

Audio Visual Entertainment Market

Analyst: Chris Barnes

Source: TNS Worldpanel Entertainment

Data: 52 week ending Apr 27 2008 vs 2007

Expenditure
£ 5.06bn
2.3%

No. of Units
459.5 m
0.7%

Average Selling Price
£11.01
1.6%

Retail Sector Share ££%

52 w/e Apr 29

2007

52 w/e Apr 27 2008

	2007	52 w/e Apr 27 2008
MUSIC/VIDEO SPECIALIST	29.7	24.8
COMPUTER SOFTWARE SPEC	12.0	12.9
SPECIFIED CHAINS/MULTIPLES	14.7	14.8
SUPERMARKETS	21.5	22.6
MAIL ORDER	3.2	2.1
INTERNET	16.4	20.7
OTHER OUTLETS	2.5	2.1

52 w/e Apr 27 2008

Audio Visual Entertainment Market

The growth of the internet sector as a whole is now beginning to challenge the Supermarkets in terms of spend share of total Entertainment. Although the supermarkets remain strong in Video and DVD, and Music; with Computer Games being an increasing driver of growth, the supermarkets are losing out to online retailers more recently.

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Product Trends

Computer Games

Winners: PS3, DS and Wii

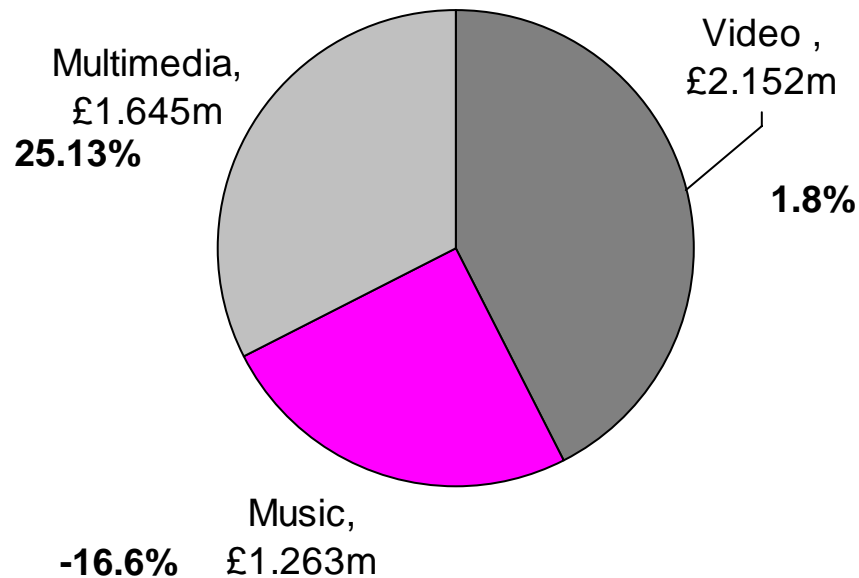
Losers: PS2, PC

Product Trends

Video & DVD

Winners: TV, Family Film, Sports and Fitness

Losers: Children's TV, Children's Animated Films



Music

Winners: Dance & R&B

Losers: Heavy Metal and Classical