



BVA YEARBOOK 2009 NOW AVAILABLE

Although there is no doubt that we are in turbulent economic times, the last year for the video sector has “been an excellent one for the production of high quality content,” according Barbara Follett MP, Minister for Creative Industries writing in the latest British Video Association Yearbook. She goes on to say that “though the sector is not recession proof, the figures demonstrate that people remain enthusiastically interested in audio-visual content.”

The BVA Yearbook 2009 is now available both as a downloadable pdf and a hard copy (with the cost frozen at 2008 prices) from www.bva.org.uk or by calling us on 020 7436 0041.

In addition to the usual detailed pages of market analysis on past years, the BVA 2009 Yearbook gives greater insight into consumers’ interest in high definition and Blu-ray, technology ownership, the growth of digital and portable delivery of content, plus reports on the impact of the credit crunch on the home entertainment industry and a special consumer insight section on the TV genre.

The Yearbook explains that the digital world is now in more homes than ever: Broadband is installed in 67.1% of GB Households and this means more people than ever are accessing home entertainment content through legitimate catch-up TV and download services. 20.2 million people – that’s 42% of the GB population - have used a legitimate streaming/download service in the last three months. The BBC’s iPlayer is the most popular with 29% of the population using it for streaming streaming and 9% using it for downloading but accessing content digitally has not reduced consumption of DVDs and Blu-ray Discs.

Although the digital world is growing, packaged /physical media remains the dominant format. 2009 marked a record year for the British video market with total volumes sold reaching their highest levels ever at 258 million units. High definition discs sold 5.5 million units in 2008 with Blu-ray Disc accounting for 83% of the total - up 316% up on 2007. With well over 1,000 titles now in the market, unquestionably this is no longer a niche format appealing to single young males. This is now a format that is set to play a dominant role in the living rooms of family homes for many years to come.

The BVA Yearbook 2009 also has a special features section including an overview of the BVA secretariat’s work by its Director General, Lavinia Carey, plus articles by the heads of industry organisations such as the Alliance Against IP Theft, BBFC, ERA, FACT, IVF, Industry Trust for IP Awareness, OCC and VSC, giving a flavour of how our trade bodies work together in the interests of our sector.

Please call the BVA on 020 7436 0041 if you have any questions.