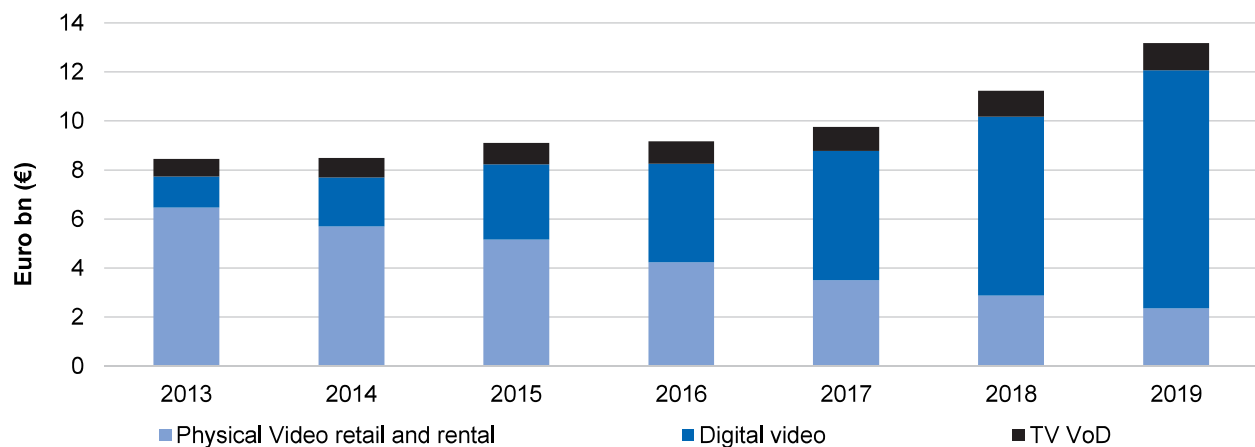


Total Europe

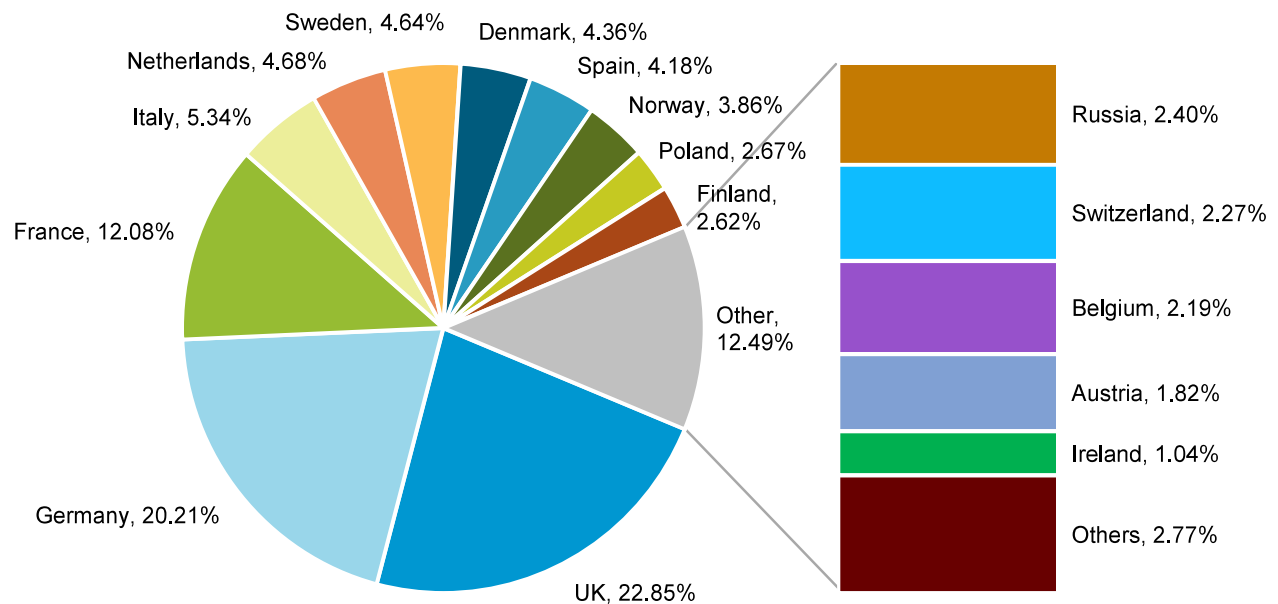
Total Europe key data 2019

Population (m)	633.3	Consumer spending on digital video and TV VoD (€m)	10,947.0
TV households (m)	266.7	Comparison with 2018	29.4%
Consumer spending on physical video software (€m)	2,356.1	Consumer spending on total video (€m)	13,303.1
Comparison with 2018	-18.3%	Comparison with 2018	17.2%

Consumer spending by segment



Total Europe share on total consumer spending on all video by countries



Video market: Europe

	2013	2014	2015	2016	2017	2018	2019	18/19 %
GENERAL								
Population (m)	316.7	319.0	321.3	323.6	325.7	327.7	330.1	0.7%
TV households (m)	117.4	118.4	119.3	120.0	121.2	122.6	123.6	0.9%
DVD Video player/recorder penetration (%)	623.8	624.9	626.1	627.7	629.4	630.9	632.3	0%
OTT Subscriptions (m)	51.7	65.7	87.1	111.0	135.0	161.6	212.1	31.2%

Total video software market

	2013	2014	2015	2016	2017	2018	2019	18/19 %
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include consumption of both physical and digital video</i>								
Total spending on video (EUR m)	8,453.2	8,499.2	9,142.4	9,229.7	9,830.8	11,346.4	13,303.1	17.2%
CONSUMER LEVEL PHYSICAL VIDEO – TOTAL SPENDING								
<i>Total market figures include consumption of legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.</i>								
Physical video rental (EUR m)	662.5	517.6	431.4	295.5	214.8	150.2	115.6	-23.0%
Physical video retail (EUR m)	5,804.8	5,178.1	4,737.7	3,934.4	3,287.6	2,734.8	2,240.4	-18.1%
Physical video software (EUR m)	6,467.3	5,695.7	5,169.1	4,229.9	3,502.5	2,885.0	2,356.1	-18.3%
CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING								
<i>The purchase or rental of films and TV series delivered over the open internet. Digital retail numbers include purchase on content on pay TV set-top-boxes where applicable. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>								
Total retail digital video (EUR m)	349.3	443.2	529.1	577.5	644.2	705.3	733.3	4.0%
Total rental digital video (EUR m)	257.6	319.0	377.4	404.7	441.4	453.8	467.0	2.9%
Total subscription digital video (EUR m)	663.2	1,242.7	2,182.9	3,111.4	4,268.3	6,255.3	8,637.3	38.1%
Total spending on digital video (EUR m)	1,270.1	2,004.8	3,089.3	4,093.6	5,354.0	7,414.4	9,837.7	32.7%
CONSUMER LEVEL PAY TV TRANSACTIONAL VOD – TOTAL SPENDING								
<i>The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services, only on set-top-boxes. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>								
Pay TV TVOD (EUR m)	715.7	798.7	884.0	906.2	974.3	1,047.0	1,109.3	6.0%

Notes: **1)** Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions. **2)** Historical numbers in this section may differ from those published in previous years owing to changes in Omdia methodology. **3)** The current online figures are a snapshot of the market in June 2018. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date. **4)** Total Europe include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Croatia, Czech Republic, Hungary, Poland, Russia, and Slovakia.