

# Audio Visual Entertainment Market

Analyst: Chris Barnes

Source: TNS Worldpanel Entertainment

Data: 52 week ending Mar 02 2008 vs 2007

**Expenditure**  
£ 5.03bn

**0%**

**No. of Units**  
458.2 m

**-1%**

**Average  
Selling Price**  
£10.88

**1%**

## Retail Sector Share ££%

52w/e Mar 03

2007

52w/e Mar 02 2008

|                            | 2007 | 52w/e Mar 02 2008 |
|----------------------------|------|-------------------|
| MUSIC/VIDEO SPECIALIST     | 30.4 | 25.1              |
| SPECIFIED CHAINS/MULTIPLES | 13.1 | 12.9              |
| SUPERMARKETS               | 21.5 | 22.9              |
| MAIL ORDER                 | 3.1  | 2.2               |
| INTERNET                   | 15.9 | 20.0              |
| COMPUTER SOFTWARE SPEC     | 11.6 | 12.8              |
| OTHER OUTLETS              | 4.7  | 4.2               |

52 w/e Mar 02 2007

## Audio Visual Entertainment Market

The total video market is valued at almost £2.2bn, and is steady year-on-year. However the video market is still growing in volume terms (+9% since last year). Volume growth has been driven by New Release Feature Films (+16%). Deep catalogue film (12+ month) has also contributed to overall growth with volume sales increasing by more than 14% and now contributing over 1/3rd of the total video market volume.

The games market has experienced good growth, increasing in value terms by almost 20%. This is driven by existing gamers buying more frequently than last year, as well as new gamers being enticed into the market by the launch of newer games consoles. This will include people entirely new to the gaming market, as well as some lapsed buyers that have been re-invigorated by the new machines.

# Audio Visual Entertainment Market

Analyst: Chris Barnes

Source: TNS Worldpanel Entertainment

Data: 52 week ending Mar 02 2008 vs 2007

## Product Trends

### Computer Games

Winners: Xbox360, PS3, DS and Wii

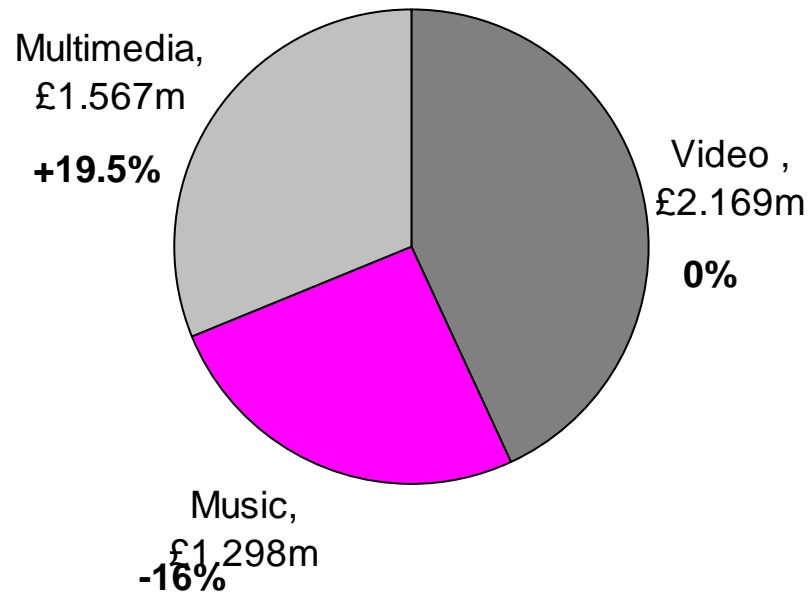
Losers: PS2, Xbox

## Product Trends

### Video & DVD

Winners: New Release Films, Catalogue Films, Action/Adventure Films, Thriller and Drama

Losers: Children's TV, Family Film



## Product Trends

### Music

Winners: Jazz, RnB

Losers: New age, Rock