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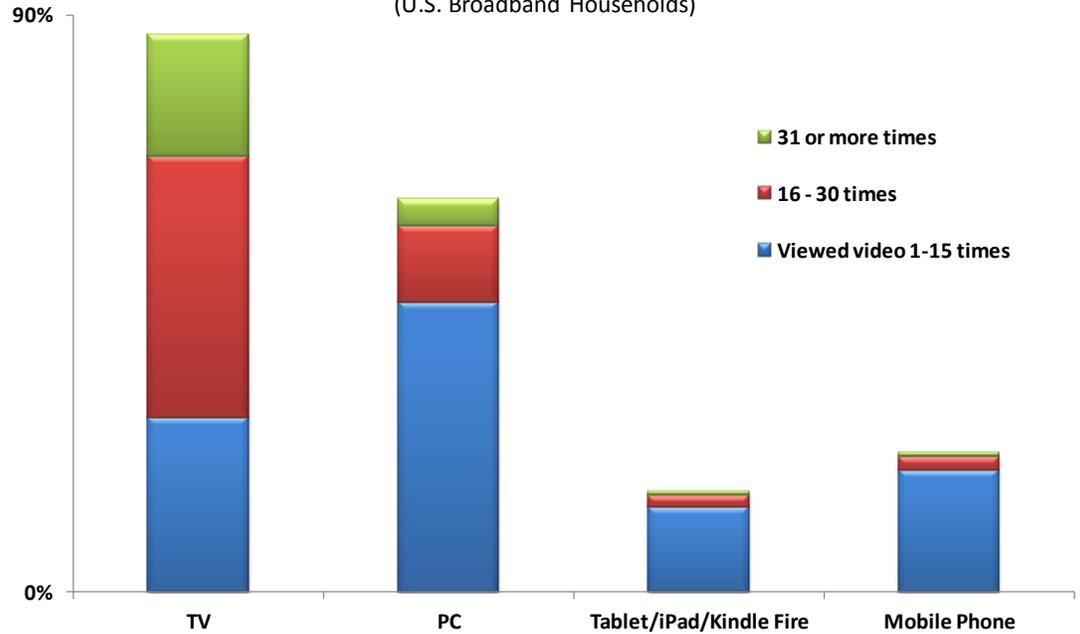
SYNOPSIS

DVDs & Blu-ray discs vs. Electronic Distribution analyzes the impact of over-the-top video services (Netflix, iTunes, Hulu, etc.) on DVD and Blu-ray disc usage.

DVDs & Blu-ray discs vs. Electronic Distribution is part of Parks Associates' **Digital Media** research service, which analyzes how new technologies are changing the market for commercially produced content, including movies, TV programs and music.

Use of Device for Video

"In the past 30 days, how many times have you watched video on a... " (U.S. Broadband Households)



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ANALYST INSIGHT

"Roughly one-quarter of all broadband households express interest in the 'cloud copy' concept, but consumers are unwilling to pay a premium for it. They will, however, use cloud media if it is offered at a small discount or bundled (at no additional charge) with physical copies. Such techniques will be necessary to prime the market pump."

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

CONTENTS

DVDs & Blu-ray discs vs. Electronic Distribution

- Previous Research
- Key Conclusions
- Recommendations

Digital Media—Trending Data

- Adoption of stand-alone Blu-ray player (2009-2012)
- Use of Device for Video (2010 vs. 2012)
- Digital Media Use (2010-2011)

Consumer Demand for UltraViolet Media

CONTENTS

- Highlights
- Explanation of “Cloud Copy” Concept
- Interest in Buying Cloud Copies of Media
- Interest in Buying Cloud Copies of Media by Age
- Interest in Buying Cloud Copies of Media by number of minor in HH
- Explanation of Movie Purchase Scenarios
- U.S.: Preferred Method of Obtaining Newly-Released Movies
- Brazil: Preferred Method of Obtaining Newly-Released Movies
- China: Preferred Method of Obtaining Newly-Released Movies
- High Intention to Upgrade Currently Owned Disc to a "Cloud Copy" at Various Price Points
- Preferred Devices Used for "Cloud Copies" of Media Contents
- Preferred Devices Used for “Cloud Copies” of Media Contents Among Those 18-34
- Importance of Device Compatibility with "Cloud Copies"
- Willingness to Pay a Premium for "Cloud Copies"
- Attitude Towards "Cloud Copies" of Media Contents
- Preference for Movie Format by Confidence in Cloud Media
- Preference for Movie Format by Confidence in Cloud Media

DVDs, Blu-ray discs vs. Internet Distribution

- Highlights
- Video Source Users
- Video Sources Users by Age Groups
- Video Sources by Income
- Number 1 Video Source by Video Source Segments
- Motivation for Internet Video Usage by Video Sources
- Net Change Video Consumption Activities By Video Sources
- Average Monthly Usage of Netflix, Hulu & YouTube By Video Source
- TV Downgraders by Video Sources
- Monthly Household Video Cost
- Average Dollar Amount Spend for Discs, Internet Video & Cinema By Age Group
- Average Dollar Amount Spend for Renting / Buying Discs By Age Group
- Percentage of HHs That Have “View New Releases” at Less Than 5% By Age Group
- Disc Expenditure by Respondents of Viewing New Releases +/- 5%
- A Video Expenditure by Internet Video and New Movie Usage
- Explanation of Question about a social networking, movie rental service
- Willingness to Pay for Movie Rentals on Social Networking Sites

Additional Video as Entertainment Research from Parks Associates

ATTRIBUTES

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