



E-Bulletin from the British Video Association

Q2 2008



Dinner & awards tickets sold out back in February for the BVA Awards 2008. A BVA record!

However, party only tickets are still available for a mere £99 (+VAT) each. Give us a call on 0207 436 0041 if you want to come & celebrate until the small hours with the rest of the industry!

Marketing



Welcome to the third of the BVA's Quarterly E-Bulletins from me, Hannah Conduct – Marketing Manager of the BVA. The aim is to keep you all up to date with what the BVA is doing on behalf of its Members and the home entertainment industry as a whole. Please do contact us if you have comments or need information – we're here to help!

BVA Yearbook 2008 – publishing soon!



The indispensable BVA Yearbook 2008 will be published at the end of April. Keep an eye on our website www.bva.org.uk as you will be able to order a copy soon and when launched, download part, or all, of the book as a PDF file. Members' complimentary copies will be sent out automatically.

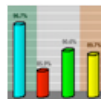
In addition to the usual pages of detailed analysis for both the retail and rental markets, the 2008 Yearbook will include statistics on Ireland, US and Europe, all the key genres and pages of essential charts. It will also include insights into consumers' interest in downloading and catch-up TV, stand alone hardware data and high definition.

Furthermore, special features will include articles by the heads of key organisations such as FACT, IVF, Industry Trust for IP Awareness, Alliance Against IP Theft and ERA. There is also an introduction by the BVA's Chairman, pieces by the BVA Secretariat and a foreword by the Rt Hon Andy Burnham MP, Secretary of State for Culture, Media and Sport.

The Yearbook also provides the reader with an extensive industry glossary focusing on all the plethora of techie terms out there as well as two pages on statistical milestones from the industry.

No BVA Yearbook would be complete without a collection of photos from our annual industry awards ceremony, which this year is celebrating the 10th anniversary of the DVD.

BVA 2008 Research Day



The Research Day in March was a huge success with presentations from TNS on the home entertainment markets, IPSOS on piracy and a lively debate chaired by Claire Enders of Enders Analysis on the future of packaged media.

Feedback has been extremely positive with superb comments and scoring from attendees. Proof, that the BVA is offering both its members and the industry vital statistical and research information.

Research



Q1 has seen 3 months of further sales success in the industry. Total volumes are up by 3.9% and high definition product has already surpassed well over 550 million units.

Most recent best sellers include Paramount's Stardust which sold over 800k in March taking a 21% share of the Top 20 titles and almost 4% of the total market for the month alone. Only Ratatouille by Walt Disney sold more units in Q1, surpassing 1 million in February alone.

After Universal took the Number 1 studio position in January, Fox reclaimed the title for February & March and remain No 1 with a 15% share.

Average DVD prices in Q1 have been calculated at £8.67 whilst the total home entertainment market has already generated £340 million. All 2007 Research data will be available in the BVA Yearbook 2008 so you can preorder your copy now.

Technology – it's all about Hi-Def



The big news in technology this quarter has undoubtedly been the resolution of the Hi-Def disc format issue.

Until now the BVA has taken an 'agnostic' role in communicating high definition disc as a concept rather than supporting one format over another. Now we are able to put our full weight behind the support of Blu-ray on behalf of our members.

With one third of UK homes already owning an HD Ready TV we have a great opportunity to convert HD owners to HD viewers.

High Definition disc gives the best quality, the best content and the best experience for the consumer. Having said that, there is still much to do to communicate these benefits and remove some of the misunderstanding and confusion that clearly is still present with the consumer.

Opportunities also exist to liaise with our retail partners who are at the sharp end of communication with Hi-Def purchasers.

Hi-Def represents an even greater choice for the consumer. Much has been written and discussed about the growth of digital platforms and the 'three screen' opportunity of content delivered to TV, PC or mobile.

However, for the mass market ownership of large screen Flat Panel HD-Ready TVs, nothing will be able to compete with the experience of High Definition disc.

The opportunity awaits.

Fighting Copyright Theft



The results of the 5th IPSOS tracking study commissioned by the BVA highlight that total industry losses due to copyright theft in 2007 rose to £486million – a 6% increase on the reported £459 million in 2006. Furthermore, the criminal gain from counterfeit and home copied DVDs was estimated to be £171m – 1.2% up on 2006. Two new forms of illegal digital distribution were explored - memory cards and illegal streaming. Both proved to be significant channels for digital copyright theft, contributing to the overall increase. However, levels of physical piracy (buying counterfeited or home copied DVDs) have remained stable.

Lavinia Carey, Director of the Trust and Chair of the Alliance, believes that the multi-pronged strategy in place to address this problem will have a positive impact in reducing piracy. Because of clear evidence of the huge economic cost of copyright theft, more money has been invested in increasing FACT's enforcement capacity and in lobbying to improve the legal framework protecting IP, whilst new public outreach programmes targeting schools and young teens will be supporting the infamous Knock off Nigel who fronts the industry's national consumer campaign to discourage the purchase of counterfeit DVDs. As well as the dialogue with Government Departments and the Opposition, Lavinia will be addressing the Conservative Campaign Headquarters in May.

There is plenty more that the BVA is currently working on and we will bring you more news in our next quarterly update!

In the meantime should you have any questions or need any help with getting access to all the information on our website, then please email us at general@bva.org.uk.