

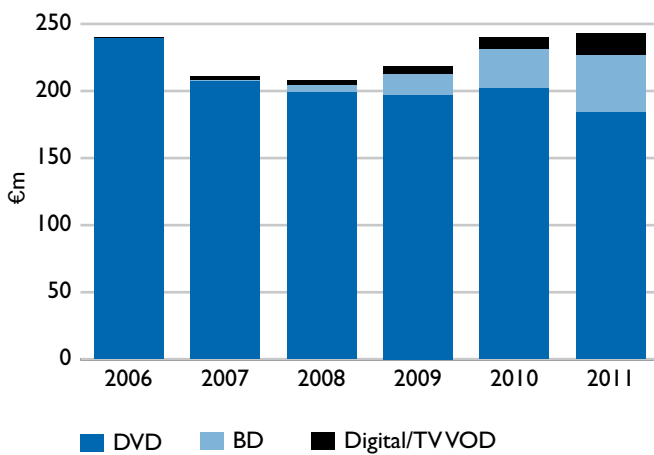
# Switzerland

## Switzerland: key data

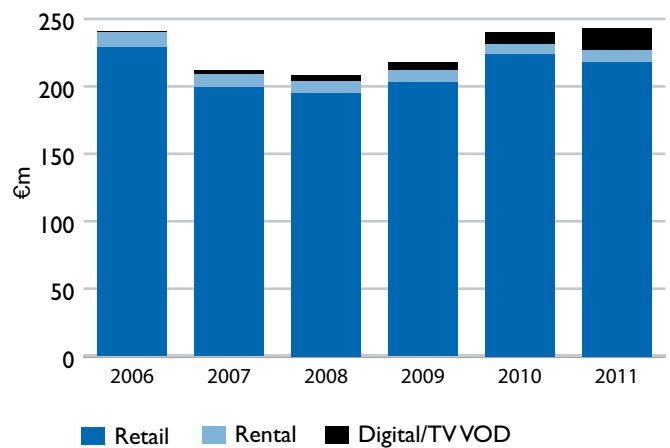
Population	7.6m
TV households	3.4m
DVD Video player/recorder	88.5%
Blu-ray Disc player/recorders penetration	13.3%
<b>Distributor revenues from physical video software</b>	Sfr 212.3m / € 172.1m
Comparison with 2010 (local currency)	-14.4%
DVD/ Blu-ray Disc split	€ 139.4m / € 32.7m
Video software rental/retail split (%)	1 / 99
<b>Consumer spending on physical video software</b>	Sfr 279.6 / € 226.7m
Comparison with 2010 (local currency)	-12.5%
DVD/ Blu-ray Disc split	€183.6m / € 43.1m
Video software rental/retail split (%)	4 / 96
<b>Consumer spending on digital video and TV VOD</b>	Sfr 20.2m / € 16.3m
Comparison with 2010 (local currency)	61.4%
Digital video/TVVOD split (%)	84 / 16



Consumer spending by format



Consumer spending by sector



		2006	2007	2008	2009	2010	2011	10/11
<b>EXCHANGE RATES</b>								
Exchange rate: Euro   =	Sfr	1.57	1.64	1.59	1.51	1.38	1.23	
Exchange rate: \$   =	Sfr	1.25	1.20	1.08	1.09	1.04	0.89	
Exchange rate: \$   =	Euro	0.80	0.73	0.68	0.72	0.75	0.72	
<b>GENERAL</b>								
Population	m	7.5	7.5	7.5	7.6	7.6	7.6	0.4%
Households	m	3.3	3.4	3.4	3.4	3.4	3.4	0.6%
<b>HARDWARE</b>								
TV households	m	3.3	3.3	3.4	3.4	3.4	3.4	0.7%
<b>DVD sector</b>								
DVD Video player/recorder households	m	2.4	2.7	2.8	3.0	3.0	3.0	0.5%
Penetration of TV households	%	74.3	81.5	84.8	88.9	88.7	88.5	
DVD console households	m	0.7	0.7	0.7	0.7	0.7	0.8	4.9%
Penetration of TV households	%	20.6	21.7	20.9	20.5	21.3	22.2	
<b>BD sector</b>								
BD standalone player households	m		0.001	0.026	0.108	0.240	0.456	90.2%
Penetration of TV households	%		0.0	0.8	3.2	7.0	13.3	
PS3 console households	m		0.1	0.1	0.2	0.3	0.4	34.4%
Penetration of TV households	%		1.8	3.9	6.0	8.6	11.5	

Total video software market

		2006	2007	2008	2009	2010	2011	10/11
<b>TRADE LEVEL PHYSICAL VIDEO</b>								
<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	257.0	248.8	241.9	247.4	248.1	212.3	-14.4%
Total revenues from video software	Euro m	163.3	151.4	152.4	163.8	179.3	172.1	-4.0%
Total revenues from retail video	Sfr m	253.2	245.4	239.1	244.3	245.2	209.5	-14.6%
Total revenues from retail video	Euro m	161.0	149.4	150.6	161.7	177.3	169.8	-4.2%
Total revenues from rental video	Sfr m	3.7	3.4	2.9	3.2	2.9	2.9	-0.7%
Total revenues from rental video	Euro m	2.4	2.1	1.8	2.1	2.1	2.3	11.4%

## Video market: Switzerland

		2006	2007	2008	2009	2010	2011	10/11
<b>CONSUMER LEVEL PHYSICAL VIDEO</b>								
<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	377.2	343.0	323.7	320.2	319.5	279.6	-12.5%
Total spending on video software	Euro m	239.7	208.8	203.9	212.0	231.0	226.7	-1.9%
Total spending on retail video	Sfr m	360.5	326.5	310.0	306.4	309.3	268.9	-13.1%
Total spending on retail video	Euro m	229.2	198.7	195.3	202.9	223.6	218.0	-2.5%
Total spending on rental video	Sfr m	16.6	16.5	13.7	13.9	10.2	10.7	4.9%
Total spending on rental video	Euro m	10.6	10.1	8.6	9.2	7.4	8.7	17.6%

		2006	2007	2008	2009	2010	2011	10/11
<b>CONSUMER LEVEL DIGITAL VIDEO</b>								
<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	0.1	0.2	0.5	3.1	483.7%
Total spending on digital video	Euro m	0.0	0.1	0.1	0.1	0.4	2.5	554.6%

		2006	2007	2008	2009	2010	2011	10/11
<b>CONSUMER LEVEL TV VOD</b>								
<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	2.3	4.0	6.8	8.9	12.0	17.0	42.4%
Total spending on TVVOD	Euro m	1.4	2.4	4.3	5.9	8.6	13.8	59.7%

## Retail video market

		2006	2007	2008	2009	2010	2011	10/11
Outlets stocking retail video	no.	822	822	822	822	820	820	
Retail chains with 10 or more outlets	no.	5	5	5	5	5	5	
Kiosks stocking retail video	no.							

		2006	2007	2008	2009	2010	2011	10/11
<b>Trade level: DVD retail</b>								
Revenues from retail DVD	Sfr m	252.9	241.5	231.9	222.6	211.9	170.4	-19.6%
Revenues from retail DVD	Euro m	160.7	147.0	146.1	147.4	153.2	138.2	-9.8%
Retail DVD units shipped to trade	m	14.6	13.9	13.4	13.3	13.0	11.2	-14.2%
Average trade price	Sfr	17.33	17.40	17.30	16.70	16.28	15.27	-6.2%
Average trade price	Euro	11.02	10.59	10.90	11.06	11.77	12.38	5.2%
Number of titles released	no.	2,880	2,784	2,736	3,010	2,880	2,707	

		2006	2007	2008	2009	2010	2011	10/11
<b>Trade level: BD retail</b>								
Revenues from retail BD	Sfr m		2.7	7.2	21.7	33.3	39.0	17.2%
Revenues from retail BD	Euro m		1.6	4.5	14.4	24.1	31.6	31.4%
Retail BD units shipped to trade	m		0.118	0.290	0.8	1.3	2.0	46.0%
Average trade price	Sfr		22.91	24.79	28.48	24.82	19.92	-19.7%
Average trade price	Euro		13.94	15.61	18.85	17.94	16.15	-10.0%
Number of titles released	no.		156	422	1,039	1,440	1,526	

		2006	2007	2008	2009	2010	2011	10/11
<b>Consumer level: DVD retail</b>								
Spending on retail DVD	Sfr m	360.0	324.0	302.2	284.7	270.9	217.9	-19.6%
Spending on retail DVD	Euro m	228.8	197.2	190.4	188.5	195.9	176.7	-9.8%
Retail DVDs sold to consumers	m	14.3	13.6	13.1	13.1	12.8	10.9	-14.4%
Average consumer price	Sfr	25.17	23.82	23.01	21.80	21.20	19.92	-6.0%
Average consumer price	Euro	16.00	14.50	14.50	14.43	15.33	16.15	5.4%

		2006	2007	2008	2009	2010	2011	10/11
<b>Consumer level: BD retail</b>								
Spending on retail BD	Sfr m		1.7	7.8	21.7	38.4	51.0	32.8%
Spending on retail BD	Euro m		1.0	4.9	14.4	27.8	41.3	48.9%
Retail BDs sold to consumers	m		0.041	0.189	0.6	1.3	1.9	46.0%
Average consumer price	Sfr		41.67	41.31	33.50	29.20	26.56	-9.0%
Average consumer price	Euro		25.36	26.02	22.18	21.11	21.53	2.0%

### 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.	300	300	290	290	277	267	
Rental chains with 10 or more outlets	no.	2	2	2	2	2	2	
<b>Trade level: DVD rental</b>								
Revenues from rental DVD	Sfr m	3.7	3.4	2.8	2.7	1.9	1.5	-20.9%
Revenues from rental DVD	Euro m	2.4	2.1	1.8	1.8	1.4	1.2	-11.3%
Rental DVD units shipped to trade	m	0.1	0.1	0.1	0.1	0.1	0.1	8.4%
Average trade price	Sfr	36.05	31.65	29.39	26.33	24.65	17.99	-27.0%
Average trade price	Euro	22.91	19.26	18.51	17.43	17.82	14.59	-18.2%
Number of titles released	no.	432	408	403	444	384	361	
<b>Trade level: BD rental</b>								
Revenues from rental BD	Sfr m		0.002	0.074	0.43	0.97	1.35	39.1%
Revenues from rental BD	Euro m		0.001	0.047	0.28	0.70	1.09	56.0%
Rental BD units shipped to trade	m		0.000	0.003	0.02	0.04	0.07	73.3%
Average trade price	Sfr		22.91	24.79	28.48	24.82	19.92	-19.7%
Average trade price	Euro		13.94	15.61	18.85	17.94	16.15	-10.0%
Number of titles released	no.							
<b>Consumer level: DVD rental</b>								
Spending on DVD rental	Sfr m	16.6	16.5	13.6	13.3	8.9	8.5	-4.1%
Spending on DVD rental	Euro m	10.6	10.0	8.6	8.8	6.4	6.9	7.5%
DVD rental transactions	m	2.6	2.6	2.1	2.1	1.4	1.3	-3.6%
Average rental price	Sfr	6.43	6.45	6.45	6.39	6.39	6.35	-0.5%
Average rental price	Euro	4.09	3.93	4.06	4.23	4.62	5.15	11.6%
<b>Consumer level: BD rental</b>								
Spending on BD rental	Sfr m		0.032	0.131	0.54	1.29	2.15	67.1%
Spending on BD rental	Euro m		0.020	0.082	0.36	0.93	1.74	87.3%
BD rental transactions	m		0.005	0.020	0.08	0.20	0.34	67.9%
Average rental price	Sfr		6.45	6.45	6.39	6.39	6.35	-0.5%
Average rental price	Euro		3.93	4.06	4.23	4.62	5.15	11.6%

Source: IHS Screen Digest/IVF

Population and household figures: IHS Global Insight

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