



Q3 MARKET REVIEW

Market Executive Summary

Total Physical & Digital Transactional Home Entertainment Market generating **\$588M** in sales value (MAT to Sep 2020)

Physical & Digital Transactional Markets both experiencing declines in Q3 due to significantly softer **New Release Slate**

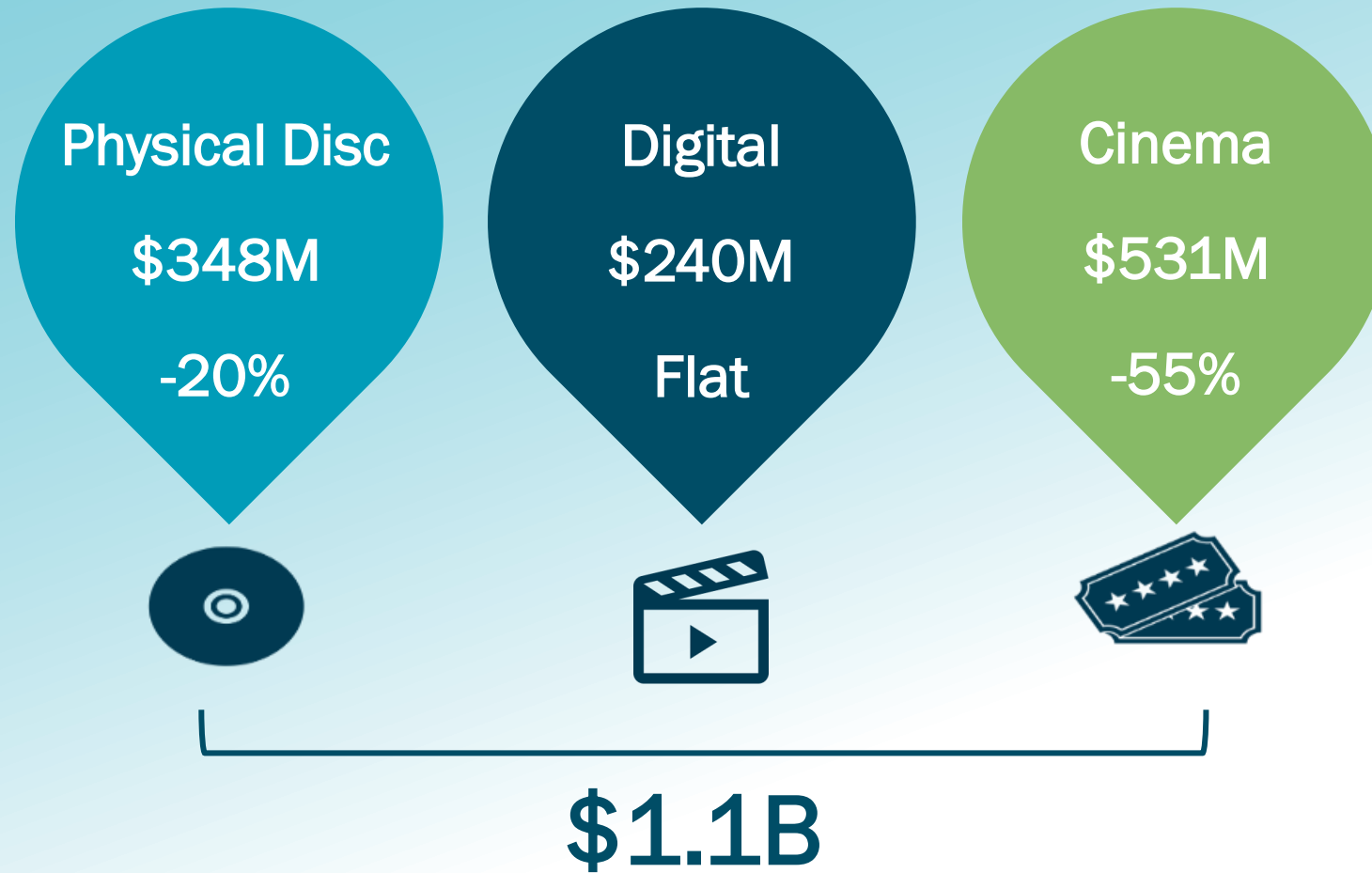
YTD growth for both digital **EST (+1.9%)** & **VOD (+5.4%)**

Physical TV **+1%** & Film Catalogue **-8%** performing ahead of the overall market decline in Q3.

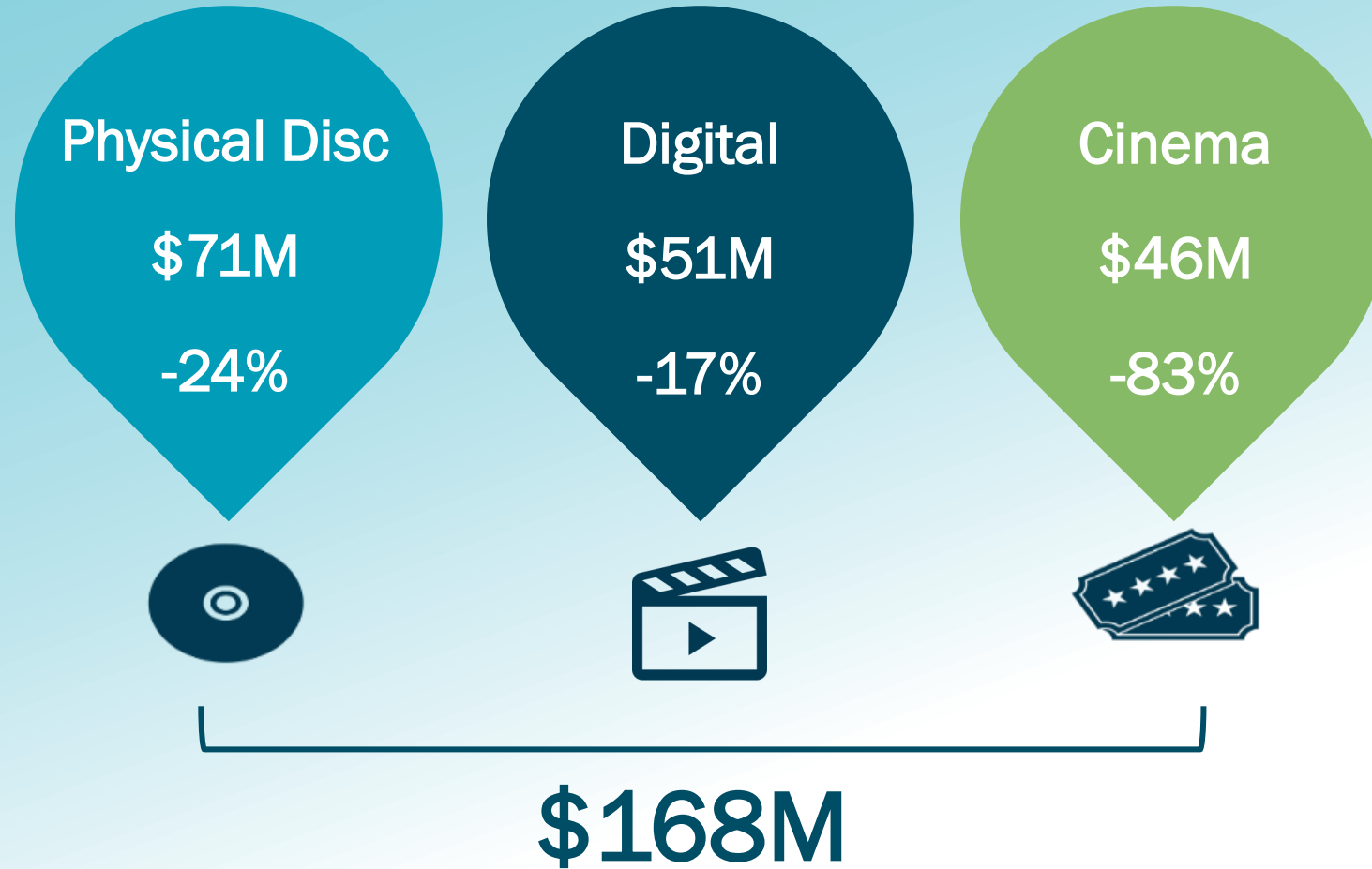
Q3 saw the reopening of theatres across the nation, with consumers returning to the cinema, **TENET & TROLLS** leading the charge in the box office resurgence

ANZSA piracy reduction strategies proving effective 2016 - 2020. Estimate that the volume of **piracy has fallen by 30-40%** in that period.

AUSTRALIA ENTERTAINMENT SPEND OVER \$1.1 BILLION MAT

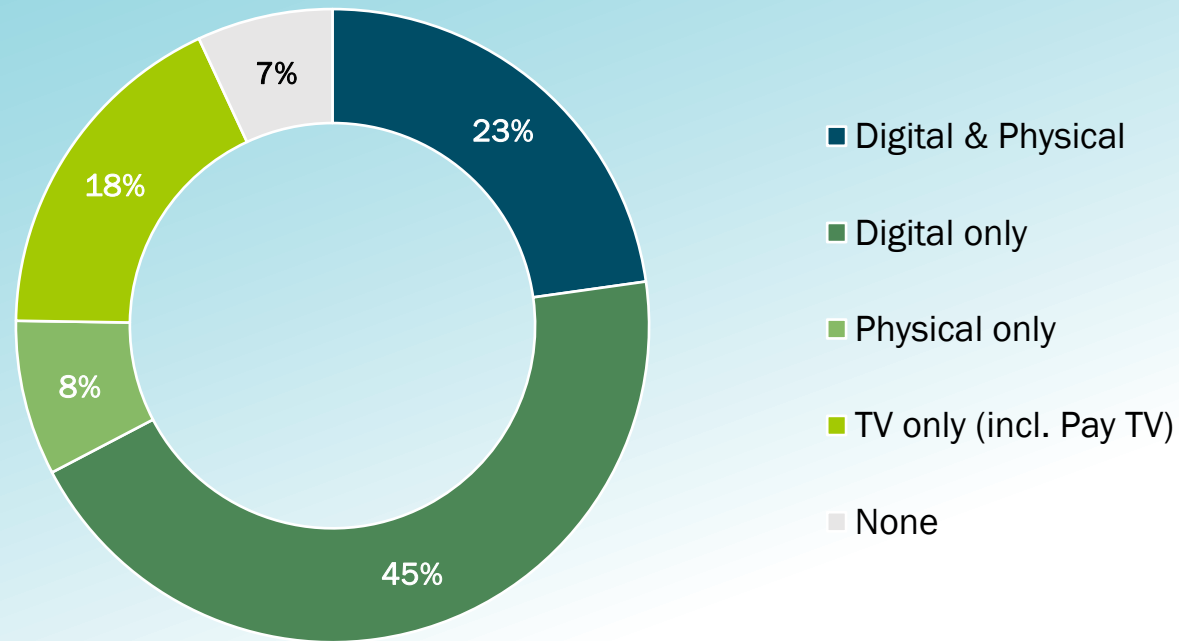


AUSTRALIA ENTERTAINMENT SPEND OVER \$168 MILLION IN Q3

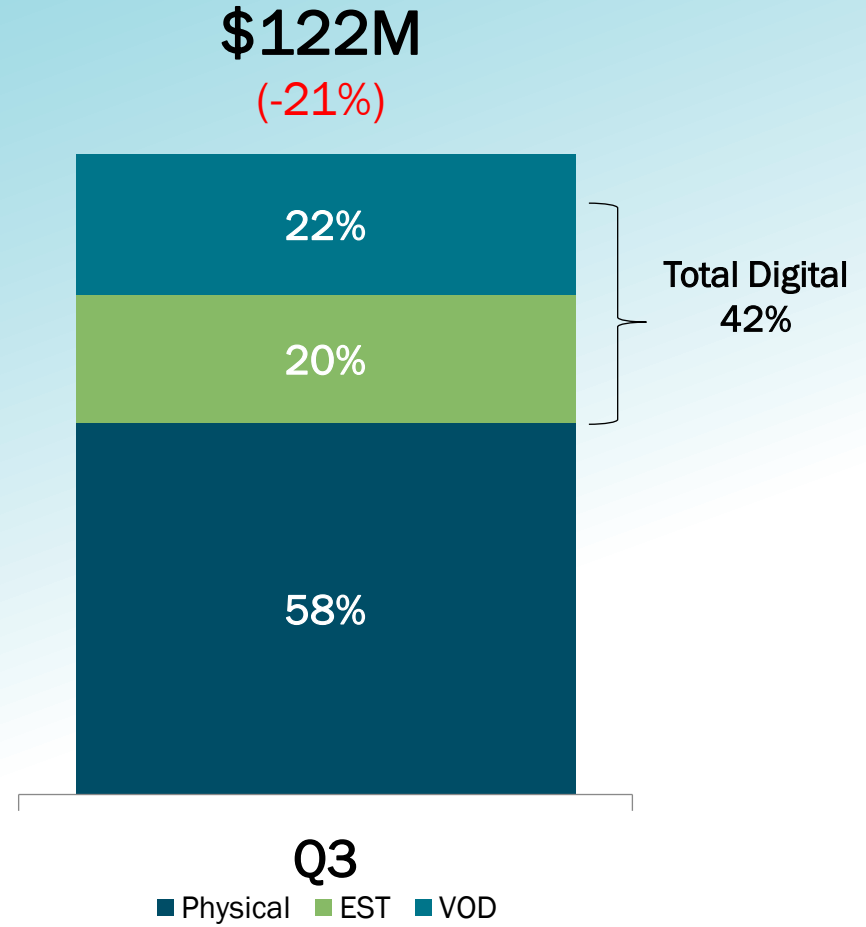
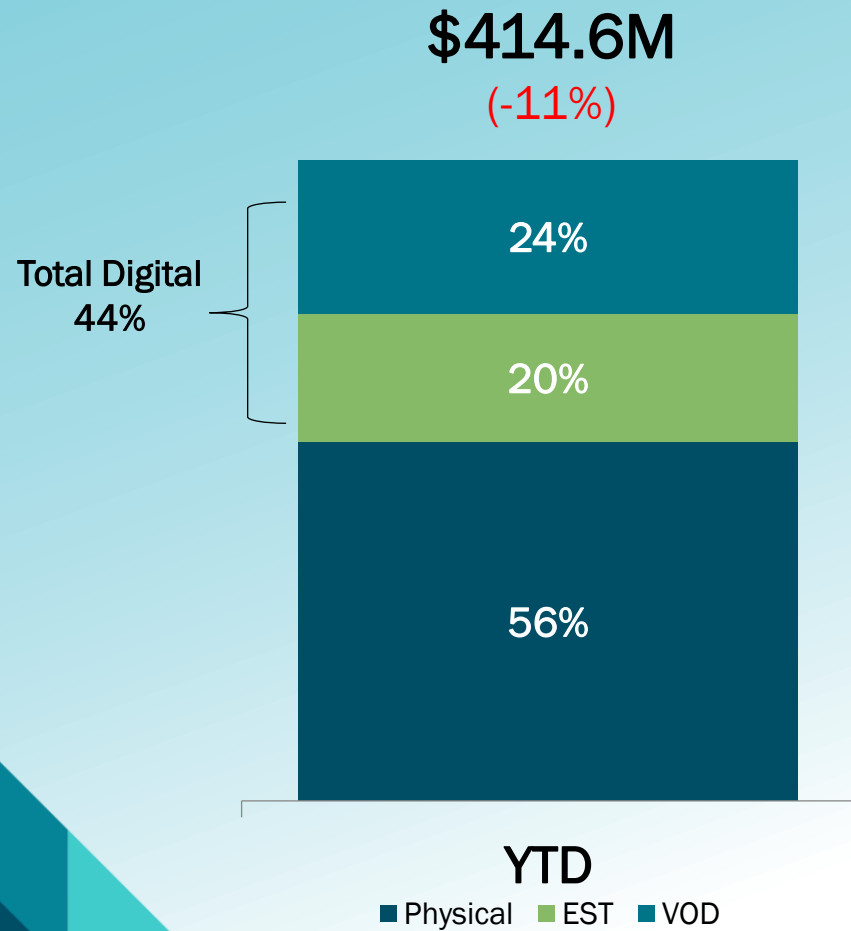


CONSUMERS CONTINUE TO ACCESS CONTENT IN MULTIPLE WAYS

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



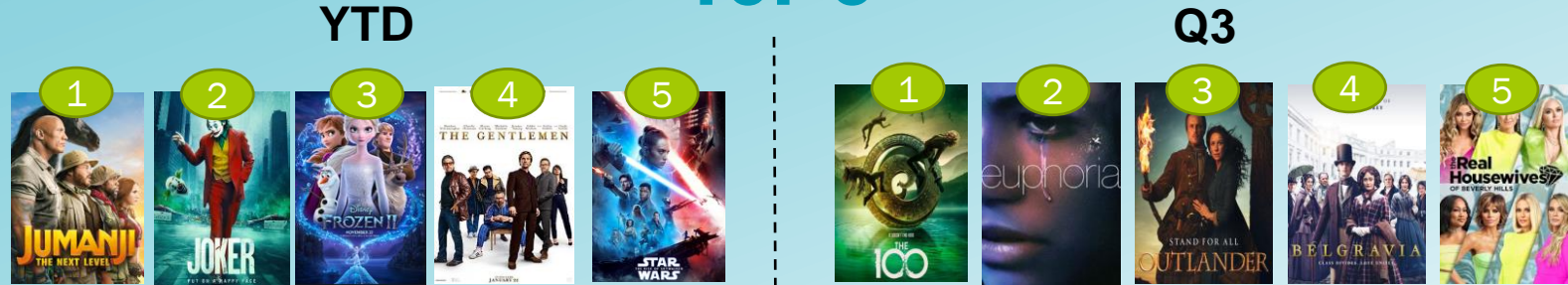
TOTAL HOME ENTERTAINMENT REVENUE CONTINUES TO SHIFT



DIGITAL EST MARKET UPDATE



TOP 5



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

-1.9%

YTD

\$83.5M

-21%

Q3

\$25M



EST UPDATE

- Whilst the EST market performed strongly during the initial pandemic period in Q2, with April (+55%) & May (+29%), Q3 saw the impact of less New release slate in the market
- EST Film was down -26% in Q3, whilst EST TV experienced a softer decline at -10%
- Amazon Transactional (EST & VOD Film only) launched in May 2020

DIGITAL EST DISTRIBUTOR UPDATE

EST DISTRIBUTOR UPDATE

- Warner, NBCU, Roadshow, Sony, Paramount & Defiant all experiencing YTD EST market share growth
- No major monthly share shifts across the Q3 months, with the absence of major slate fluctuations

Distributor	YTD Market Share %	YTD Market Share Change (+/-)	JUL Market Share %	AUG Market Share %	SEP Market Share %
Disney	27.5%	-2.7%	23.7%	25.2%	24.2%
Warner	17.6%	+1.3%	22.5%	21.9%	20.3%
NBCU	20.4%	+2.8%	21.9%	20.2%	20.7%
HBO	4.4%	-4.0%	5.5%	7.0%	5.6%
Roadshow	8.2%	+1.5%	7.6%	8.1%	8.2%
Sony	15%	+3.8%	12.2%	11.4%	14.1%
Paramount	4.7%	+1.3%	4.2%	4.2%	5.0%
Madman	1.4%	-0.3%	1.0%	1.1%	1.3%
Defiant	0.4%	+0.3%	1.0%	0.5%	0.3%

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)

+5.4%

YTD

\$97.9M

-12%

Q3

\$26.3M



VOD UPDATE

- VOD market performed strongly during the pandemic, with April (+49%) & May (+43%). However similar to the EST market, VOD saw declines in Q3 due to the softer New Release slate
- Amazon Transactional (EST & VOD Film only) launched in May 2020

DIGITAL VOD DISTRIBUTOR UPDATE

VOD DISTRIBUTOR UPDATE

- NBCU, Roadshow, Sony & Defiant all experiencing YTD VOD market share growth
- No major monthly share shifts across the Q3 months, with the absence of major slate fluctuations

Distributor	YTD Market Share %	YTD Market Share Change (+/-)	JUL Market Share %	AUG Market Share %	SEP Market Share %
Disney	24.9%	-3.4%	21.7%	23.7%	29.4%
NBCU	17.6%	+3.0%	24.6%	20.3%	11.3%
Warner	11.9%	-3.7%	11.5%	13.3%	19.3%
Roadshow	16.0%	+5.2%	13.2%	14.8%	15.8%
Sony	18.1%	+2.8%	17.7%	16.4%	13.7%
Paramount	7.3%	-0.2%	7.0%	6.9%	6.3%
Madman	2.3%	-0.6%	1.6%	1.5%	2.1%
Defiant	1.6%	+0.1%	2.3%	2.7%	1.7%

Digital Market Share % = Number of Transactions (Volume)

PHYSICAL MARKET UPDATE



TOP 5



-19%

YTD

\$233M

-24%

Q3

\$71M

DISC UPDATE

- Q3 saw a steeper decline for the physical market versus the YTD performance, this decline driven by the significantly reduced new release slate this year (New Release Film -82% in Q3)
- Film Catalogue has experienced much softer declines during the Q3 period, running at -8%, Jumanji: The Next level, 1917 & Ford Vs. Ferrari all performing well in their catalogue window
- TV has performed exceptionally well during the Q3 period (+1%), with some strong title performances on Yellowstone S1 & 2, Game of Thrones S8, NCIS S17 & Outlander S5

PHYSICAL DISTRIBUTOR UPDATE

PHYSICAL DISTRIBUTOR UPDATE

- Universal Sony, Madman, Shock & Others all achieving YTD market share gains
- 'The Iron Mask' performing exceptionally well for Madman in Q3, leading to market share growth

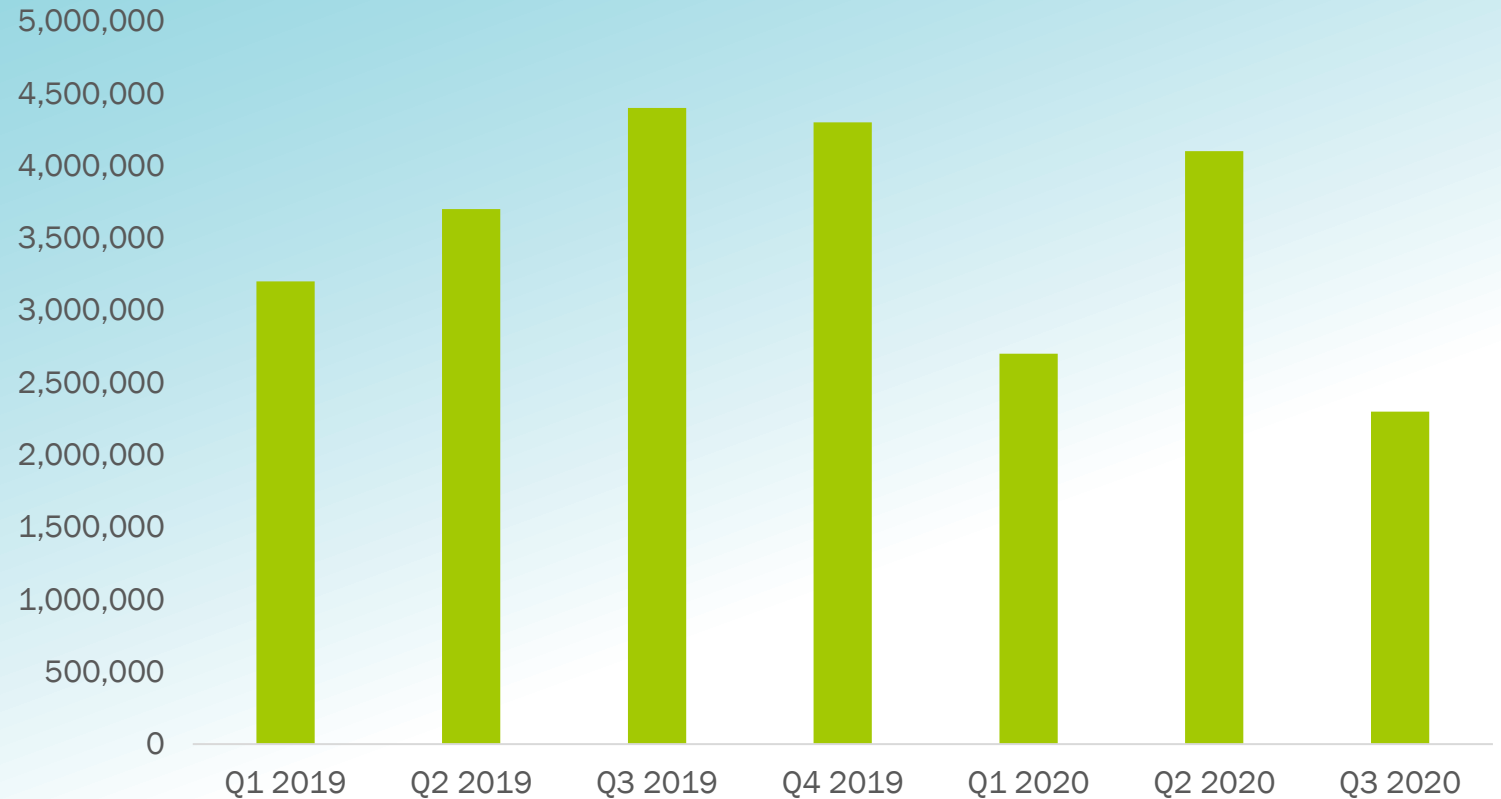
Distributor	YTD Market Share %	YTD Market Share Change (+/-)	YTD Value % Change	Q3 Market Share %	Q3 Market Share Change (+/-)	Q3 Value % Change
Universal Sony <small>(Incl. Paramount)</small>	39%	+7%	-3%	39.20%	+6%	-11%
Disney <small>(Incl. Fox)</small>	22%	-8%	-40%	18.31%	-12%	-54%
Roadshow	22%	-3%	-29%	22.65%	-0.5%	-26%
Madman	11%	+4%	+20%	14.13%	+6%	+32%
Beyond	2%	-0.1%	-25%	0.93%	-1%	-65%
Shock	2%	+0.4%	-2%	3.25%	+1%	+25%
Others	1%	+0.2%	-8%	1.53%	+0.3%	-6%
Total			-19%			-24%

4K ULTRA HD GENERATING OVER \$2M IN Q3 SALES VALUE

4K ULTRA HD UPDATE

- The UHD 4K market saw a YOY decline in Q3 2020
- Due to the smaller New Release slate, no new 4K titles launched in market in Q3 2020, catalogue was driving all the 4K value in the period

UHD 4K Sales Value By Quarter

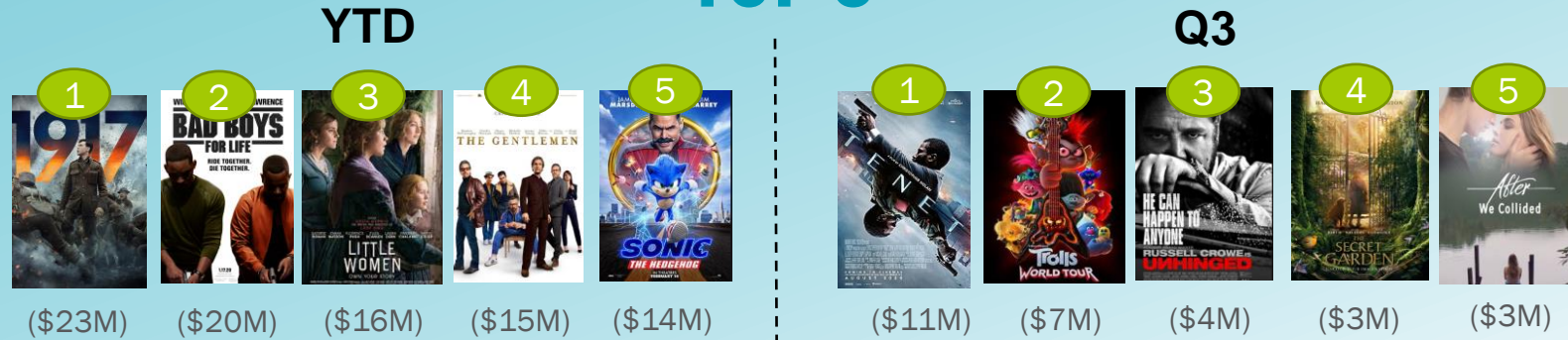


4K ULTRA HD

THEATRICAL UPDATE



TOP 5



-73%

\$227M

Theatrical Box Office YTD to SEP

THEATRICAL UPDATE

- YTD has seen significant declines due to cinema closures across the nation in Q2 due to COVID lockdowns
- Q3 Saw the reopening of theatres across the nation, with consumers slowly returning to the cinema, TENET & TROLLS WORLD TOUR leading the charge in the box office resurgence
- 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

