



## **Broadcasters strike oil in their own back yard: TV content fuels growth in the DVD market**

**London, June 23rd 2005:** In the six years since the birth of TV series on DVD, when two episodes of *Star Trek* were released on a single disc, consumers have very quickly taken to paying to own their favourite shows on DVD, according to a new report published by Screen Digest – “*The Outlook for TVDVD.*”

TV DVD is now a massive money spinner for broadcasters and the Hollywood studios and has become a key growth area for the overall video market. Last year in the UK, TVDVD accounted for more than a quarter of all DVD purchases. In the US, the market has grown from next to nothing in 2000 to \$2.8bn in 2004.

Moreover, Screen Digest predicts that the TVDVD market will continue to grow faster than the overall DVD market for years to come.

For the studios, broadcasters and production companies, TVDVD is a windfall, as they have already created and paid for the content. Importantly, the research shows that the TV show and its DVD version are not in competition – rather, they are mutually supportive, with a TV screening almost always boosting subsequent DVD sales.

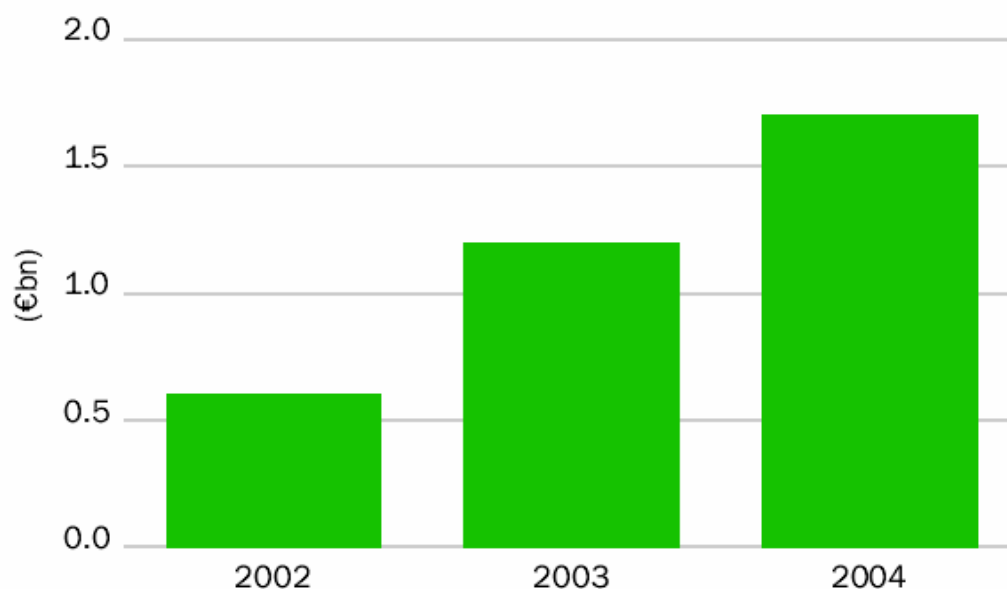
The desire to exploit these newly-discovered assets is affecting all areas of the video industry. Marketability has become a key concern for TV companies, as commissioning editors and producers are starting to factor DVD sales into their production budgets.

Though consumers in France and the UK have long bought television content on video, in the USA and other European territories, the genre is an essentially new idea. The novelty of the concept is already changing the make up of the DVD buying public. Demographic groups which have shown comparatively little interest in feature film titles are now flocking to TVDVD. In the process, new marketing and promotional avenues are opening up, from exhaustive and often expensive *Complete Series* box sets for the die-hard fan, to magazine cover-mount giveaways for the uninitiated.

Helen Davis Jayalath, Senior Analyst for Video at Screen Digest states: “The TVDVD sector is as diverse as the video industry itself, with titles ranging from multi-million sellers like *Friends* or *The Office* to older cult titles aimed at a niche audience. With many titles retailing at higher than average prices, the genre accounted for about 20 per cent of US spending on DVDs last year and over a quarter of British DVD spending. Despite the vast range of titles already available, our research indicates that this sector will continue to outstrip the overall DVD market in terms of growth for the next few years.”

## Western Europe TVDVD revenues 2000-2004

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Source: Screen Digest

### Editors' Notes

The data, forecasts and analysis contained in this press release are taken from the new Screen Digest report: "The outlook for TVDVD: A strategic analysis of the US and European markets" The report is a unique and original analysis of the increasingly significant area of television content on DVD in the USA and Western Europe.

To find out more about this please contact [sales@screendigest.com](mailto:sales@screendigest.com) or call +44 20 7424 2820

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