

Portugal

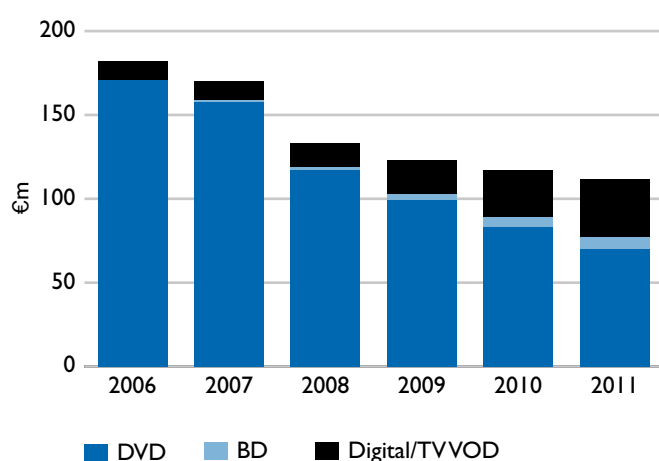
Portugal: key data

Population	10.8m
TV households	3.8m
DVD Video player/recorder	84.6%
Blu-ray Disc player/recorders penetration	5.9%
Distributor revenues from physical video software	€ 44.9m
Comparison with 2010	-13.9%
DVD/ Blu-ray Disc split	€ 39.2m / € 5.7m
Video software rental/retail split (%)	11 / 89
Consumer spending on physical video software	€ 76.7m
Comparison with 2010	-13.7%
DVD/ Blu-ray Disc split	€ 69.8m / € 6.9m
Video software rental/retail split (%)	25 / 75
Consumer spending on digital video and TV VOD	€ 35.3m
Comparison with 2010	27.2%
Digital video/TVVOD split (%)	98 / 2

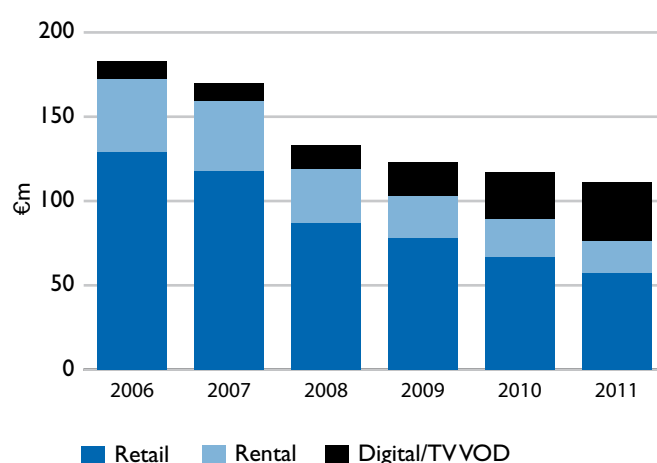


Video market: Portugal

Consumer spending by format



Consumer spending by sector



		2006	2007	2008	2009	2010	2011	10/11
EXCHANGE RATES								
Exchange rate: \$1=	Euro	0.80	0.73	0.68	0.72	0.75	0.72	
GENERAL								
Population	m	10.6	10.6	10.7	10.7	10.7	10.8	0.2%
Households	m	3.9	3.9	4.0	4.0	4.0	4.0	0.6%
HARDWARE								
TV households	m	3.7	3.7	3.7	3.8	3.8	3.8	0.8%
DVD sector								
DVD Video player/recorder households	m	2.4	2.8	3.1	3.2	3.2	3.2	-0.5%
Penetration of TV households	%	64.5	74.5	83.3	84.7	85.7	84.6	
DVD console households	m	0.6	0.6	0.6	0.6	0.5	0.5	-4.1%
Penetration of TV households	%	16.1	16.5	15.4	14.9	14.4	13.7	
BD sector								
BD standalone player households	m		0.000	0.008	0.06	0.12	0.23	85.3%
Penetration of TV households	%		0.008	0.2	1.5	3.2	5.9	
PS3 console households	m		0.06	0.11	0.18	0.24	0.30	25.3%
Penetration of TV households	%		1.6	2.9	4.7	6.3	7.9	

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	Euro m	80.1	71.3	67.3	61.2	52.1	44.9	-13.9%
Total revenues from retail video	Euro m	67.6	61.6	59.1	54.2	46.1	39.7	-13.9%
Total revenues from rental video	Euro m	12.5	9.7	8.2	7.1	6.0	5.2	-13.9%

Video market: Portugal

		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	Euro m	171.4	158.2	119.0	103.6	88.9	76.7	-13.7%
Total spending on retail video	Euro m	128.8	117.6	86.9	78.4	66.6	57.3	-14.1%
Total spending on rental video	Euro m	42.6	40.6	32.1	25.2	22.3	19.4	-12.7%

		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	Euro m	0.002	0.003	0.003	0.003	0.009	0.612	6355.2%

		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 TV VOD	Euro m	11.0	11.4	13.6	20.0	27.7	34.7	25.1%

Retail video market

		2006	2007	2008	2009	2010	2011	10/11
Outlets stocking retail video	no.	500	500	500	500	500	500	
Retail chains with 10 or more outlets	no.	7	7	7	6	6	6	
Kiosks stocking retail video	no.	4,500	4,500	4,500	4,500	4,400	4,500	

Trade level: DVD retail

Revenues from retail DVD	Euro m	67.6	60.8	57.1	49.8	40.9	34.5	-15.5%
Retail DVD units shipped to trade	m	9.8	6.9	7.4	7.8	6.4	5.3	-17.5%
Average trade price	Euro	6.87	8.87	7.68	6.41	6.38	6.53	2.4%
Number of titles released	no.	5,079	4,763	4,468	3,817	3,536	3,276	

Trade level: BD retail

Revenues from retail BD	Euro m		0.8	2.1	4.4	5.3	5.2	-1.1%
Retail BD units shipped to trade	m		0.04	0.09	0.2	0.3	0.3	18.8%
Average trade price	Euro		18.09	22.57	20.23	18.07	15.06	-16.7%
Number of titles released	no.	16	64	230	327	349	380	

Consumer level: DVD retail

Spending on retail DVD	Euro m	128.8	117.0	84.9	74.1	60.8	51.4	-15.5%
Retail DVDs sold to consumers	m	9.5	6.7	7.3	7.6	6.3	5.3	-15.0%
Average consumer price	Euro	13.49	17.42	11.65	9.73	9.68	9.62	-0.6%

Consumer level: BD retail

Spending on retail BD	Euro m		0.6	2.0	4.3	5.8	5.9	1.1%
Retail BDs sold to consumers	m		0.02	0.1	0.2	0.3	0.3	20.0%
Average consumer price	Euro		28.72	25.99	23.52	21.02	17.71	-15.7%

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.	820	730	600	580	540	540	
Rental chains with 10 or more outlets	no.	7	7	7	6	5	5	
Trade level: DVD rental								
Revenues from rental DVD	Euro m	12.5	9.7	8.2	7.0	5.7	4.7	-18.0%
Rental DVD units shipped to trade	m	0.5	0.4	0.3	0.3	0.2	0.2	-17.0%
Average trade price	Euro	23.03	27.00	28.28	27.31	26.98	26.66	-1.2%
Number of titles released	no.	750	600	500	400	400	420	
Trade level: BD rental								
Revenues from rental BD	Euro m				0.082	0.27	0.47	73.2%
Rental BD units shipped to trade	m				0.004	0.01	0.03	107.9%
Average trade price	Euro				20.23	18.07	15.06	-16.7%
Number of titles released	no.			230	220	220	231	
Consumer level: DVD rental								
Spending on DVD rental	Euro m	42.6	40.6	32.1	25.1	21.8	18.4	-15.5%
DVD rental transactions	m	16.3	15.4	11.9	9.2	8.1	6.8	-15.5%
Average rental price	Euro	2.61	2.64	2.70	2.71	2.70	2.70	
Consumer level: BD rental								
Spending on BD rental	Euro m				0.13	0.44	1.00	126.8%
BD rental transactions	m				0.05	0.16	0.37	126.8%
Average rental price	Euro			2.70	2.71	2.70	2.70	

Source: IHS Screen Digest/IVF

Population and household figures: IHS Global Insight

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