



Analyst Predicts 725% Growth in DVD

<http://www.recordingmedia.org/news/rmonews.html>

LAS VEGAS (January 8, 2002) - In 2001 consumers spent a record-breaking \$16.8 billion buying and renting movies on video, up 21 percent over 2000, and more than twice what they spent on movie tickets (\$8.1 billion). Consumers spent \$4.6 billion on DVDs, 2.4 times more than last year, an increase that put DVD purchases ahead of VHS purchases for the first time despite an installed player base of 25 million DVD households versus a VCR installed player base of 96 million households. Consumer spending on DVD purchases and rental combined were \$6 billion, 2.4 times more than in 2000.

Strong DVD growth also placed home video revenues at nearly three times video game sales (\$6.4 billion) and more than music CDs (\$11.2 billion) and books (\$16.5 billion). The aggregate sales of \$16.8 billion for total video sales include \$10.9 billion in new release revenues and \$5.9 billion in library release revenue.

According to figures compiled by Ernst & Young on behalf of the DVD Entertainment Group, approximately 138 million DVD movies and music video titles shipped in the fourth quarter of 2001, 1.8 times more than the same quarter last year. And, more than 364 million units were shipped in 2001 alone bringing the total number of units shipped since launch to 675 million.

DVD is now in one of every four US homes and has reached this level of market penetration faster than any other consumer electronics product in history. As DVD completes its fifth year in the market, more than 31 million players have been sold to date.

According to figures compiled by the DVD Entertainment Group based on data from the Consumer Electronics Association (CEA), retailers and manufacturers, 16.7 million DVD players were sold to consumers in 2001 representing 1.7 times more than last year. In addition, there are currently more than 54 million DVD playback devices including set top players, DVD-ROM drives and game machines.

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