro m	9.7	8.2	7.1	6.0	5.2	4.6	-10.0%

Video market: Portugal

		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	Euro m	158.2	119.0	103.6	88.9	76.7	82.2	7.2%
Total spending on retail video	Euro m	117.6	86.9	78.4	66.6	57.3	64.7	12.9%
Total spending on rental video	Euro m	40.6	32.1	25.2	22.3	19.4	17.6	-9.6%

		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	Euro m	0.0	0.0	0.0	0.0	0.4	3.8	749.0%

		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 TV VOD	Euro m	9.0	10.0	13.1	17.1	19.9	24.8	24.6%

Retail video market

		2007	2008	2009	2010	2011	2012	12/11
Outlets stocking retail video	no.	500	500	500	500	500		
Retail chains with 10 or more outlets	no.	7	7	6	6	6		
Kiosks stocking retail video	no.	4,500	4,500	4,500	4,400	4,500		

Trade level: DVD retail

Revenues from retail DVD	Euro m	60.8	57.1	49.8	40.9	34.5	36.8	6.5%
Retail DVD units shipped to trade	m	6.9	7.4	7.8	6.4	5.3	5.7	6.9%
Average trade price	Euro	8.87	7.68	6.41	6.38	6.53	6.51	-0.4%
Number of titles released	no.	4,763	4,468	3,817	3,536	2,355		

Trade level: BD retail

Revenues from retail BD	Euro m	0.8	2.058	4.355	5.3	5.2	8.9	71.5%
Retail BD units shipped to trade	m	0.0	0.091	0.215	0.291	0.345	0.679	96.6%
Average trade price	Euro	18.09	22.57	20.23	18.07	15.06	13.13	-12.8%

Consumer level: DVD retail

Spending on retail DVD	Euro m	117.0	84.9	74.1	60.8	51.4	53.6	4.4%
Retail DVDs sold to consumers	m	6.7	7.3	7.6	6.3	5.3	5.6	4.8%
Average consumer price	Euro	17.42	11.65	9.73	9.68	9.62	9.58	-0.4%

Consumer level: BD retail

Spending on retail BD	Euro m	0.6	2.015	4.304	5.8	5.9	11.0	87.9%
Retail BDs sold to consumers	m	0.0	0.078	0.183	0.276	0.332	0.672	102.8%
Average consumer price	Euro	28.72	25.99	23.52	21.02	17.71	16.42	-7.3%

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.	730	600	580	540	540		
Rental chains with 10 or more outlets	no.	7	7	6	5	5		
Trade level: DVD rental								
Revenues from rental DVD	Euro m	9.7	8.2	7.0	5.7	4.7	4.0	-13.6%
Rental DVD units shipped to trade	m	0.4	0.3	0.3	0.2	0.2	0.2	-14.0%
Average trade price	Euro	27.00	28.28	27.31	26.98	26.66	26.79	0.5%
Number of titles released	no.	600	500	400	400	400		
Trade level: BD rental								
Revenues from rental BD	Euro m			0.08	0.269	0.466	0.590	26.4%
Rental BD units shipped to trade	m			0	0.015	0.031	0.022	-29.0%
Average trade price	Euro			20.23	18.07	15.06	26.79	77.9%
Number of titles released	no.		230	220	220	220		
Consumer level: DVD rental								
Spending on DVD rental	Euro m	40.6	32.1	25.1	21.8	18.4	15.9	-13.6%
DVD rental transactions	m	15.4	11.9	9.2	8.1	6.8	5.8	-15.3%
Average rental price	Euro	2.64	2.70	2.71	2.70	2.70	2.75	2.0%
Consumer level: BD rental								
Spending on BD rental	Euro m			0.13	0.443	1.004	1.641	63.4%
BD rental transactions	m			0.05	0.164	0.372	0.596	60.2%
Average rental price	Euro		2.70	2.71	2.70	2.70	2.75	2.0%

Source: IHS/IIVF

Population and household figures: IHS Global Insight

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