

A round-up of UK home/mobile entertainment consumption in 2016

Film business models necessarily encompass many digital platforms with ever more ways for audiences to consume. At the same time, there has never been a greater choice of media and entertainment at home and on the go. What did we watch, listen to, play or share in 2016?

UK entertainment sales 2016 – by value

Category	Sales 2016 (£m)	% change vs. 2015	
Video	Physical retail	£893.6m	-16.9%
	Physical rental	£49.3m	-21.2%
	Digital services (VoD, EST)	£1,309.3m	+22.8%
	Total Video	£2,252.2m	+2.2%
Music	Physical	£475.4m (including vinyl £65.6m)	-7.3%
	Downloads	£214.6m	-26.8%
	Streaming	£418.5m	+65.1%
	Total Music	£1,108.5m	+4.6%
Games	Physical	£776.0m	-16.4%
	Digital	£2,181.2m	+12.1%
	Total Games	£2,957.2m	+2.9%
Overall	Total physical product	£2,194.3m	-14.9%
	Total digital incl. streaming	£4,123.6m	+15.9%
	Overall total	£6,317.9m	+3.0%

Preliminary market data compiled by ERA from OCC, GfK, IHS analysis, January 2017

All-time high entertainment revenues: The overall total sales of £6.3 billion represents a new record high (vs. £6.1bn in 2015), reflecting the boost that flourishing streaming/downloading services have given to the sector, despite the on-going decline in consumption on physical discs. Those digital services (e.g. Netflix, Amazon, Sky, Apple) accounted for the majority of revenues in these entertainment categories in 2016: 58% of video revenues; 57% of music revenues; 74% of games revenues.



Raising shell: Following on directly from the events of its predecessor (a big action-comedy hit in 2014), the four mutated protectors of New York confront the evil Shredder who has now joined forces with the warlord Krang. Megan Fox and Will Arnett return to the cast, which also includes Tyler Perry, Laura Linney and Stephen Amell as Casey Jones. Released for the spring half-term, *Teenage Mutant Ninja Turtles: Out of the Shadows* grossed £6m in UK cinemas. Its powerhouse producer, Michael Bay, was also a producer of *The Purge: Election Year* and *Ouija: Origin of Evil*, and he directed the Libya-set thriller, *13 Hours*. He also directs summer 2017's *Transformers: The Last Knight*, the fifth adventure in that franchise which began in 2007.

Films at home and on the go

The overall value of the UK video market rose by 2.2% to a mighty £2.25 billion in 2016, thanks to continued growth in consumption via *digital* platforms.

Today, selections of DVD and Blu-ray discs are sold in more than 14,000 physical shops/supermarkets UK-wide as well as via online retailers. The use of both free and paid-for Video-on-Demand (VoD) services is continuing to grow, with 16–24s the biggest consumers of paid-for on-demand services. HMV, the UK's leading high-street entertainment specialist, maintains some 120 physical stores.

The season to be jolly

Though it is declining, consumption of physical formats remains substantial in the UK: Around 23 million DVDs/Blu-rays – keenly priced, finely packaged, easy to wrap – were estimated to have been gifted at Christmas 2016, the equivalent of nearly one per household.

While Boxing Day tends to witness a rush to high-street sales, Christmas Day accommodates a surge of online purchasing. Consumers who have received new portable digital devices typically start streaming and downloading from around midday – books to read, apps to play, music to listen to, films and programmes to watch. The season's TV schedules inspire streams of films and shows or series that may have been missed, while classic Christmas movies are perennially popular. And as in the cinema, Boxing Day is a big occasion for new releases.

UK's best-selling films on DVD and Blu-ray 2016

Film	Distributor
1 <i>Star Wars: The Force Awakens</i> Sold 1.8m units by end June / total 2.3m units by end Dec 2016	Walt Disney
2 <i>Spectre</i>	20 th Century Fox
3 <i>Deadpool</i>	20 th Century Fox
4 <i>The Lady in the Van</i>	Sony
5 <i>Legend</i>	StudioCanal
6 <i>The Secret Life of Pets</i>	Universal
7 <i>Zootropolis</i>	Walt Disney
8 <i>The BFG</i>	eOne
9 <i>Finding Dory</i>	Walt Disney
10 <i>The Martian</i>	20 th Century Fox
11 <i>The Jungle Book</i>	Walt Disney
12 <i>Captain America: Civil War</i>	Walt Disney
13 <i>The Revenant</i>	20 th Century Fox
14 <i>Suicide Squad</i>	Warner Bros.
15 <i>The Hunger Games: Mockingjay Part 2</i>	Lionsgate
16 <i>The Good Dinosaur</i>	Walt Disney
17 <i>Star Trek Beyond</i>	Paramount
18 <i>Jason Bourne</i>	Universal
19 <i>Batman V Superman: Dawn of Justice</i>	Warner Bros.
20 <i>Dad's Army</i>	Universal