

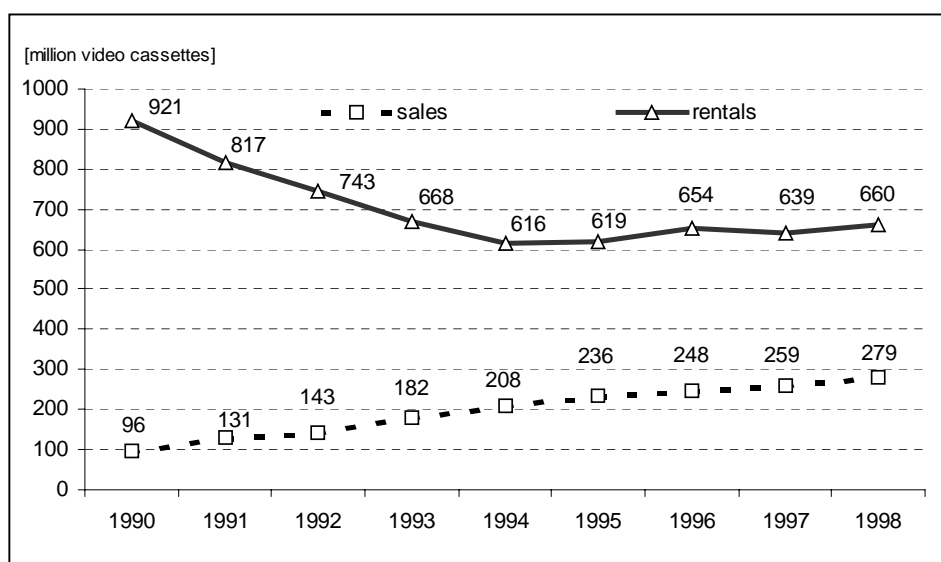
# Audiovisual Services

## *Video cassette and DVD disc sales increase while video rental decrease*

*Richard Deiss*

### Trends 1990-1998

- The number of videocassettes sold in the EU-15 has increased nearly threefold since 1990, while the rentals of videocassettes have decreased by 28% during the same period.
- The turnover (sales and rentals) in EU-15 rose from 3.6 bn ECU in 1990 to 5.5 bn ECU in 1998.
- In 1998 two thirds of the in EU 15 turnover came from sales, while in 1990 two thirds came from rentals.
- As regards turnover, rentals of videocassettes are, however, still dominating in the United States and Japan.
- While the number of outlets selling videos increased, the number of rental outlets declined between 1990 and 1996 from 40 thousand to 24 thousand or 40 %.



*Video sales: EU-15 estimated, original data excluding Greece in 1990 to 1993, excluding Austria in 1996 and excluding Luxembourg in 1994 to 1998*

*Video rentals: EU-15 estimated, original data excluding Greece in 1990 to 1992, excluding Portugal in 1990 and 1991, excluding Luxembourg in 1994 and 1995, excluding Italy in 1998*

*Figure 1: Number of video cassettes sold and rented in 1990 compared to 1998 in the EU-15, source: Eurostat-AUVIS database*

## Statistics in focus

### INDUSTRY, TRADE AND SERVICES

THEME 4 – 3/2001

#### SECTORIAL PROFILES

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## High VCR penetration rates in the UK and the Nordic countries

Since the introduction of the VHS format and when videocassette recorders (VCR) became affordable in the early eighties, the number of VCR households has grown steadily. In most countries the penetration has increased rapidly between 1980 and 1995. As a result of market saturation growth of penetration slowed down after 1995.

Nearly 97% of EU households were in 1998 equipped with a TV set, while about 70% of EU households had a video player.

Several large companies announced the DVD (digital versatile disc) standard in November 1995. In 1998 only few households owned a DVD player: 229 thousand, or 0.15% of all EU households. According to Screen Digest, 1.1 million DVD players were sold in Western Europe in 1999, so that the share of DVD households had risen to 0.9%.

1998	Total population (1000)	Private Households (1000)	TV Households		VCR Households		DVD Households		
			(1000)	(%)	(1000)	(%)	(1000)	(%)	
EU-15	374 584	150 821	145 956	97	104 798	69	230	1326.9	0.9
EUR-11	290 841	116 114	112 342	97	77 566	67	183	975.1	0.8
B (2,3)	10 192	4 185	4 042	97	2 857	68	7	54.6	1.3
DK	5 295	2 407	2 357	98	1 791	74	10	28.1	1.2
D	82 057	37 532	37 007	99	24 208	64	40	239.5	0.6
EL	10 511	3 700	3 663	99	1 385	37	3	15.4	0.4
E(3)	39 348	12 084	11 951	99	8 397	69	40	125	1.0
F	58 728	23 500	21 996	94	17 061	73	60	360	1.5
IRL	3 694	1 231	1 175	95	844	69	1	7.7	0.6
I	57 563	21 815	21 149	97	13 489	62	17	76.5	0.4
L	424	164	162	99	117	71			
NL (3)	15 654	6 692	6 558	98	4 629	69	10	68.9	1.0
A	8 075	3 209	3 032	94	2 340	73	2	17.3	0.5
P (1)	9 957	3 375	3 037	90	1 973	58	4	12.5	0.4
FIN	5 147	2 326	2 233	96	1 651	71	3	13.1	0.6
S	8 848	4 118	3 994	97	3 418	83	6	30.9	0.8
UK (3)	59 090	24 482	23 600	96	20 638	84	27	277.4	1.1
Iceland	272	98	98	100	80	82	1	1.7	1.7
Norway(1,2)	4 418	1 913	1 881	98	1 423	74	3	22.7	1.2
Switzerland(1)	7 096	3 072	2 653	86	2 037	66	6	50.7	1.7

(1) Number of private households, data source: The European Video Yearbook 2000/2001

(2) Number of TV households, data source: The European Video Yearbook 2000/2001

(3) Number of VCR households, data source: The European Video Yearbook 2000/2001

Number of DVD households, data source: The European Video Yearbook 2000/2001

Table 1: Household penetration: Number of VCR, TV and DVD households, source: Eurostat, AUVIS database and Screen Digest

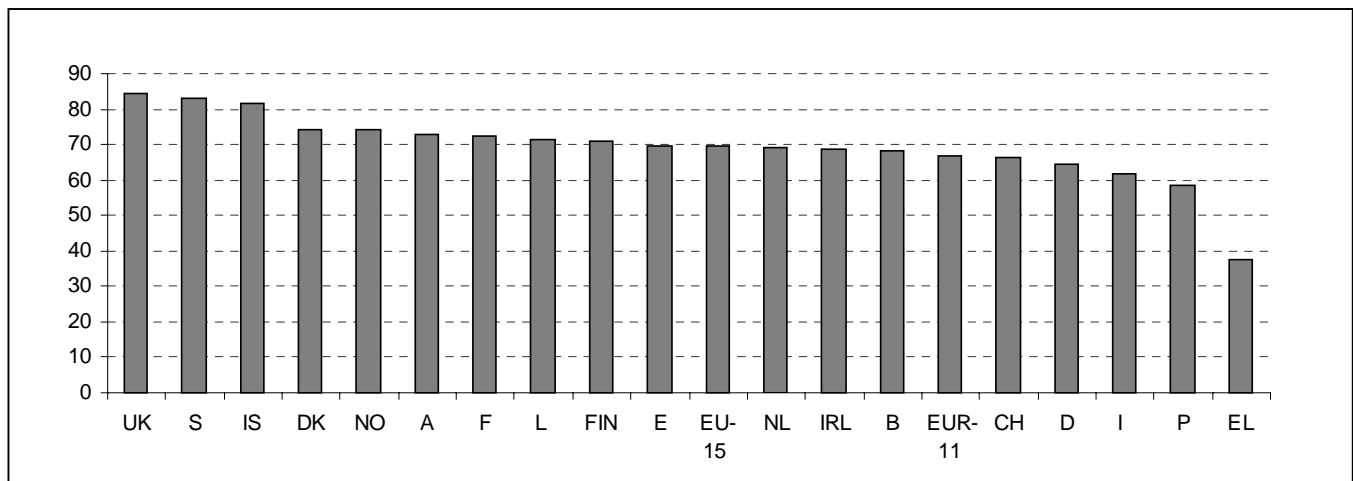


Figure 2: % of households owning a VCR, source: Eurostat, AUVIS database

The United Kingdom, Sweden and Iceland have the highest penetration of VCRs, exceeding 80% of households. Denmark, Norway, France, Austria and Luxembourg are other countries with high rates. On the other end of the scale, just 37% of the Greek and 58% of the Portuguese households have VCRs.

As the DVD market is just emerging, it may be too early to draw any further conclusions than to notice that France, Belgium and Denmark had relatively high household penetration rates in 1999. Iceland and Switzerland were the European countries with the highest share of households owning a DVD player (over 1.7%).

## Video and motion pictures production and distribution market: 180 000 persons employed in 35 000 enterprises

The motion picture and video activities sector (NACE Rev. 1 92.1) relates to the production and the distribution.

There are 180 thousand persons employed in motion picture and video activities in the EU-15 of which nearly 42 thousand in France and over 34 thousand in the UK.

There are 35 thousand enterprises in this sector in the EU-15, of which one fifth based in Germany and one sixth in France.

The average number of persons employed per enterprise for EU-15 (excluding Ireland, Germany and UK) in Motion picture and video activities is 5.

### Decrease in renting stores and increase in selling stores

There has been a decline of 40% in the number of rental outlets in the nineties: from 40 thousand in 1990 to 24 thousand in 1996. During the same time, the number of outlets selling videos has increased significantly in most countries.

While there were more outlets renting than selling videos in 1990 in 1996 there were nearly twice as many outlets selling as renting videos.

One exception was Iceland with more than 5 times as many rental stores than selling stores, which is reflected in the spend on rentals per capita.

### Big differences in outlet density among EU Member States.

Sweden has the highest number of outlets selling videos per 100 000 inhabitants (56.5), followed by Ireland (44.7) and Denmark (34.0). The average in the EU-15 is 11.6, lower than in the United States (18.6) and Japan (14.7). On the other side of the scale was Greece with 1.4 shops per 100 000 inhabitants, followed by Portugal (4.4) and Spain (7.8).

Iceland had the highest density of stores renting videos (70.9 outlets per 100 000 inhabitants). In the EU-15, Denmark is highest (38.2), followed by Ireland (29.8) and Finland (19.4). France is lowest with just 1.5 outlets per 100 000 inhabitants renting videos.

The opening hours for video shops in some countries follow the other shops: Monday to Saturday, no rental on a Sunday or during the evening.

	Year	Number of enterprises	Number of persons employed	Persons employed per enterprise
EU-15 (1)	:	35 000	180 000	5.1
B (2)	1997	402	2 667	6.6
DK	1997	1 101	4 331	3.9
D	1997	7 151	30 000	4.2
EL	1995	316	2 065	6.5
E	1997	3 427	19 301	5.6
F	1997	5 472	41 649	7.6
IRL	:	:	:	:
I	1996	3 559	14 944	4.2
L (2)	1998	114	298	2.6
NL	1992	2 790	9 380	3.4
A	1991	507	2 309	4.6
P	1995	657	2 947	4.5
FIN	1997	537	1 614	3.0
S	1998	2 001	5 947	3.0
UK (2)	1998	:	34 310	:

(1) Estimate

(2) Number of employees

Table 2: Number of enterprises and persons employed in the Motion picture and video activities sector (NACE Rev. 1 92.1), source: Eurostat, AUVIS database

	Number of outlets selling videos		Number of outlets renting videos	
	(per 100 000 inhabitants)	(per 100 000 inhabitants)	(per 100 000 inhabitants)	(per 100 000 inhabitants)
EU-15 (2)(4)	43.5	11.6	24.1	6.4
EUR-11 (2)(4)	31.8	10.9	16.4	5.6
B (1)	1.9	18.6	0.7	6.9
DK	1.8	34.0	2.0	38.2
D (5)	10.0	12.2	5.6	6.8
EL (1)	0.2	1.4	0.5	5.0
E	3.1	7.8	4.6	11.7
F (1)	5.0	8.5	0.9	1.5
IRL	1.7	44.7	1.1	29.8
I	5.0	8.7	2.5	4.3
L (2)	:	:	0.0	3.8
NL	2.5	16.0	1.3	8.0
A	0.8	9.3	0.4	4.3
P	0.4	4.4	0.8	7.9
FIN (1)	1.5	29.1	1.0	19.4
S (1)	5.0	56.5	0.6	6.8
UK	4.8	8.0	4.3	7.3
Iceland (6)	0.0	12.8	0.2	70.9
Norway	1.8	39.6	0.5	10.6
Switzerland (1)	1.4	19.7	0.4	4.9
Canada (3)	6.2	20.4	8.0	26.3
United States (3)	50.0	18.6	27.9	10.4
Japan (2)(6)	18.5	14.7	10.0	7.9
Australia (2)(6)	2.2	11.6	2.5	13.3

(1) Reference year 1997

(2) Reference year 1996

(3) Reference year 1995

(4) Outlets selling videos, excluding Luxembourg

(5) Outlets selling videos reference year 1997

(6) Outlets selling videos reference year 1995

Table 3: Number of outlets renting or selling videos in 1998, source: Eurostat, AUVIS database

Web shops, like the amazon.com or bn.com, are new competitors to the traditional shops, with 24 hours/all days availability. Cable and satellite television also compete with the video sector.

## EU-15 citizens spend more per capita on buying than renting videocassettes

The value of the total video market (sales + rentals of pre-recorded video cassettes) of the EU-15 in 1998 was 5.5 bn ECU, which is only one third of the size of the US market with the turnover from pre-recorded videos (cassettes or discs) sales and rentals of 16.1 bn ECU. The value of the Japanese video market in 1998 was 4 bn ECU.

In 1990, rental of videocassettes dominated in the EU-15 (63%), the United States (71%) and Japan (79%). In 1998 the situation changed, most significantly in EU-15, as sales dominated with two thirds of the turnover. In the USA, the sales increased threefold, while the rentals expanding 30%, the share of sales in the total video market thus reaching 47%. In Japan, the sales of videocassettes also increased threefold, but rentals still dominated with two thirds of the total video market.

71% of the total turnover in the EU-15 came from three Member States: United Kingdom (1.4 bn ECU from sales and 0.6 bn ECU from rentals), France (0.8 bn ECU and 0.2 bn ECU) and Germany (0.5 bn ECU and 0.4 bn ECU).

If comparing the turnover per capita, the disparities are significant.

Sales of video cassettes per capita reached 9.6 ECU in the EU-15, which was one third of the sales per capita in the United States, but at the same level as Japan. Among the EU Member States, only the UK (23.5 ECU per head) reaches with the United States' spend on buying videocassettes. Second was Denmark with 19 ECU per head. The lowest spend on video sales were recorded in Greece, Italy and Portugal (0.6 ECU, 2.5 ECU and 3.3 ECU per head).

The EU-15 citizens spend half as much (5.0 ECU per capita) on renting videocassettes than on buying. The average American spends similar amounts on renting and buying (32 ECU and 28 ECU per head respectively). No other country spends more on video rentals per capita than Iceland (33.6 ECU), which also can explain the relatively high number of outlets renting videos. The two Member States with the highest number of outlets renting videos also had the highest spend on renting video cassettes per capita: Ireland (20.9 ECU) and Denmark (13.9 ECU). Greeks, Italians and Portuguese spend only little on video rentals.

	Sales (ECU per capita)		Rentals (ECU per capita)	
	(million ECU)		(million ECU)	
EU-15 (1)	3 601	9.6	1 867	5.0
EUR-11	2 019	6.9	1 057	3.6
B	106	10.4	64	6.3
DK	102	19.3	74	13.9
D	494	6.0	366	4.5
EL	7	0.6	12	1.2
E	178	4.5	132	3.3
F	805	13.7	201	3.4
IRL	37	10.0	77	20.9
I	144	2.5	51	0.9
L (2)	3	7.3	1	3.3
NL	117	7.5	99	6.3
A	57	7.0	31	3.8
P	33	3.3	12	1.2
FIN	45	8.8	24	4.7
S	84	9.5	78	8.9
UK	1 390	23.5	646	10.9
Iceland	4	15.2	9	33.6
Norway	47	10.6	53	12.1
Switzerland (2)	55	7.8	30	4.2
Canada	567	18.6	647	21.3
United States	7 531	28.0	8 593	31.9
Japan	1 359	10.8	2 625	20.8
Australia	179	9.5	522	27.7

(1) Estimated, using Luxembourg 1997

(2) Turnover: Reference year 1997

Table 4: Turnover from pre-recorded videos (cassettes or discs) sales and rentals in 1998, source: Eurostat, AUVIS database

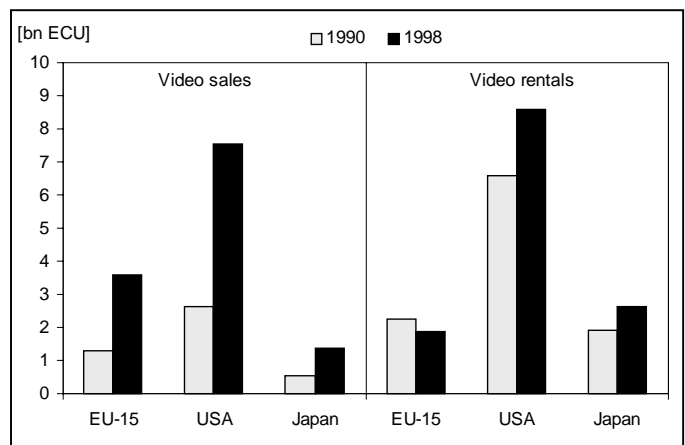


Figure 3: Turnovers from pre-recorded videos (cassettes or discs) sales and rentals in 1990 compared to 1998, source: Eurostat, AUVIS database

Year	EU-15				USA				Japan			
	Total (bn ECU)	Sales (bn ECU)	Rentals (bn ECU)	Sales in total (%)	Total (bn ECU)	Sales (bn ECU)	Rentals (bn ECU)	Sales in total (%)	Total (bn ECU)	Sales (bn ECU)	Rentals (bn ECU)	Sales in total (%)
1990	3.6	1.3	2.3	37	9.2	2.6	6.6	29	2.4	0.5	1.9	21
1998	5.5	3.6	1.9	66	16.1	7.5	8.6	47	4.0	1.4	2.6	34

Table 5: Turnover from pre-recorded videos (cassettes or discs) sales and rentals, source: Eurostat, AUVIS database

## Sales of video cassettes soaring

Nearly 280 million videocassettes were sold in the EU-15 in 1998, of which 100 million (or 36% of the EU-15) in the UK. Despite a relatively large share of the EU-15 sales, the British video sales per VCR household were almost half as high as the Americans': 4.8 cassettes against 8.3. In the EU-15, the average purchases were just 2.7 cassettes per VCR household.

The market for selling videocassettes in the EU-15 has increased nearly threefold since 1990, while the rentals of videocassettes have decreased 28% during the same period. The situation is similar in the United States. The sales increased threefold in the United States, while rentals decreased 17%. In Japan, sales doubled during the same period, but Japanese VCR owners only buy one videocassette per year, on average. In Japan, rentals still play a dominant role, as the number of videocassettes rented increased to 849 million (+15%) from 1990 to 1998, i.e. the average Japanese VCR household rent a video 23 times per year.

The average EU-15 VCR household rents a videocassette 6.1 times per year. Video cassette rental is nearly seven times as popular in the US VCR households: 40.9 times per year. Among the EU Member States, only Ireland shows high levels of video rentals: 34.2 rentals per video household and year. Denmark was second with 12.3 rentals per VCR household per year. It was popular to rent videos in Iceland, Canada and Australia (33.8, 26.1 and 26.0 rentals per year and VCR household respectively).

### Cheaper to rent a video cassette in the EU-15 than in the United States

The average price per videocassette sold in the EU-15 was 12.5 ECU in 1998. The average sales price was much higher in Japan, 32.4 ECU, which may explain the relatively low sales figures. The average sales price in the United States was 14% lower than the average EU-15 price: 10.7 ECU.

On the other hand the average rental price for a videocassette in the EU-15 was 20% lower than in the United States (2.0 ECU versus 2.5 ECU).

	Sales		Rentals	
	number of (million)	per VCR household	number of (million)	per VCR household
EU-15 (1,2)	278.6	2.7	638.9	6.1
EUR-11 (1)	165.7	2.1	429.0	5.5
B	7.9	2.8	23.5	8.2
DK	6.2	3.5	22.1	12.3
D	43.0	1.8	159.0	6.6
EL	0.5	0.4	10.2	7.3
E	16.0	1.9	73.3	8.7
F	52.0	3.0	73.1	4.3
IRL	3.0	3.5	28.9	34.2
I (1)	17.7	1.3	38.9	2.9
L (3)	0.1	1.2	0.6	5.0
NL	9.5	2.1	35.0	7.6
A	4.4	1.9	11.3	4.8
P	8.5	4.3	7.2	3.6
FIN	3.8	2.3	9.0	5.5
S	6.3	1.8	20.8	6.1
UK	100.0	4.8	186.0	9.0
Iceland	0.2	2.5	2.7	33.8
Norway	3.0	2.1	17.0	11.9
Switzerland (4)	4.1	2.0	8.2	4.0
Canada	49.4	4.8	269.3	26.1
United States	700.9	8.3	3 440.7	40.9
Japan	42.0	1.1	848.5	22.8
Australia	12.8	2.1	160.4	26.0

(1) Reference year 1997 for rentals

(2) For sales data is estimated, excluding Luxembourg

(3) Reference year 1993 for sales

(4) Reference year 1997

Table 6: Number of videocassettes sold and rented in 1998, source: Eurostat, AUVIS database

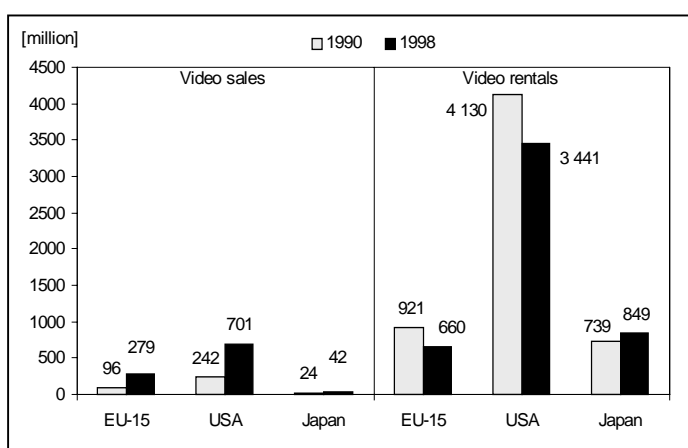


Figure 4: Number of video cassettes sold and rented in 1990 compared to 1998, source: Eurostat, AUVIS database

## 14,5 million DVD discs sold in 1999

The DVD market is expected to expand strongly in the future:

- The DVD drives will be considered as standard equipment on PCs.
- The launch of PlayStation 2 (a game console including DVD) will most likely encourage the development of the DVD market, as Sony will produce more than one million units for the European countries before the end of 2001.
- Increased competition from new manufacturers entering the European market will lead to decreased retail prices on players and will boost sales in the lower market segments.

In 1999, 1,3 million EU-15 households owned a DVD player.

The European DVD households bought 14,5 million discs in 1999 generated a total turnover of 296 million EURO. Compared to 1998, the revenues increased sixfold, confirming the big potential for growth of this new technology. 77% of the total turnover came from three countries: France, Germany and the United Kingdom.

It can be noticed that DVD households are more active in buying DVD discs than VCR households buying video cassettes (with only 2.7 video cassettes sold per VCR household). It is surprising regarding to the fact that the DVD disc is in average twice as expensive as the video cassette.

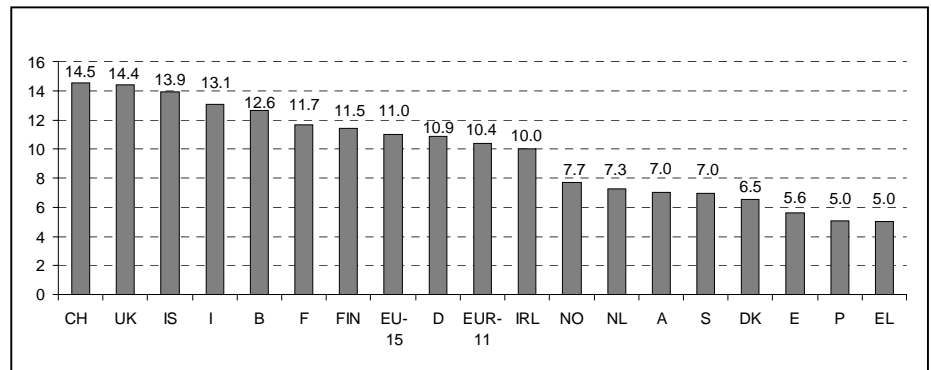


Figure 5: Number of DVD discs sold per DVD household, source: Screen Digest: The European Video Yearbook 2000/2001

1998/1999	Revenues from DVD software (million EURO)		Number of DVD discs sold (1000)		Revenues per DVD household (EURO)		Average price of DVD disc (EURO)		Number of titles released on DVD	
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
EU-15(1)(2)	45.5	295.6	1712	14 576	198	223	27	20	162	610
EUR-11(1)	35.2	206.1	1408	10 100	192	211	25	20		
B	1.3	10.7	67	689	188	196	19	16	272	598
DK	1.9	4.1	60	183	190	146	32	22	96	344
D	11.6	66.5	398	2 600	294	278	29	26	300	1000
EL	0.3	1.7	14	77	91	110	23	22	50	350
E	3.0	10.2	162	700	76	82	19	15	300	441
F	14.0	83.5	550	4 200	233	232	25	20	197	730
IRL	0.2	1.7	5	77	239	221	34	22	142	960
I	2.8	18.4	116	1 000	170	241	24	18	100	500
L	.	.	.	.	.	.	.	.	.	.
NL	1.3	8.2	59	500	131	119	22	16	125	400
A	0.2	2.7	14	121	99	156	16	22	300	1000
P	0.4	1.5	16	63	90	120	23	24	50	350
FIN	0.4	2.7	20	150	129	206	20	18	95	400
S	0.9	4.8	35	216	156	155	26	22	96	500
UK	7.2	78.9	195	4 000	263	284	37	20	142	960
Iceland	0.2	0.5	8	24	333	294	22	21	83	310
Norway	1.2	3.7	43	175	436	163	28	21	96	500
Switzerland	2.3	14.4	51	737	404	284	45	20	300	1000

(1) Excluding Luxembourg

(2) Number of DVD titles released reflects average

Table 7: Key data for DVD market, source: Screen Digest: The European Video Yearbook 2000/2001

Among the EU Member States, English, Italians and the Belgians buy most DVD discs per DVD player household (14.4, 13.1 and 12.6 respectively).

The average number of titles released on DVD per EU country was rather small in 1998 compared to the video cassette

releases: More than 1 000 titles on video, against 162 on DVD.

On average, 610 different titles were released in 1999 per EU country. In the German and English speaking countries the number of titles on DVD even reached the number of titles released on video.

## ➤ ESSENTIAL INFORMATION – METHODOLOGICAL NOTES



This Statistics in Focus (SiF) is based on the annual audiovisual services statistics of the **AUVIS** domain from Eurostat's reference database New Cronos, Theme 4 Industry, Trade and Services. Some additional data were added using Screen Digest as a source.

NACE Rev. 1 92.1 relates to the production and the distribution of video and motion pictures. It excludes renting of tapes to the general public (which is included in 71.40 Renting of personal and household goods).

### **Average price of a DVD disc**

is calculated as: "Revenues from DVD software"/"Number of DVD discs sold".

### **Number of enterprises**

A count of the non-dormant number of enterprises registered to the population concerned in the business statistics register. This variable refers to all enterprises producing either a market or non-market output.

### **Number of employees**

This heading is defined as a count of the number of employees. Employees are defined as all persons who, by agreement, work for another resident institutional unit and receive remuneration.

### **Number of persons employed**

This covers all persons - both employed and self-employed.

### **Outlet**

Video shop selling or renting video cassettes

### **Self-employed person**

Self-employed persons are defined as persons who are the sole owners, or joint owners, of the unincorporated enterprise in which they work.

### **Turnover**

Turnover comprises the totals invoiced by the observation unit during the reference period. This corresponds to market sales of goods or services supplied to third parties.

### **Symbols**

: data not available

**bn** billion (1000 million)

# Further information:

## ➤ Databases

New Cronos  
Domain AUVIS

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