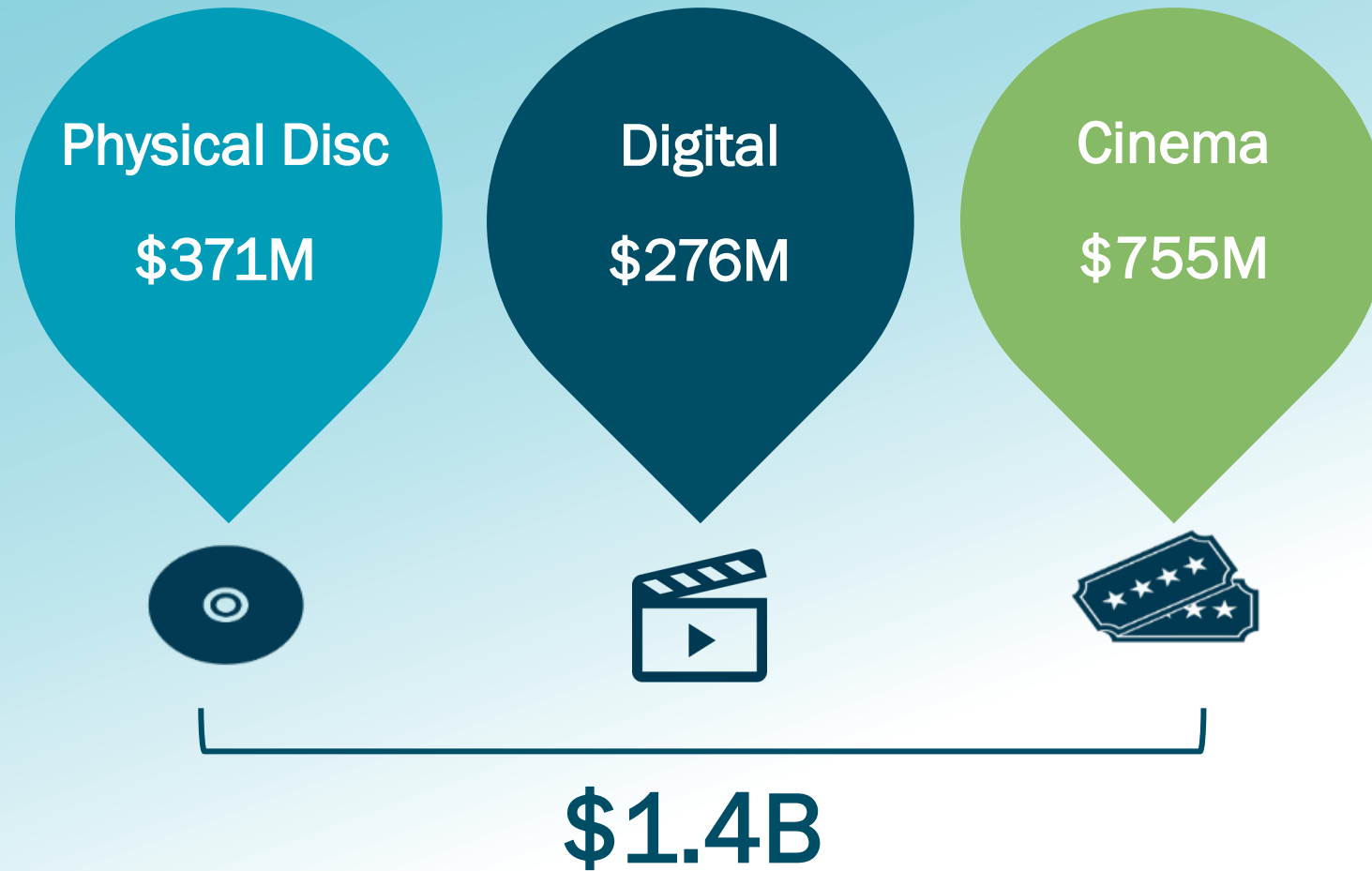


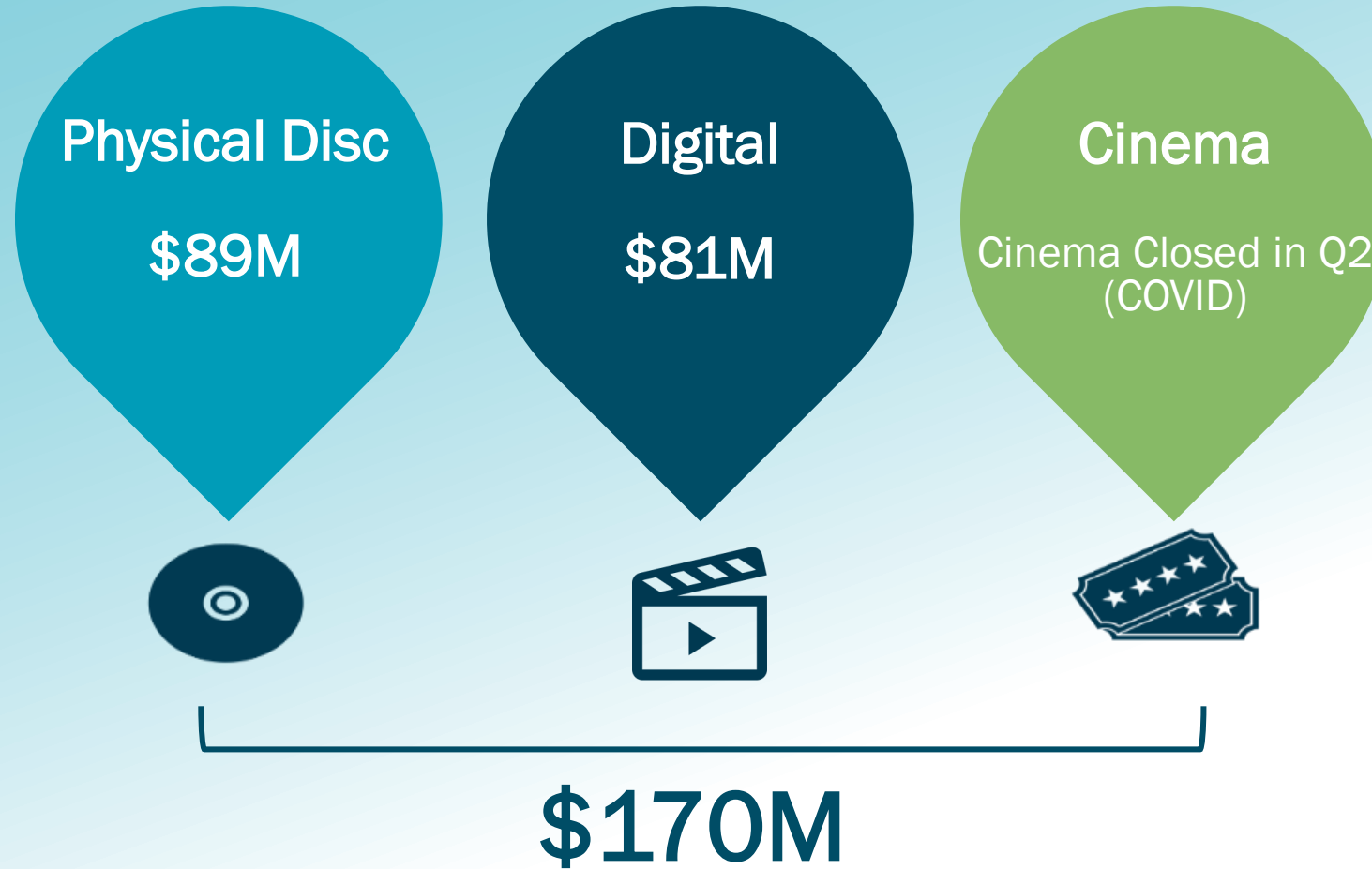


Q2 2020 MARKET REVIEW

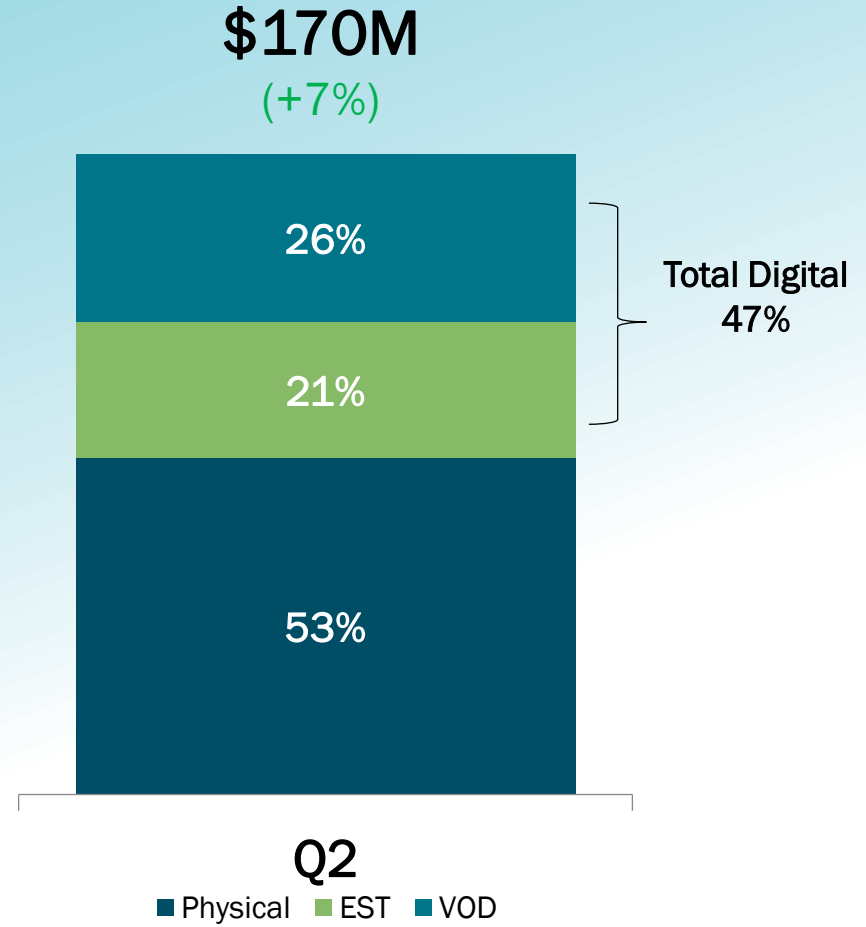
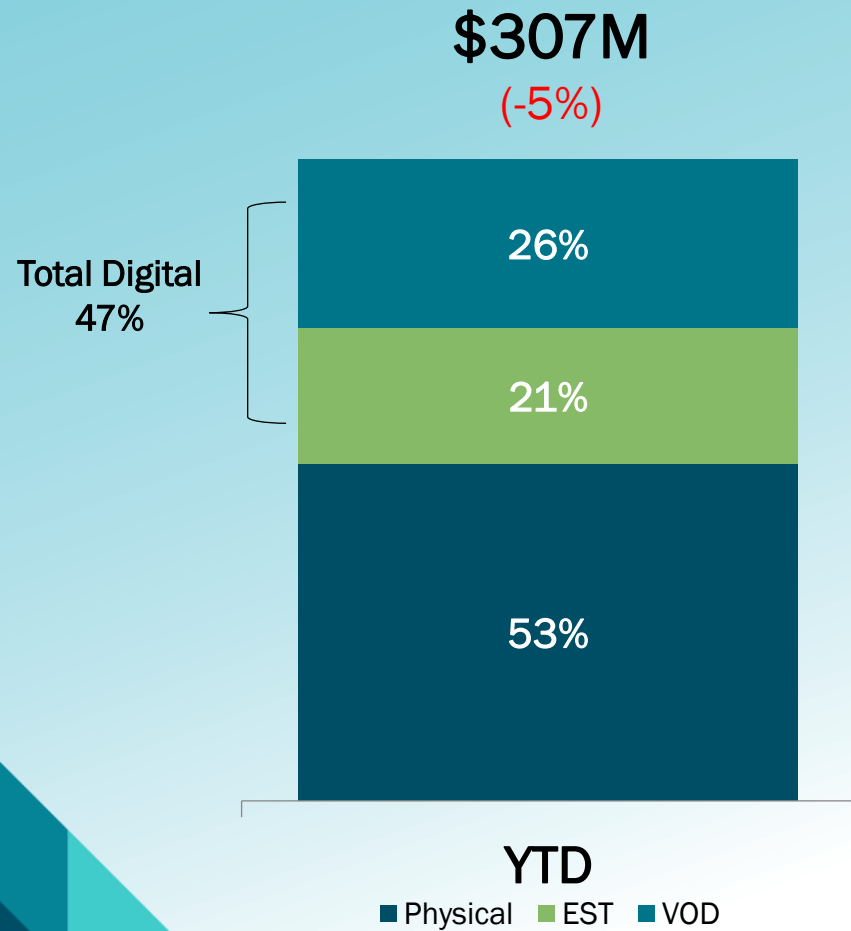
AUSTRALIA ENTERTAINMENT SPEND OVER \$1.4 BILLION MAT



AUSTRALIA ENTERTAINMENT SPEND OVER \$170 MILLION IN Q2



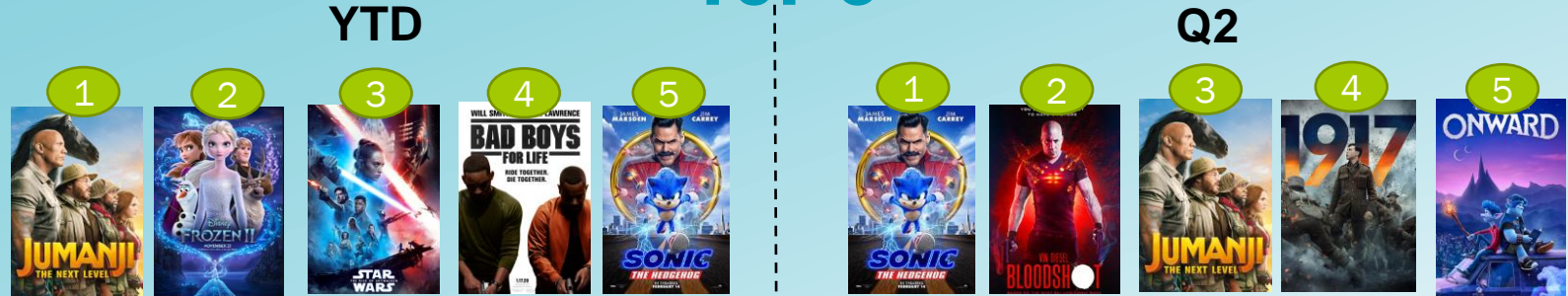
TOTAL HOME ENTERTAINMENT REVENUE CONTINUES TO SHIFT



DIGITAL EST MARKET UPDATE



TOP 5



Note: Title rankings based on GFK Digital Data (Global Accounts Only)

+11%

YTD

\$65M

+22%

Q2

\$36M

EST UPDATE

- EST market has performed strongly during the pandemic, with April (+55%) & May (+29%) in significant growth
- EST Film was driving growth in Q2 (+39%), whilst EST TV experienced a -1% decline
- Industry first Mega Movie Week (EST) executed in May
- Amazon Transactional (EST & VOD Film only) launched in May 2020

DIGITAL EST DISTRIBUTOR UPDATE

EST DISTRIBUTOR UPDATE

- ❑ Please note Fox starting to report under Disney from April 2020
- ❑ Sony, Roadshow, NBCU, Paramount & Defiant all experiencing YTD EST market share growth
- ❑ April were strong EST months for Sony, Roadshow & Paramount

Distributor	YTD Market Share %	YTD Market Share Change (+/-)	APRIL Market Share %	MAY Market Share %	JUNE Market Share %
Disney	18.6%	+3.3%	22.8%	26.5%	26.3%
NBCU	19.5%	+0.6%	20.3%	17.3%	22.1%
Warner	15.5%	-1.4%	13.1%	18.2%	18.4%
Sony	12.8%	+1.1%	20.9%	14.8%	12.2%
Roadshow	7.4%	+1.2%	9.0%	7.4%	6.5%
HBO	6.2%	-1.9%	3.3%	4.3%	4.5%
E1	4.0%	-0.1%	3.0%	3.6%	4.5%
Paramount	3.9%	+0.1%	6.3%	4.7%	4.2%
Madman	1.6%	-0.2%	1.0%	2.9%	1.1%
Defiant	0.3%	+0.1%	0.3%	0.3%	0.3%
Fox*	10.2%	-2.9%	0.0%	0.0%	0.0%

Digital Market Share % = Number of Transactions (Volume)

DIGITAL VOD MARKET UPDATE



TOP 5



Please Note: Title rankings based on GFK Digital Data (Global Accounts Only)

+17%

YTD

\$80M

+35%

Q2

\$45M



VOD UPDATE

- ❑ VOD market has performed strongly during the pandemic, with April (+49%) & May (+43%) in significant growth
- ❑ Amazon Transactional (EST & VOD Film only) launched in May 2020

DIGITAL VOD DISTRIBUTOR UPDATE

VOD DISTRIBUTOR UPDATE

- ❑ Please note Fox starting to report under Disney from April 2020
- ❑ NBCU, Sony, Roadshow, Paramount & E1 all experiencing YTD VOD market share growth

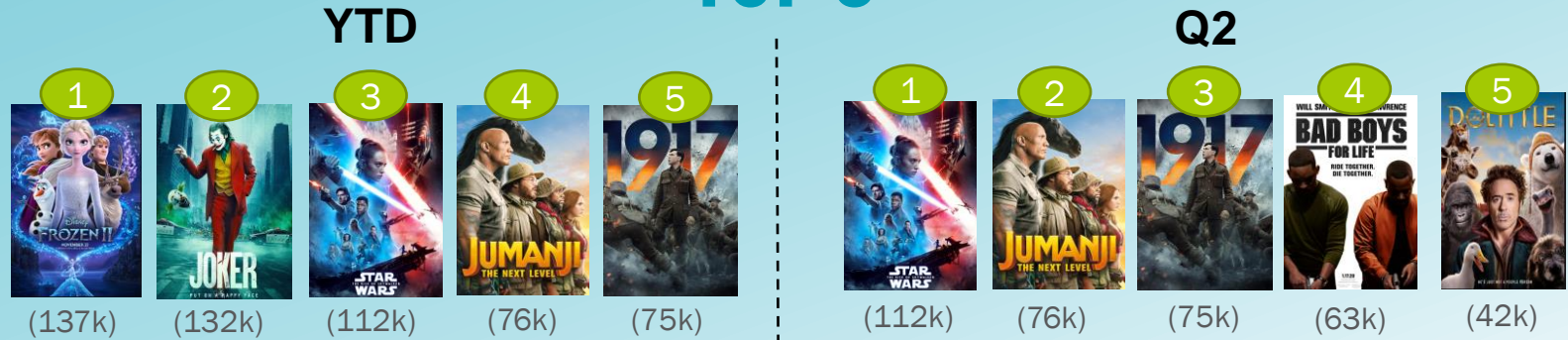
Distributor	YTD Market Share %	YTD Market Share Change (+/-)	APRIL Market Share %	MAY Market Share %	JUNE Market Share %
Disney	16.8%	2.5%	23.3%	21.7%	21.7%
NBCU	16.5%	1.5%	17.4%	17.6%	21.2%
Sony	16.9%	1.0%	17.3%	21.6%	20.6%
Roadshow	13.1%	1.9%	16.3%	13.1%	13.9%
Warner	12.9%	-3.1%	15.3%	10.8%	10.3%
Paramount	7.2%	0.3%	5.4%	10.6%	6.7%
E1	2.9%	0.1%	2.1%	2.4%	3.4%
Madman	2.6%	-0.5%	2.0%	1.6%	1.5%
Defiant	1.4%	-0.1%	0.8%	0.6%	0.8%
Fox*	9.7%	-3.6%	0.0%	0.0%	0.0%

Digital Market Share % = Number of Transactions (Volume)

PHYSICAL MARKET UPDATE



TOP 5



-17%

YTD

\$162.4M

-7%

Q2

\$89.7M

DISC UPDATE

- Overall Q2 performed well Vs. the markets YTD performance. COVID lockdown certainly seeing a positive impact on some of the physical results, despite changes to the timing of New Releases
- TV Catalogue having a stellar Q2 result (+9%), with some strong title performances on Game of Thrones S8, Chernobyl & Supernatural S14

PHYSICAL DISTRIBUTOR UPDATE



PHYSICAL DISTRIBUTOR UPDATE

- ❑ Universal Sony with a strong Film NR slate, capturing 7 out of the top 10 titles in Q2, leading to market share growth
- ❑ 'Star Wars Episode IX' & 'Frozen 2' both generating good Film NR value for Disney in Q2, whilst Disney experienced steeper declines within Film Catalogue
- ❑ Roadshow comping a stronger YOY Film NR slate, leading to steeper declines Vs. the market in Q2
- ❑ 'Parasite' performing exceptionally well for Madman YTD, leading to market share growth

Distributor	YTD Market Share %	YTD Market Share Change (+/-)	YTD Value % Change	Q2 Market Share %	Q2 Market Share Change (+/-)	Q2 Value % Change
Universal Sony <small>(Incl. Paramount)</small>	39.4%	+6.8%	+1%	41.1%	+7.0%	+12%
Disney <small>(Incl. Fox)</small>	22.7%	-6.2%	-35%	22.7%	-4.7%	-23%
Roadshow	22.0%	-4.1%	-30%	20.8%	-5.4%	-26%
Madman	10.4%	+3.0%	+17%	9.9%	+2.3%	+20%
Beyond	1.9%	+0.2%	-4%	2.0%	+0.4%	+16%
Shock	1.9%	0.0%	-14%	1.8%	+0.1%	-2%
Others	1.5%	+0.1%	-8%	1.6%	+0.3%	+16%
Total			-17%			-7%

4K ULTRA HD GENERATING OVER \$4M IN Q2 SALES VALUE

4K ULTRA HD UPDATE

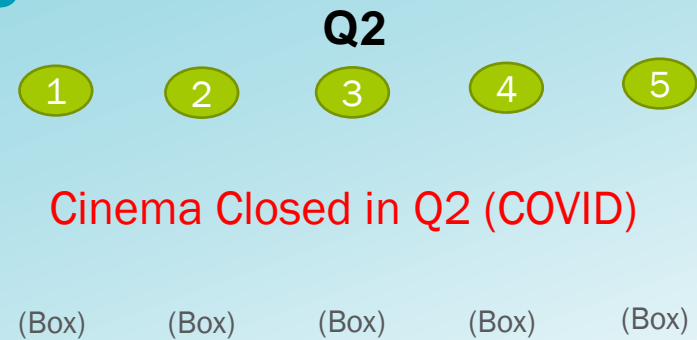
- ❑ The UHD 4K market has performed well in Q2, up +10% YOY
- ❑ May & June were both strong months for the UHD 4k market
- ❑ Star Wars Episode IX (10k) & 1917 (7k) both performing well on UHD 4K in their new release windows within the period



THEATRICAL UPDATE



TOP 5



-69%

\$179M

Theatrical Box Office YTD to June



THEATRICAL UPDATE

- YTD significant declines due to cinema closures across the nation in Q2 due to COVID lockdowns
- Several major theatrical releases have been moved out of year into 2021 (e.g. Mulan, Peter Rabbit 2, Black Widow, Fast & Furious). Expecting a strong pipeline of theatrical content to hit theatres in 2021

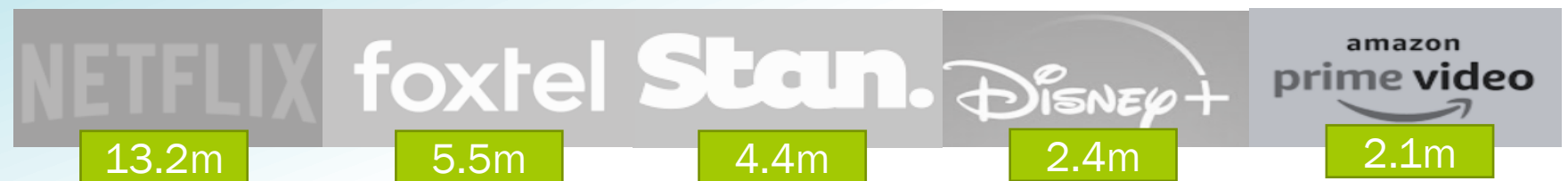
SUBSCRIPTION & PAY TV SERVICES UPDATE

15.74m

Australians had access to some form of pay TV or SVOD service (+12% YOY)

SVOD & PAY TV UPDATE

- ❑ SVOD services have all seen growth in the pandemic, with Netflix, Stan, Amazon Prime Video and Disney+ all recording gains in viewership
- ❑ New Entrants Disney + & Amazon Prime have added significant market share in a short amount of time



CONSUMERS CONTINUE TO ACCESS CONTENT IN MULTIPLE WAYS

WHICH OF THE FOLLOWING HAVE YOU WATCHED IN THE LAST MONTH : Q1, 2020

