

Switzerland

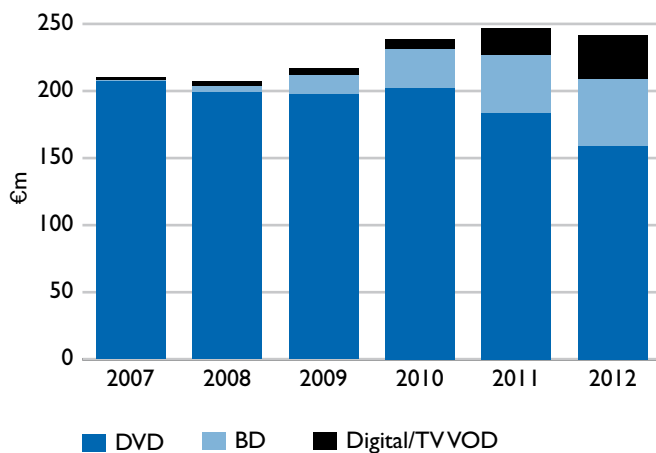
Switzerland: key data

| | |
|--|-----------------------|
| Population | 7.7m |
| TV households | 3.5m |
| DVD households (penetration) | 86.9% |
| Blu-ray households (penetration) | 22.5% |
| Distributors revenues from video software | Sfr 190.7m / € 158.9m |
| Comparison with 2011 (local currency) | -10.2% |
| DVD/ Blu-ray Disc split | € 121.1m / € 37.8m |
| Video software rental/retail split (%) | 2/98 |
| Consumer spending on video software | Sfr 250.4m / € 208.7m |
| Comparison with 2011 (local currency) | -10.4% |
| DVD/ Blu-ray Disc split | € 158.9m / € 49.8m |
| Video software rental/retail split (%) | 4/96 |
| Consumer spending on digital video and TV VOD | Sfr 39.1m / € 32.6m |
| Comparison with 2011 (local currency) | 59% |
| Digital video/TVVOD split (%) | 44 / 56 |

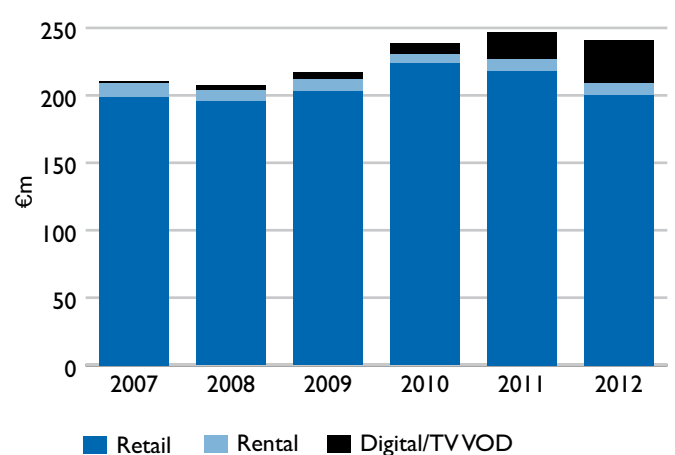


Video market: Switzerland

Consumer spending by format



Consumer spending by sector



| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|--------------------------------------|------|-------|-------|-------|-------|--------|--------|-------|
| EXCHANGE RATES | | | | | | | | |
| Exchange rate: Euro = | Sfr | 1.64 | 1.59 | 1.51 | 1.38 | 1.23 | 1.20 | |
| Exchange rate: \$ = | Sfr | 1.20 | 1.08 | 1.09 | 1.04 | 0.89 | 0.94 | |
| Exchange rate: \$ = | Euro | 0.73 | 0.68 | 0.72 | 0.75 | 0.72 | 0.78 | |
| GENERAL | | | | | | | | |
| Population | m | 7.5 | 7.5 | 7.6 | 7.6 | 7.6 | 7.7 | 0.4% |
| Households | m | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.5 | 0.6% |
| HARDWARE | | | | | | | | |
| TV households | m | 3.3 | 3.4 | 3.4 | 3.4 | 3.4 | 3.5 | 0.7% |
| DVD sector | | | | | | | | |
| DVD Video player/recorder households | m | 2.707 | 2.844 | 3.010 | 3.027 | 3.041 | 3.009 | -1.1% |
| Penetration of TV households | % | 81.5 | 84.8 | 88.9 | 88.7 | 88.5 | 86.9 | |
| DVD console households | m | 0.721 | 0.703 | 0.695 | 0.727 | 0.763 | 0.720 | -5.6% |
| Penetration of TV households | % | 21.7 | 20.9 | 20.5 | 21.3 | 22.2 | 20.8 | |
| BD sector | | | | | | | | |
| BD standalone player households | m | 0.0 | 0.026 | 0.108 | 0.240 | 0.456 | 0.777 | 70.3% |
| Penetration of TV households | % | 0.0 | 0.760 | 3.190 | 7.030 | 13.274 | 22.459 | |
| PS3 console households | m | 0.1 | 0.133 | 0.204 | 0.293 | 0.394 | 0.482 | 22.2% |
| Penetration of TV households | % | 1.8 | 3.9 | 6.0 | 8.6 | 11.5 | 13.9 | |

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 | Sfr m | 346.2 | 329.2 | 327.7 | 330.1 | 304.2 | 289.5 | -4.8% |
| Total spending on all video | Euro m | 210.7 | 207.4 | 217.0 | 238.6 | 246.6 | 241.3 | -2.2% |

Total video software market

| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|--|--------|-------|-------|-------|-------|-------|-------|--------|
| 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 | Sfr m | 248.8 | 241.9 | 247.4 | 248.1 | 212.3 | 190.7 | -10.2% |
| Total revenues from video software | Euro m | 151.4 | 152.4 | 163.8 | 179.3 | 172.1 | 158.9 | -7.7% |
| Total revenues from retail video | Sfr m | 245.4 | 239.1 | 244.3 | 245.2 | 209.5 | 187.6 | -10.4% |
| Total revenues from retail video | Euro m | 149.4 | 150.6 | 161.7 | 177.3 | 169.8 | 156.3 | -7.9% |
| Total revenues from rental video | Sfr m | 3.4 | 2.9 | 3.2 | 2.9 | 2.9 | 3.1 | 8.3% |
| Total revenues from rental video | Euro m | 2.1 | 1.8 | 2.1 | 2.1 | 2.3 | 2.6 | 11.3% |

| | | 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 | Sfr m | 343.0 | 323.7 | 320.2 | 319.5 | 279.6 | 250.4 | -10.4% |
| Total spending on video software | Euro m | 208.8 | 203.9 | 212.0 | 231.0 | 226.7 | 208.7 | -7.9% |
| Total spending on retail video | Sfr m | 326.5 | 310.0 | 306.4 | 309.3 | 268.9 | 240.2 | -10.7% |
| Total spending on retail video | Euro m | 198.7 | 195.3 | 202.9 | 223.6 | 218.0 | 200.2 | -8.2% |
| Total spending on rental video | Sfr m | 16.5 | 13.7 | 13.9 | 10.2 | 10.7 | 10.2 | -4.5% |
| Total spending on rental video | Euro m | 10.1 | 8.6 | 9.2 | 7.4 | 8.7 | 8.5 | -1.8% |

| | | 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, InternetVOD) or on a subscription basis.</i> | | | | | | | | |
| Total spending on digital video | Sfr m | 0.2 | 0.1 | 0.2 | 0.5 | 9.4 | 17.4 | 85.1% |
| Total spending on digital video | Euro m | 0.1 | 0.1 | 0.1 | 0.4 | 7.6 | 14.5 | 90.3% |

| | | 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 TVVOD | Sfr m | 3.0 | 5.4 | 7.2 | 10.1 | 15.2 | 21.7 | 42.9% |
| Total spending on TVVOD | Euro m | 1.8 | 3.4 | 4.8 | 7.3 | 12.3 | 18.1 | 46.9% |

Retail video market

| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|---------------------------------------|-----|------|------|------|------|------|------|-------|
| Outlets stocking retail video | no. | 822 | 822 | 822 | 820 | 820 | | |
| Retail chains with 10 or more outlets | no. | 5 | 5 | 5 | 5 | 5 | | |
| Kiosks stocking retail video | no. | | | | | | | |

| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|-----------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| Trade level: DVD retail | | | | | | | | |
| Revenues from retail DVD | Sfr m | 241.5 | 231.9 | 222.6 | 211.9 | 170.4 | 144.0 | -15.5% |
| Revenues from retail DVD | Euro m | 147.0 | 146.1 | 147.4 | 153.2 | 138.2 | 120.0 | -13.1% |
| Retail DVD units shipped to trade | m | 13.9 | 13.4 | 13.3 | 13.0 | 11.2 | 10.4 | -7.2% |
| Average trade price | Sfr | 17.40 | 17.30 | 16.70 | 16.28 | 15.27 | 13.91 | -8.9% |
| Average trade price | Euro | 10.59 | 10.90 | 11.06 | 11.77 | 12.38 | 11.59 | -6.3% |
| Number of titles released | no. | 8,736 | 8,256 | 9,082 | 6,336 | 5,952 | | |

| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|----------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| Trade level: BD retail | | | | | | | | |
| Revenues from retail BD | Sfr m | 2.7 | 7.2 | 21.7 | 33.3 | 39.0 | 43.5 | 11.6% |
| Revenues from retail BD | Euro m | 1.6 | 4.5 | 14.4 | 24.1 | 31.6 | 36.3 | 14.7% |
| Retail BD units shipped to trade | m | 0.1 | 0.29 | 0.76 | 1.34 | 1.96 | 2.53 | 29.0% |
| Average trade price | Sfr | 22.91 | 24.79 | 28.48 | 24.82 | 19.92 | 17.22 | -13.5% |
| Average trade price | Euro | 13.94 | 15.61 | 18.85 | 17.94 | 16.15 | 14.35 | -11.1% |
| Number of titles released | no. | | 156 | 422 | 1,039 | 1,440 | 1,526 | |

Retail video market

| | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 12/11 |
|-----------------------------------|--------|-------|-------|-------|-------|-------|-------|--------|
| Consumer level: DVD retail | | | | | | | | |
| Spending on retail DVD | Sfr m | 324.0 | 302.2 | 284.7 | 270.9 | 217.9 | 183.3 | -15.9% |
| Spending on retail DVD | Euro m | 197.2 | 190.4 | 188.5 | 195.9 | 176.7 | 152.8 | -13.5% |
| Retail DVDs sold to consumers | m | 13.6 | 13.1 | 13.1 | 12.8 | 10.9 | 10.1 | -7.2% |
| Average consumer price | Sfr | 23.82 | 23.01 | 21.80 | 21.20 | 19.92 | 18.07 | -9.3% |
| Average consumer price | Euro | 14.50 | 14.50 | 14.43 | 15.33 | 16.15 | 15.06 | -6.8% |
| Consumer level: BD retail | | | | | | | | |
| Spending on retail BD | Sfr m | 1.7 | 7.8 | 21.7 | 38.4 | 51.0 | 56.9 | 11.6% |
| Spending on retail BD | Euro m | 1.0 | 4.9 | 14.4 | 27.8 | 41.3 | 47.4 | 14.7% |
| Retail BDs sold to consumers | m | 0.0 | 0.19 | 0.65 | 1.32 | 1.92 | 2.48 | 29.0% |
| Average consumer price | Sfr | 41.67 | 41.31 | 33.50 | 29.20 | 26.56 | 22.96 | -13.5% |
| Average consumer price | Euro | 25.36 | 26.02 | 22.18 | 21.11 | 21.53 | 19.14 | -11.1% |

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. | 300 | 290 | 290 | 277 | 267 | | |
| Rental chains with 10 or more outlets | no. | 2 | 2 | 2 | 2 | 2 | | |
| Trade level: DVD rental | | | | | | | | |
| Revenues from rental DVD | Sfr m | 3.4 | 2.8 | 2.7 | 1.9 | 1.5 | 1.3 | -14.0% |
| Revenues from rental DVD | Euro m | 2.1 | 1.8 | 1.8 | 1.4 | 1.2 | 1.1 | -11.6% |
| Rental DVD units shipped to trade | m | 0.11 | 0.10 | 0.10 | 0.08 | 0.08 | 0.05 | -40.6% |
| Average trade price | Sfr | 31.65 | 29.39 | 26.33 | 24.65 | 17.99 | 17.90 | -0.5% |
| Average trade price | Euro | 19.26 | 18.51 | 17.43 | 17.82 | 14.59 | 14.92 | 2.3% |
| Number of titles released | no. | 408 | 403 | 444 | 384 | 361 | | |
| Trade level: BD rental | | | | | | | | |
| Revenues from rental BD | Sfr m | 0 | 0.074 | 0.43 | 0.97 | 1.35 | 1.79 | 33.3% |
| Revenues from rental BD | Euro m | 0.00 | 0.047 | 0.28 | 0.70 | 1.09 | 1.50 | 37.0% |
| Rental BD units shipped to trade | m | 0 | 0.0030 | 0.015 | 0.04 | 0.07 | 0.10 | 43.8% |
| Average trade price | Sfr | 23 | 24.79 | 28.48 | 24.82 | 19.92 | 18.46 | -7.3% |
| Average trade price | Euro | 13.94 | 15.61 | 18.85 | 17.94 | 16.15 | 15.38 | -4.8% |
| Number of titles released | no. | | | | | | | |
| Consumer level: DVD rental | | | | | | | | |
| Spending on DVD rental | Sfr m | 16.5 | 13.6 | 13.3 | 8.9 | 8.5 | 7.3 | -14.0% |
| Spending on DVD rental | Euro m | 10.0 | 8.6 | 8.8 | 6.4 | 6.9 | 6.1 | -11.6% |
| DVD rental transactions | m | 2.6 | 2.1 | 2.1 | 1.4 | 1.3 | 1.2 | -13.5% |
| Average rental price | Sfr | 6.45 | 6.45 | 6.39 | 6.39 | 6.35 | 6.32 | -0.5% |
| Average rental price | Euro | 3.93 | 4.06 | 4.23 | 4.62 | 5.15 | 5.27 | 2.3% |
| Consumer level: BD rental | | | | | | | | |
| Spending on BD rental | Sfr m | 0.03 | 0.131 | 0.538 | 1.285 | 2.147 | 2.861 | 33.3% |
| Spending on BD rental | Euro m | 0.02 | 0.082 | 0.356 | 0.929 | 1.740 | 2.385 | 37.0% |
| BD rental transactions | m | 0.01 | 0.020 | 0.084 | 0.201 | 0.338 | 0.453 | 33.9% |
| Average rental price | Sfr | 6.45 | 6.45 | 6.39 | 6.39 | 6.35 | 6.32 | -0.5% |
| Average rental price | Euro | 3.93 | 4.06 | 4.23 | 4.62 | 5.15 | 5.27 | 2.3% |

Source: IHS/IVF

Population and household figures: IHS Global Insight

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