

# Spain

## Spain: key data

Population	45.9m
TV households	15.7m
DVD households (penetration)	76.5%
Blu-ray Disc household (penetration)	1.7%
<b>Distributor revenues from physical video software</b>	<b>€ 153.8m</b>
Comparison with 2009	-7.4%
DVD/Blu-ray Disc split	€ 131m / € 22.8m
Video software rental/retail split	7/93
<b>Consumer spending on physical video software</b>	<b>€ 339.2m</b>
Comparison with 2009	-14.0%
DVD/Blu-ray Disc split	€ 306.9m / € 32.3m
Video software rental/retail split	30/70

## DVD and Blu-ray market

In 2010, the Spanish DVD and Blu-ray (BD) market generated a value of EUR 153.8 million, a decline of 7 per cent compared with 2009. The number of new release titles decreased by 32 per cent.

This was the seventh consecutive year that the Spanish rental market contracted in terms of revenues. In 2010, the turnover of DVD rental market dropped drastically, as well as the units shipped to trade. The number of new release titles decreased by 12 per cent.

On the other hand, the Spanish Blu-ray market experienced positive developments. The BD retail market generated a value of EUR 22 million, an increase of 78 per cent compared to 2010. More than 1.5 million units were distributed, which is over 50,000 units more than in 2009. The number of new release titles increased by 14 per cent.

The Blu-ray rental market had a turnover of EUR 380,000. 21 new titles were released and 18 thousand rental units were shipped to trade.

## Online distribution

The online distribution market in Spain is still nascent. Market players are finding it difficult to establish themselves in the current economic climate while also facing high levels of illegal content on the Internet.



## Other relevant developments

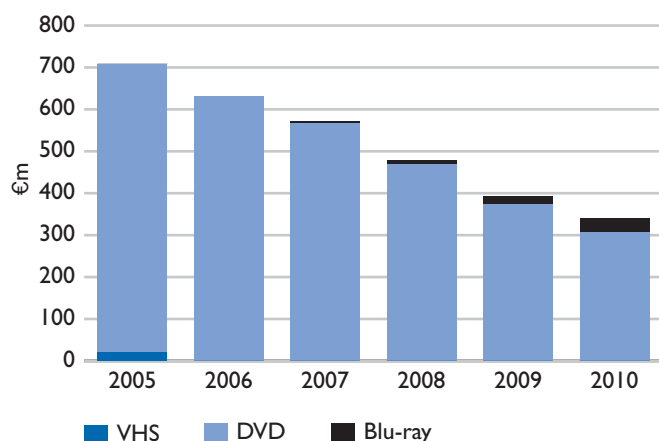
Piracy and the severe economic situation are major problems in Spain. At the end of 2010, the Spanish Government took actions to address copyright piracy over the Internet. The Government passed legislation that will provide an accelerated mechanism for right holders to remove or block access to infringing content online.

Although the implementation of the law is expected later in 2011, it is hoped that it will have a positive effect on the current judicial procedures initiated in 2006 and 2007 and reduce the high level of piracy.

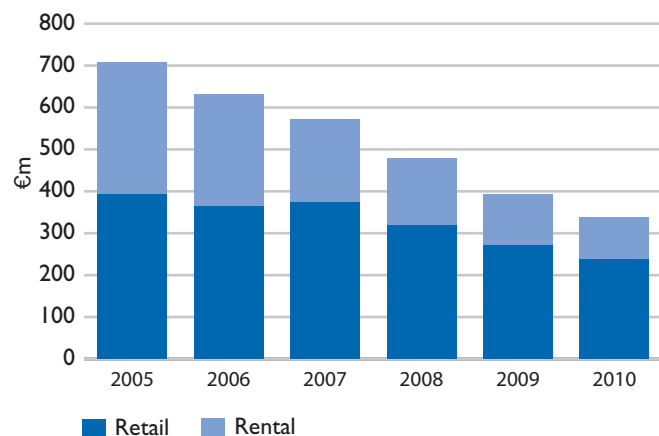
*This commentary was provided by UVE, the Spanish Video Association.*

## Video market: Spain

### Consumer spending by format



### Consumer spending by sector



		2005	2006	2007	2008	2009	2010	10/09
<b>EXCHANGE RATES</b>								
Exchange rate: \$1 =	Euro	0.80	0.80	0.73	0.68	0.72	0.75	
<b>GENERAL</b>								
Population	m	44.11	44.71	45.20	45.53	45.76	45.92	0.3%
Households	m	15.23	15.41	15.58	15.73	15.86	15.99	0.8%
<b>HARDWARE</b>								
TV households	m	14.9	15.1	15.3	15.4	15.6	15.7	0.8%
<b>DVD sector</b>								
DVD Video player/recorder households	m	9.8	10.8	11.6	12.3	11.9	12.0	0.7%
Penetration of TV households	%	66.0	71.7	76.0	79.9	76.6	76.5	
DVD console households	m	3.9	4.3	4.5	4.2	4.1	4.0	-2.5%
Penetration of TV households	%	26.0	28.6	29.3	27.2	26.4	25.5	
<b>BD sector</b>								
BD standalone player households	m		0.000	0.002	0.017	0.107	0.270	151.3%
Penetration of TV households	%		0.000	0.013	0.110	0.690	1.720	
PS3 console households	m			0.427	0.792	1.306	1.756	34.5%
Penetration of TV households	%			2.8	5.1	8.4	11.2	

### Total video software market

		2005	2006	2007	2008	2009	2010	10/09
<b>TRADE LEVEL PHYSICAL VIDEO</b>								
Total revenues from video software	Euro m	307.3	300.7	297.6	249.1	166.1	153.8	-7.4%
Total revenues from retail video	Euro m	210.1	221.8	243.6	210.5	144.0	142.8	-0.8%
Total revenues from rental video	Euro m	97.2	78.9	53.9	38.6	22.1	11.0	-50.3%

## Video market: Spain

		2005	2006	2007	2008	2009	2010	10/09
<b>CONSUMER LEVEL PHYSICAL VIDEO</b>								
Total spending on video software	Euro m	708.3	631.1	572.2	479.2	394.3	339.2	-14.0%
Total spending on retail video	Euro m	392.0	364.5	372.4	318.6	270.3	236.8	-12.4%
Total spending on rental video	Euro m	316.3	266.5	199.8	160.6	124.0	102.4	-17.5%

		2005	2006	2007	2008	2009	2010	10/09
<b>CONSUMER LEVEL DIGITAL VIDEO*</b>								
Total spending on digital video	Euro m	0.0	0.0	0.1	0.4	1.0	2.1	107.0%

<b>CONSUMER LEVEL TV VOD**</b>								
Total spending on TV VOD	Euro m	37.5	47.9	56.3	64.1	62.6	62.9	0.5%

\*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.

\*\*The delivery of movies and TV content on a transactional (VoD/INVoD/PPV) basis via cable/satellite/IPTV services.

## Retail video market

		2005	2006	2007	2008	2009	2010	10/09
Outlets stocking retail video	no	7,250	7,250	7,250	7,250	7,250	7,000	
Retail chains with 10 or more outlets	no	16	16	16	16	16	16	
Kiosks stocking retail video	no	20,000	20,000	20,000	20,000	19,000	19,000	

### Trade level: DVD retail

Revenues from retail DVD	Euro m	210.1	221.8	237.2	199.6	131.4	120.4	-8.4%
Retail DVD shipped to trade	m	32.7	33.5	30.4	27.1	21.1	18.2	-13.5%
Average trade price	Euro	6.42	6.62	7.80	7.36	6.24	6.61	5.9%
Number of titles released	no	3,207	3,396	4,151	2,343	1,569	948	-39.6%

### Trade level: Blu-ray Disc retail

Revenues from retail BD	Euro m		0.016	5.6	10.9	12.6	22.4	78.0%
Retail BD shipped to trade	m		0.001	0.3	0.7	1.0	1.6	48.8%
Average trade price	Euro		17.64	18.55	16.59	12.01	14.38	19.7%

### Consumer level: DVD retail

Spending on retail DVD	Euro m	383.1	364.5	367.9	307.2	249.2	204.5	-18.0%
Retail DVD sold to consumers	m	31.3	31.1	29.8	24.6	19.9	16.0	-19.9%
Average consumer price	Euro	12.23	11.73	12.33	12.48	12.51	12.82	2.4%

### Consumer level: Blu-ray Disc retail

Spending on retail BD	Euro m		0.012	3.9	11.1	21.0	32.3	53.9%
Retail BD sold to consumers	m		0.000	0.1	0.4	0.9	1.6	76.5%
Average consumer price	Euro		28.00	28.72	29.13	23.63	20.60	-12.8%

### Rental video market

		2005	2006	2007	2008	2009	2010	10/09
Video rental outlets	no	6,000	5,800	3,700	2,500	2,000	1,500	
Rental chains with 10 or more outlets	no	12	11	11	11	10	10	
<b>Trade level: DVD rental</b>								
Revenues from rental DVD	Euro m	97.2	78.9	53.9	38.6	22.1	10.6	-52.0%
Rental DVD shipped to trade	m	3.7	3.2	2.0	1.4	0.9	0.5	-40.7%
Average trade price	Euro	26.57	24.71	27.34	26.80	25.25	20.46	-19.0%
Number of titles released	no	499	649	547	373	242	212	-12.4%
<b>Trade level: BD rental</b>								
Revenues from rental BD	Euro m					0.001	0.380	
Rental BD shipped to trade	m					0.000	0.018	
Average trade price	Euro				16.59	12.01	21.55	79.4%
Number of titles released	no						21	#DIV/0!
<b>Consumer level: DVD rental</b>								
Spending on DVD rental	Euro m	304.8	266.5	199.8	160.6	124.0	102.4	-17.5%
DVD rental transactions	m	131.4	114.9	85.6	69.1	53.4	42.8	-19.9%
Average rental price	Euro	2.32	2.32	2.33	2.32	2.32	2.39	3.0%
<b>Consumer level: BD rental</b>								
Spending on BD rental	Euro m					0.003	0.002	
BD rental transactions	m					0.001	0.001	
Average rental price	Euro					2.32	2.32	

Source: IHS Screen Digest/IVF

Population and household figures: Economist Intelligence Unit

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