

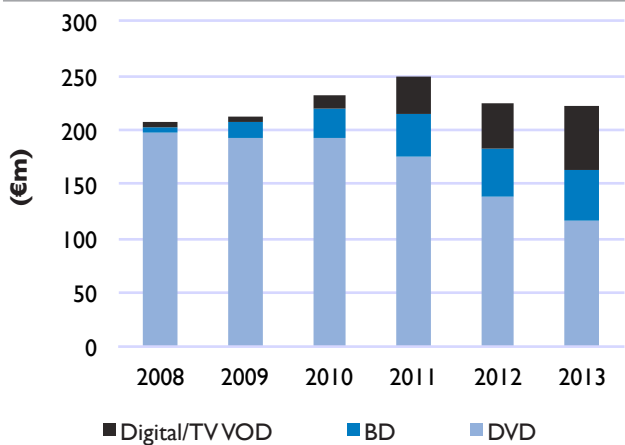
Switzerland

Switzerland: key data

Population	7.7m
TV households	3.5m
DVD Video player/recorder penetration	83.8%
Blu-ray Disc player/recorders penetration	33.0%
Consumer spending on physical video software	Sfr 202.2m / € 164.3m
Comparison with 2012 (local currency)	-8.8%
DVD/ Blu-ray Disc split	€ 117.1m / € 47.2m
Video software rental/retail split (%)	5 / 95
Consumer spending on digital video and TV VOD	Sfr 72.4m / € 58.8m
Comparison with 2012 (local currency)	47.2%
TVVOD/ Digital video split (%)	40 / 60



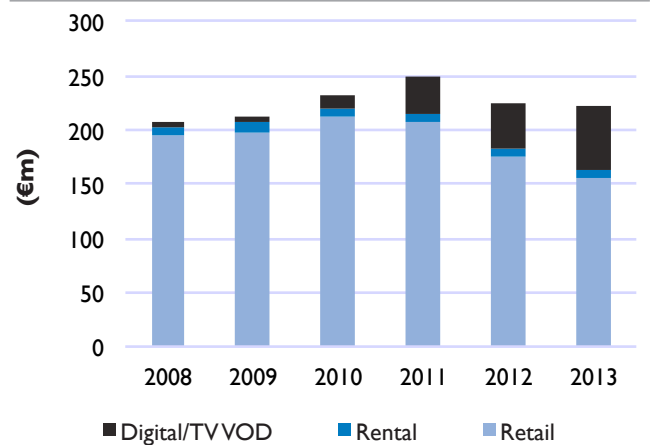
Consumer spending by format



Source: IHS/IVF

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Consumer spending by sector



Source: IHS/IVF

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		2008	2009	2010	2011	2012	2013	12/13
EXCHANGE RATES								
Exchange rate: Euro =	Sfr	1.59	1.52	1.38	1.24	1.20	1.23	
Exchange rate: \$ =	Sfr	1.08	1.09	1.04	0.89	0.94	0.93	
Exchange rate: \$ =	Euro	0.68	0.72	0.75	0.72	0.78	0.75	
GENERAL								
Population	m	7.5	7.6	7.6	7.6	7.7	7.7	0.4%
Households	m	3.4	3.4	3.4	3.4	3.5	3.5	0.6%
HARDWARE								
TV households	m	3.4	3.4	3.4	3.4	3.5	3.5	0.6%
DVD sector								
DVD Video player/recorder households	m	2.9	3.0	3.1	3.1	3.0	2.9	-3.0%
Penetration of TV households	%	85.7	89.7	89.4	89.1	86.9	83.8	-3.6%
DVD console households	m	0.7	0.7	0.7	0.8	0.8	0.7	-8.3%
Penetration of TV households	%	20.7	20.2	21.4	22.8	21.8	19.9	-8.9%
BD sector								
BD standalone player households	m	0.026	0.108	0.240	0.456	0.777	1.150	47.9%
Penetration of TV households	%	0.8	3.2	7.0	13.3	22.5	33.0	47.1%
PS3 console households	m	0.1	0.2	0.3	0.4	0.5	0.6	20.0%
Penetration of TV households	%	3.9	6.0	8.6	11.5	13.9	16.6	19.2%

Total video software market

		2008	2009	2010	2011	2012	2013	12/13
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include spending on both physical and digital video</i>								
Total spending on video	Sfr m	329.2	321.2	319.5	309.1	270.9	274.6	1.4%
Total spending on video	Euro m	206.7	211.6	231.1	250.0	224.9	223.1	-0.8%

Video market: Switzerland

		2008	2009	2010	2011	2012	2013	12/13
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	323.7	313.8	303.9	266.1	221.8	202.2	-8.8%
Total spending on video software	Euro m	203.2	206.7	219.8	215.3	184.1	164.3	-10.8%
Total spending on retail video	Sfr m	310.0	299.9	293.8	255.5	211.6	192.7	-8.9%
Total spending on retail video	Euro m	194.6	197.6	212.5	206.6	175.6	156.6	-10.9%
Total spending on rental video	Sfr m	13.7	13.9	10.2	10.7	10.2	9.5	-6.7%
Total spending on rental video	Euro m	8.6	9.1	7.4	8.6	8.5	7.7	-8.7%

		2008	2009	2010	2011	2012	2013	12/13
<i>Owing to a definitional change, digital video and TVVOD numbers may differ from those published in the 2012 IVF Yearbook.</i>								
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	Sfr m	0.1	0.2	5.5	27.8	28.0	43.2	54.3%
Total spending on digital video	Euro m	0.1	0.1	4.0	22.5	23.2	35.1	51.0%

		2008	2009	2010	2011	2012	2013	12/13
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	5.4	7.2	10.0	15.2	21.2	29.2	37.8%
Total spending on TVVOD	Euro m	3.4	4.8	7.2	12.3	17.6	23.7	34.9%

Retail video market

		2008	2009	2010	2011	2012	2013	12/13
Outlets stocking retail video	no.	822	822	820	820			
Retail chains with 10 or more outlets	no.	5	5	5	5			
Kiosks stocking retail video	no.							

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: DVD retail								
Spending on retail DVD	Sfr m	302.2	279.1	257.3	207.0	159.4	138.0	-13.4%
Spending on retail DVD	Euro m	189.7	183.9	186.1	167.4	132.3	112.1	-15.2%
Retail DVDs sold to consumers	m	13.1	12.8	12.1	10.4	8.3	7.1	-13.6%
Average consumer price	Sfr	23.01	21.80	21.20	19.92	19.26	19.31	0.3%
Average consumer price	Euro	14.45	14.36	15.33	16.11	15.99	15.69	-1.9%

		2008	2009	2010	2011	2012	2013	12/13
Consumer level: BD retail								
Spending on retail BD	Sfr m	7.8	20.8	36.5	48.4	52.2	54.7	4.8%
Spending on retail BD	Euro m	4.9	13.7	26.4	39.2	43.3	44.4	2.6%
Retail BDs sold to consumers	m	0.2	0.6	1.2	1.8	2.1	2.3	9.3%
Average consumer price	Sfr	41.31	33.50	29.20	26.54	24.38	23.38	-4.1%
Average consumer price	Euro	25.93	22.07	21.12	21.47	20.24	18.99	-6.1%

Rental video market

		2008	2009	2010	2011	2012	2013	12/13
<i>Rental video market data includes both store-based rental and physical rent-by-mail operations where relevant.</i>								
Video rental outlets	no.	290	235	200	150			
Rental chains with 10 or more outlets	no.	2	2	2	2			
Consumer level: DVD rental								
Spending on DVD rental	Sfr m	13.6	13.3	8.9	8.5	7.3	6.1	-16.3%
Spending on DVD rental	Euro m	8.5	8.8	6.4	6.9	6.1	5.0	-18.1%
DVD rental transactions	m	2.1	2.1	1.4	1.3	1.2	1.0	-15.9%
Average rental price	Sfr	6.45	6.39	6.39	6.35	6.32	6.29	-0.5%
Average rental price	Euro	4.05	4.21	4.62	5.14	5.25	5.11	-2.6%
Consumer level: BD rental								
Spending on BD rental	Sfr m	0.13	0.54	1.29	2.15	2.86	3.37	18.0%
Spending on BD rental	Euro m	0.08	0.35	0.93	1.74	2.37	2.74	15.5%
BD rental transactions	m	0.02	0.08	0.20	0.34	0.45	0.54	18.6%
Average rental price	Sfr	6.45	6.39	6.39	6.35	6.32	6.29	-0.5%
Average rental price	Euro	4.05	4.21	4.62	5.14	5.25	5.11	-2.6%

Source: IHS/IVF

Population and household figures: IHS Global Insight

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

Note: Consumer level digital video and TVVOD figures may differ from locally published figures due to the application of different definitions.