

Sweden

Sweden: key data

Population	9.4m
TV households	4.4m
DVD households (penetration)	95.0%
Blu-ray households (penetration)	5.2%
Distributors revenues from physical video software	Skr 1.5bn / € 157.5m
Comparison with 2009 (local currency)	-6.9%
DVD/ Blu-ray Disc split	€138.9m / € 18.6m
Video software rental/retail split (%)	14/86
Consumer spending on physical video software	Skr 3.6bn / € 374.5m
Comparison with 2009 (local currency)	-8.7%
DVD/ Blu-ray Disc split	€ 350.9m / € 23.6m
Video software rental/retail split (%)	34/66



DVD and Blu-Ray Market

In 2010, the video market in Sweden declined in terms of distributors' revenues by 6.9 per cent. Consumer spending on video software declined for the first time by 8.7 per cent. Due to currency fluctuations, the situation expressed in EUR is somewhat more positive.

The Blu-ray retail and rental market performed very well in 2010. The number of Blu-ray players and PS3 consoles increased substantially.

In 2010, rental transactions of Blu-ray discs increased considerably. Over one million rental transactions were made in 2010 compared with 652.000 transactions in 2009. Spending on retail Blu-ray increased by 64 per cent. Prices on Blu-ray discs dropped by close to 13 per cent from SEK 192 to SEK 167.

Online Distribution

There are four main VoD operators active on the Swedish market. Telia Digital TV and Viasat were the largest of these operators.

There are 13 online services available in Sweden. The major players included Viasat OnDemand and SF Anytime.

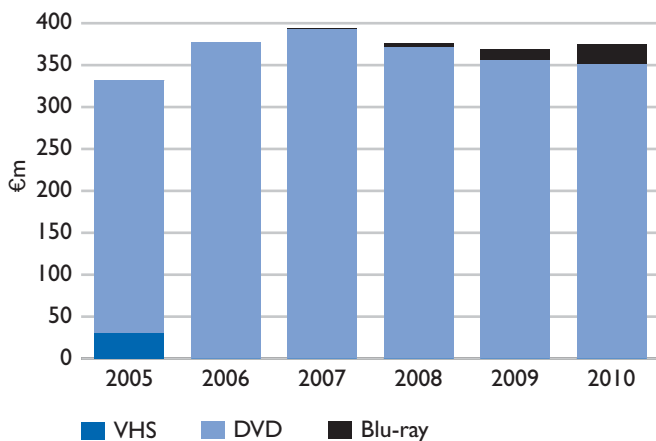
Other Relevant Developments

Sweden was one of the last European countries to implement the Enforcement Directive in April 2009. The legislation enables authors and copyright owners the opportunity to use the courts to seek subscriber information for suspected file sharers. Research companies have monitored the effects of the law and the results were positive indicating a possible change in consumer behaviour. Progress has been slow since and illegal file sharing activities are increasing again. The Pirate Bay Party (TBP) is one of the most visited sites in Sweden.

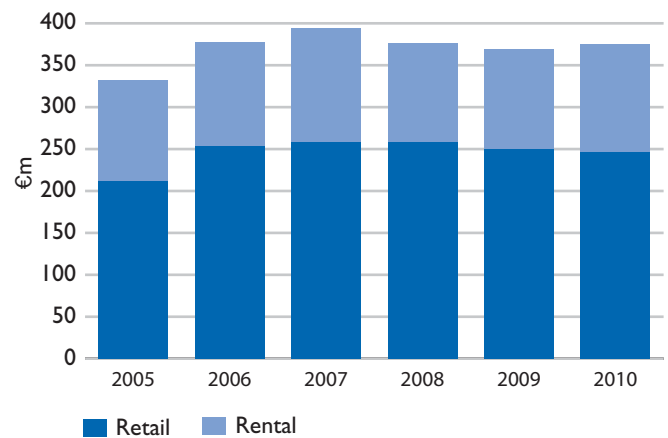
This commentary was provided by the SVF, the Swedish Video Federation.

Video market: Sweden

Consumer spending by format



Consumer spending by sector



		2005	2006	2007	2008	2009	2010	10/09
Exchange rate: Euro l =	Skr	9.29	9.26	9.25	9.63	10.63	9.56	
Exchange rate: \$ l =	Skr	7.47	7.37	6.76	6.58	7.65	7.21	
Exchange rate: \$ l =	Euro	0.80	0.80	0.73	0.68	0.72	0.75	

GENERAL

Population	m	9.05	9.11	9.18	9.26	9.34	9.41	0.8%
Households	m	4.22	4.25	4.27	4.30	4.32	4.35	0.6%

HARDWARE

TV households	m	4.1	4.2	4.2	4.3	4.3	4.4	1.1%
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DVD sector

DVD Video player/recorder households	m	2.659	2.992	3.493	3.820	4.029	4.131	2.5%
Penetration of TV households	%	64.2	71.7	83.7	89.8	93.6	95.0	
DVD console households	m	0.608	0.644	0.692	0.788	0.887	0.927	4.5%
Penetration of TV households	%	14.7	15.4	16.6	18.5	20.6	21.3	

BD sector

BD standalone player households	m			0.007	0.029	0.102	0.225	120.6%
Penetration of TV households	%			0.2	0.7	2.4	5.2	
PS3 console households	m			0.063	0.154	0.255	0.359	40.8%
Penetration of TV households	%			1.5	3.6	5.9	8.2	
Penetration of TV households								

Total video software market

		2005	2006	2007	2008	2009	2010	10/09
TRADE LEVEL PHYSICAL VIDEO								
Total revenues from video software	Skr m	1,735.8	1,779.6	1,878.8	1,707.5	1,616.2	1,505.3	-6.9%
Total revenues from video software	Euro m	186.9	192.2	203.1	177.5	152.0	157.5	3.6%
Total revenues from retail video	Skr m	1,347.9	1,439.5	1,587.8	1,467.7	1,399.9	1,291.2	-7.8%
Total revenues from retail video	Euro m	145.1	155.5	171.6	152.5	131.7	135.1	2.6%
Total revenues from rental video	Skr m	387.9	340.2	291.0	239.9	216.2	214.1	-1.0%
Total revenues from rental video	Euro m	41.8	36.7	31.5	25.1	20.3	22.4	10.1%

Video market: Sweden

		2005	2006	2007	2008	2009	2010	10/09
CONSUMER LEVEL PHYSICAL VIDEO								
Total spending on video software	Skr m	3,080.0	3,490.8	3,649.3	3,622.2	3,921.0	3,579.2	-8.7%
Total spending on video software	Euro m	331.7	377.0	394.4	376.3	368.9	374.5	1.5%
Total spending on retail video	Skr m	1,966.5	2,347.4	2,393.1	2,483.2	2,652.0	2,352.8	-11.3%
Total spending on retail video	Euro m	211.8	253.5	258.6	257.9	249.5	246.2	-1.3%
Total spending on rental video	Skr m	1,113.5	1,143.4	1,256.2	1,139.0	1,269.0	1,226.4	-3.4%
Total spending on rental video	Euro m	119.9	123.5	135.8	118.3	119.4	128.3	7.5%

		2005	2006	2007	2008	2009	2010	10/09
CONSUMER LEVEL DIGITAL VIDEO*								
Total spending on digital video	Skr m	1.5	3.3	4.4	7.3	9.8	20.1	105.2%
Total spending on digital video	Euro m	0.2	0.4	0.5	0.8	0.9	2.1	128.2%

		2005	2006	2007	2008	2009	2010	10/09
CONSUMER LEVEL TV VOD**								
Total spending on TV VOD	Skr m	84.2	102.4	124.8	142.7	99.3	149.9	51.0%
Total spending on TV VOD	Euro m	9.1	11.1	13.5	14.8	9.3	15.7	67.9%

*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/NVoD/PPV) basis via cable/satellite/IPTV services.

Retail video market

		2005	2006	2007	2008	2009	2010	10/09
Outlets stocking retail video	no	5,000	5,000	4,800	4,600	4,600		
Retail chains with 10 or more outlets	no	10	10	10	10	10		
Kiosks stocking retail video	no							

Trade level: DVD retail

Revenues from retail DVD	Skr m	1,253.5	1,439.5	1,568.9	1,406.1	1,296.2	1,134.4	-12.5%
Revenues from retail DVD	Euro m	135.0	155.5	169.6	146.1	121.9	118.7	-2.7%
Retail DVD shipped to trade	m	22.3	28.4	35.6	36.3	33.3	21.2	-36.2%
Average trade price	Skr	56.10	50.67	44.07	38.70	38.98	53.45	37.1%
Average trade price	Euro	6.04	5.47	4.76	4.02	3.67	5.59	52.5%
Number of titles released	no	843	1,022	1,388	1,277	1,374		-100.0%

Trade level: BD retail

Revenues from retail BD	Skr m			15.8	59.8	103.7	156.8	51.1%
Revenues from retail BD	Euro m			1.706	6.2	9.8	16.4	68.1%
Retail BD shipped to trade	m			0.119	0.5	1.0	1.6	68.2%
Average trade price	Skr			133.17	126.87	108.46	97.46	-10.1%
Average trade price	Euro			14.39	13.18	10.20	10.20	-0.1%

Consumer level: DVD retail

Spending on retail DVD	Skr m	1,806.1	2,347.4	2,381.3	2,436.3	2,541.3	2,171.2	-14.6%
Spending on retail DVD	Euro m	194.5	253.5	257.4	253.1	239.1	227.2	-5.0%
Retail DVD sold to consumers	m	15.8	20.6	25.1	27.4	26.1	21.4	-18.0%
Average consumer price	Skr	114.58	113.98	95.02	88.80	97.37	101.46	4.2%
Average consumer price	Euro	12.34	12.31	10.27	9.22	9.16	10.62	15.9%

Consumer level: BD retail

Spending on retail BD	Skr m			9.7	46.9	110.7	181.6	64.0%
Spending on retail BD	Euro m			1.048	4.9	10.4	19.0	82.5%
Retail BD sold to consumers	m			0.041	0.2	0.6	1.1	88.9%
Average consumer price	Skr			236.59	236.87	191.85	166.61	-13.2%
Average consumer price	Euro			25.57	24.60	18.05	17.43	-3.4%

Rental video market

		2005	2006	2007	2008	2009	2010	10/09
Video rental outlets	no	800	800	750	600	600		
Rental chains with 10 or more outlets	no	5	5	5	4	4		
Trade level: DVD rental								
Revenues from rental DVD	Skr m	315.4	340.2	291.0	239.9	209.1	193.4	-7.5%
Revenues from rental DVD	Euro m	34.0	36.7	31.4	24.9	19.7	20.2	2.9%
Rental DVD shipped to trade	m	2.0	2.5	3.5	2.2	2.4	2.6	5.2%
Average trade price	Skr	159.93	137.45	83.90	108.79	85.93	75.53	-12.1%
Average trade price	Euro	17.22	14.85	9.07	11.30	8.08	7.90	-2.2%
Number of titles released	no	748	810	606	613	552	547	-1.0%
Trade level: BD rental								
Revenues from rental BD	Skr m			0.06	1.5	7.1	20.8	191.2%
Revenues from rental BD	Euro m			0.01	0.2	0.7	2.2	223.9%
Rental BD shipped to trade	m			0.002	0.03	0.12	0.26	116.3%
Average trade price	Skr			24.39	55.09	59.43	79.99	34.6%
Average trade price	Euro			2.64	5.72	5.59	8.37	49.7%
Number of titles released	no			160	290	490	490	
Consumer level: DVD rental								
Spending on DVD rental	Skr m	994.0	1,143.4	1,255.6	1,137.7	1,241.0	1,182.5	-4.7%
Spending on DVD rental	Euro m	107.0	123.5	135.7	118.2	116.8	123.7	6.0%
DVD rental transactions	m	23.7	27.2	29.2	26.5	28.9	27.5	-4.7%
Average rental price	Skr	42.00	42.00	43.00	43.00	43.00	43.00	
Average rental price	Euro	4.52	4.54	4.65	4.47	4.05	4.50	11.2%
Consumer level: BD rental								
Spending on BD rental	Skr m			0.6	1.3	28.0	43.9	56.4%
Spending on BD rental	Euro m			0.069	0.138	2.6	4.6	74.0%
BD rental transactions	m			0.015	0.031	0.652	1.020	56.4%
Average rental price	Skr			43.00	43.00	43.00	43.00	
Average rental price	Euro			4.65	4.47	4.05	4.50	11.2%

Source: IHS Screen Digest/IVF

Population and household figures: Economist Intelligence Unit

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