

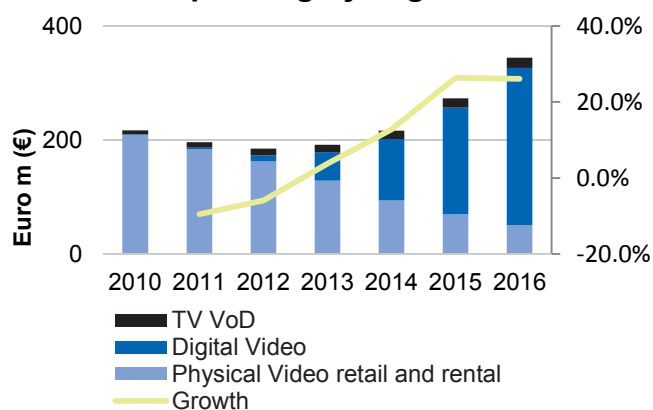
Denmark



Denmark key data

Population	5.7m
TV households	2.3m
Consumer spending on physical video software	€ 50.6m
Comparison with 2015	-27.4%
Consumer spending on digital video and TVVoD	€ 293.9m
Comparison with 2015	44.4%

Consumer spending by segment

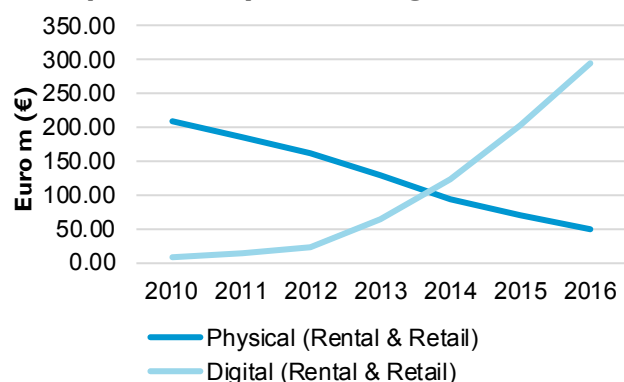


Key players in the market

Physical	Digital
Bilka (Danish Supermarket)	Amazon Prime
CDON.dk	Blockbuster
Coolshop.dk	Canal Digital
dvdcity.dk	C-more
Dvdo.dk	Danishdox.com
Elgiganten	Dansk Filmskat
Føtex (Danish Supermarket)	Dplay
Gucca.dk	DR TV
imusic.dk	Filmstriben
Kvickly (Coop)	Google Play
Læsehesten	HBO
Løvbjerg	iTunes
Rema 1000	Netflix
SuperBrugsen (Coop)	Plejmo.dk
	SF Anytime
	TV2 Play
	Viaplay
	Wao

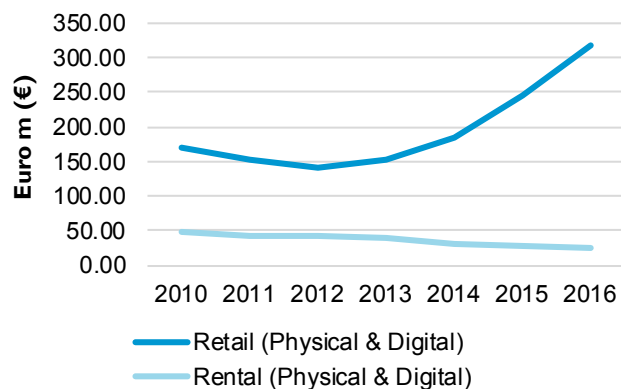
(in alphabetical order)

Comparison Physical vs Digital



See next page for detailed description of Digital Video

Comparison Retail vs Rental



Estimates for the entire digital market including SVoD

Video market: Denmark

		2010	2011	2012	2013	2014	2015	2016	15/16
General									
Population	m	5.6	5.6	5.6	5.6	5.6	5.7	5.7	0.4%
TV households	m	2.2	2.2	2.2	2.3	2.3	2.3	2.3	1.0%
Population Total Europe	m	605.3	606.8	608.1	609.2	610.5	612.2	614.2	0%
TV households Total Europe	m	239.8	242.5	246.5	248.3	250.6	252.6	255.3	1%
Broadband households	m	1.9	1.9	2.0	2.1	2.1	2.2	2.2	2.2%
Nominal GDP	Euro m	243.1	247.8	254.6	258.8	265.3	271.7	276.7	1.9%
Consumer price index (100 in 2010)		100.0	107.8	102.2	106.2	106.8	89.5	89.7	0.2%
Exchange rate EUR/Dmk	1 € = Dmk	7.46	7.46	7.44	7.46	7.46	7.46	7.45	-0.2%
DVD Video player/recorder	%	92.4	91.3	79.7	88.9	76.4	74.3	72.2	-2.8%
Blu-ray Disc player/recorders penetration	%	7.2	13.6	20.5	27.2	29.0	30.3	31.3	3.4%
DVD Video player/recorder Total Europe	%	75.5	76.0	76.7	76.1	73.9	76.4	71.5	-6.5%
Blu-ray Disc player/recorders penetration Total Europe	%	1.4	3.4	7.0	11.5	15.8	19.1	23.2	21.6%

Total video software market

		2010	2011	2012	2013	2014	2015	2016	15/16
CONSUMER LEVEL ALL VIDEO									
<i>Total market figures include consumption of both physical and digital video</i>									
Total spending on video	Dmk m	1,616.9	1,464.1	1,373.9	1,429.4	1,613.2	2,039.3	2,567.1	25.9%
Total spending on video	Euro m	216.9	196.2	184.6	191.6	216.2	273.2	344.5	26.1%
Growth	%		-9.5%	-5.9%	3.8%	12.8%	26.4%	26.1%	
Total spending on video Total Europe	Euro m	9,594.6	9,098.9	8,820.6	8,417.9	8,647.7	9,469.5	9,696.7	2.4%

		2010	2011	2012	2013	2014	2015	2016	15/16
CONSUMER LEVEL PHYSICAL VIDEO									
<i>Total market figures include consumption of legacy formats not broken out separately (eg. VHS, HD-DVD, UMD) where relevant.</i>									
Total spending on physical video software	Dmk m	1,557.8	1,371.9	1,208.6	958.5	699.7	520.3	377.1	-27.5%
Total spending on physical video software	Euro m	208.9	183.9	162.4	128.5	93.8	69.7	50.6	-27.4%
Total spending on physical video software Total Europe	Euro m	8,863.0	8,178.2	7,473.4	6,494.1	5,711.2	5,178.5	4,248.7	-18.0%
Total spending on physical video rental	Dmk m	303.4	255.3	229.1	200.6	130.3	92.4	57.1	-38.2%
Total spending on physical video rental	Euro m	40.7	34.2	30.8	26.9	17.5	12.4	7.7	-38.1%
Total spending on physical video retail	Dmk m	1,254.5	1,116.7	979.6	758.0	569.5	427.8	319.9	-25.2%
Total spending on physical video retail	Euro m	168.3	149.7	131.6	101.6	76.3	57.3	42.9	-25.1%
Total spending on physical video retail Total Europe	Euro m	7,766.5	7,193.4	6,608.1	5,809.6	5,184.1	4,746.6	3,953.8	-16.7%

		2010	2011	2012	2013	2014	2015	2016	15/16
CONSUMER LEVEL DIGITAL VIDEO (OTT)									
<i>The purchase or rental of films and TV series delivered over the open internet through transactional models (also known as EST, DTO, Internet VOD) or on a subscription basis. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>									
Total spending on digital video	Dmk m	9.2	20.7	81.0	376.2	805.2	1,396.7	2,053.2	47.0%
Total spending on digital video	Euro m	1.2	2.8	10.9	50.4	107.9	187.1	275.5	47.3%
Total spending on digital video Total Europe	Euro m	246.9	379.9	706.7	1,227.5	2,125.6	3,360.1	4,452.0	32.5%

		2010	2011	2012	2013	2014	2015	2016	15/16
CONSUMER LEVEL PAY TV TRANSACTIONAL VOD									
<i>The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services. These, paid for at the point of consumption, transactions occur only on set-top-boxes or through online services provided as part of a wider pay TV package to which consumers must subscribe prior to purchase. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>									
Total spending on pay TV TVOD	Dmk m	49.8	71.5	84.3	94.6	108.3	122.3	136.8	11.8%
Total spending on pay TV TVOD	Euro m	6.7	9.6	11.3	12.7	14.5	16.4	18.4	12.0%
Total spending on pay TV TVOD Total Europe	Euro m	484.6	540.8	640.5	696.4	811.0	930.9	996.0	7.0%

Note 1: Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions.

Note 2: Historical numbers in this section may differ from those published in previous years owing to changes in IHS methodology.

Note 3: The current online figures are a snapshot of the market in June 2017. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date.

Note 4: Total Europe include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Croatia, Czech Republic, Hungary, Poland, Russia, and Slovakia

Source: IHS Markit