



**BRITISH VIDEO ASSOCIATION**

## **NEWS RELEASE**

### **DIGITAL VIDEO INCLUDED IN HOME ENTERTAINMENT MARKET FOR THE FIRST TIME**

**6 May 2010:** In the new BVA Yearbook, published on-line today, the British Video Association looks at how technological developments alter the way people lead their lives, including their leisure habits and preferences. It incorporates, for the first time, digital data on electronic sell-through (EST) and video-on-demand (VoD), with a breakdown by platform. This values the entire home entertainment sector at over £2.5 billion, split between retail at £2.196 billion and rental at £415 million.

The 2010 Yearbook – the statistical analysis of the UK’s most important audiovisual sector - provides comprehensive insights into the impact of new and evolving delivery channels on the home entertainment market. The purchasing of titles in a digital format – through online and other non-broadcast delivery channels – is beginning to make a contribution to overall transaction volumes and sales. Using data provided by Screen Digest, the 2010 Yearbook estimates that 7.2 million titles were paid for to keep in 2009, up 40 per cent on 2008 figures and worth £29 million to the industry.

Writing in the Foreword, Luke Johnson, former chairman of Channel 4, says, “Underlying the entire industry is the resilient demand for video entertainment in all its forms – via sell-through DVD, rental, online, broadcast, and in cinemas. The public’s appetite for long-form drama and comedy remains undimmed.”

As well as the usual in-depth analysis and commentary on all the main genres – Feature Film, Children’s, Music, Sport & Fitness, TV - there is a special consumer insight section on the Specialist and Live Comedy genre and greater insight into consumers’ interest in acquiring the latest generation of high definition content with Blu-ray and its growth in household penetration. There is also research into video buying behaviour as a result of the credit crunch.

As part of a more general overview of the industry, the Yearbook explores the hardware market by category, technology intentions and ownership, the development of 3D and leisure spending in the digital arena, including data on pay-per-view and video-on-demand.

For the first time, the 2010 Yearbook includes a brand new, comprehensive Industry Directory, listing contact details for all the major distributors, retailers, industry bodies, marketing, print media and PR agencies, cinema exhibitors and screening rooms and creative services in the home entertainment sector.

Commenting on the publication of the 2010 Yearbook, Lavinia Carey, Director General of the British Video Association, says, “The British Video Association is delighted to celebrate its 30th anniversary with a new look to our Yearbook. Our commitment to champion existing and new ways that people can enjoy video content is at the forefront of our work and our consumer research.”

The BVA Yearbook is now available to buy online at [www.bva.org.uk](http://www.bva.org.uk).

**Ends**

**Notes to Editors:**

- The BVA 30<sup>th</sup> Anniversary Yearbook is now available, exclusively from the BVA's website at £249. A hardcopy of this essential guide to the industry can be purchased for £149 from next week. All orders can be made online at [www.bva.org.uk](http://www.bva.org.uk) or by calling the BVA on 020 7436 0041.
- For further information and pictures please contact the BVA press office on 020 7618 9116 or e-mail [bva@luther.co.uk](mailto:bva@luther.co.uk).
- The BVA was established in 1980 as the trade body that represents the interests of publishers and rights owners of video home entertainment and represents more than 90% of all the video distributors in the UK.
- Please note that 'video' encompasses the home entertainment industry as a whole – from packaged media such as DVD and Blu-ray Discs through to online services. The industry releases about 8,000 titles a year and the BVA champions all content delivery channels.