

MediaTech 2010 Optical Disc Market Update

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Agenda

- 1 General Market Development
- 2 CD
- 3 DVD
- 4 Blu-ray

Agenda

- 1 General Market Development
- 2 CD
- 3 DVD
- 4 Blu-ray

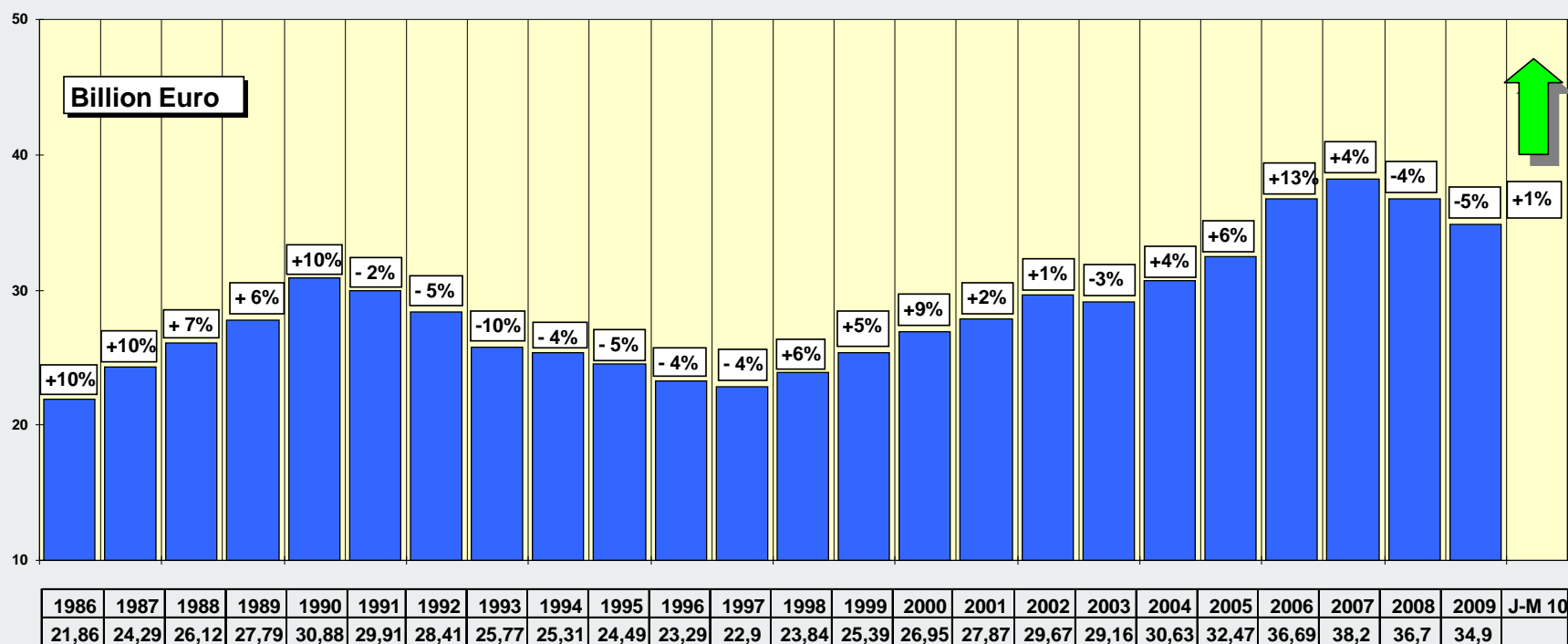
CONSUMER ELECTRONICS EUROPE (10)

(100 % COVERAGE)

C.E. MARKET DEVELOPMENT*

GfK

4



CE20

* EXCL. TAPES/CAR-HIFI/OTHER VISUAL, SAT.PROD., TELECOM DEVICES, OFFICE EQUIP.

Brown Goods incl. Rec Media

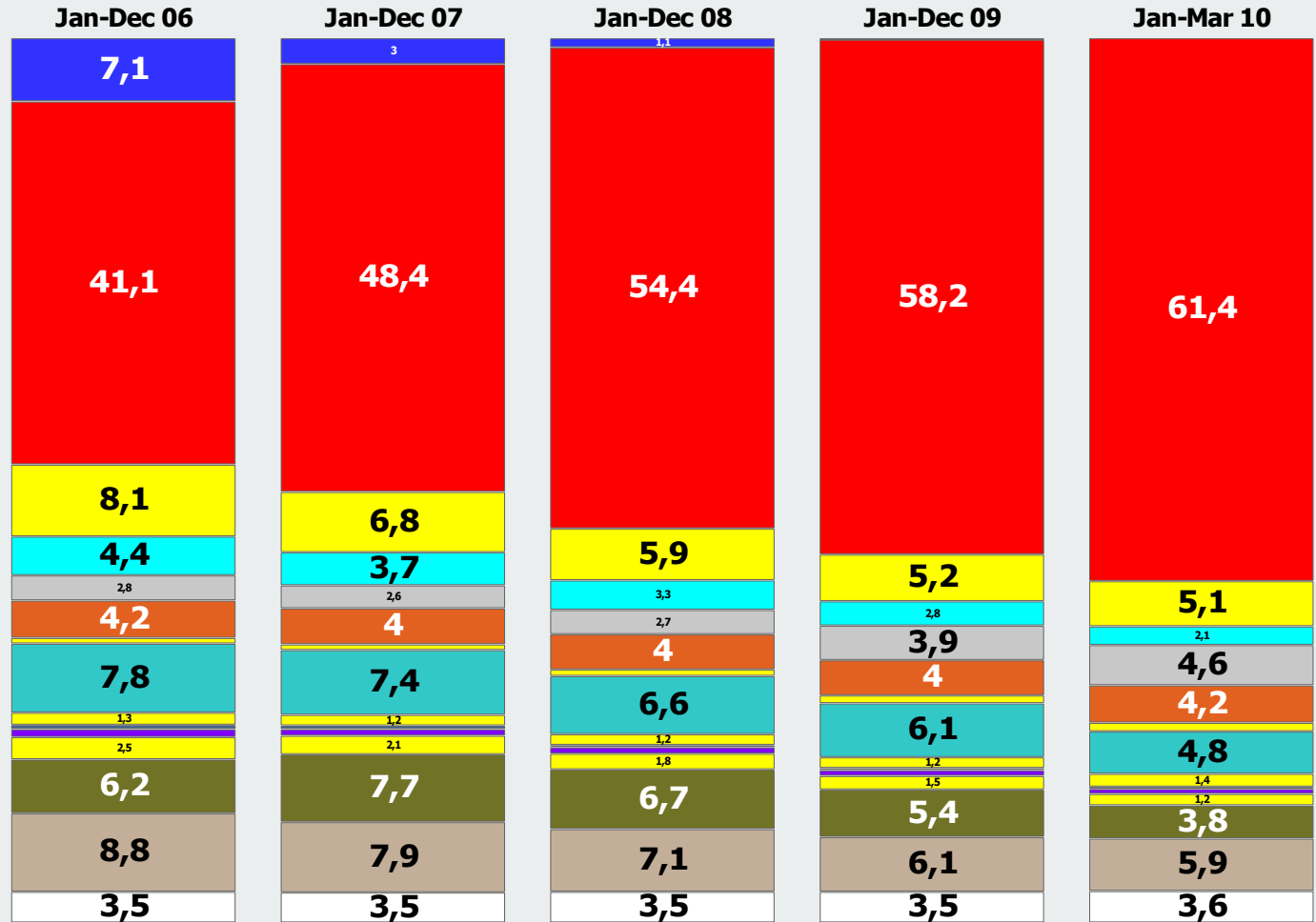
Sales Value %
last 5 Years

Europe 5 (DE,FR,GB,ES,IT)
Panelmarket



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- CRT-TV
- Panel-TV/Flat
- DVD-Player/Recorder
- Camcorder
- Set-Top-Boxes
- Audio Home Systems
- Receiver
- Portable Media Player
- Loudspeakers
- CD-Player
- Radiorecorders
- Car Audio
- Car Navi/Car Vision
- Recording Media Total
- Others



Sales Mio. Euro
Sales Mio. P/L/K

34.138
1.799

35.446
1.666

32.932
1.439

31.211
1.232

7.900
296

Recording Media

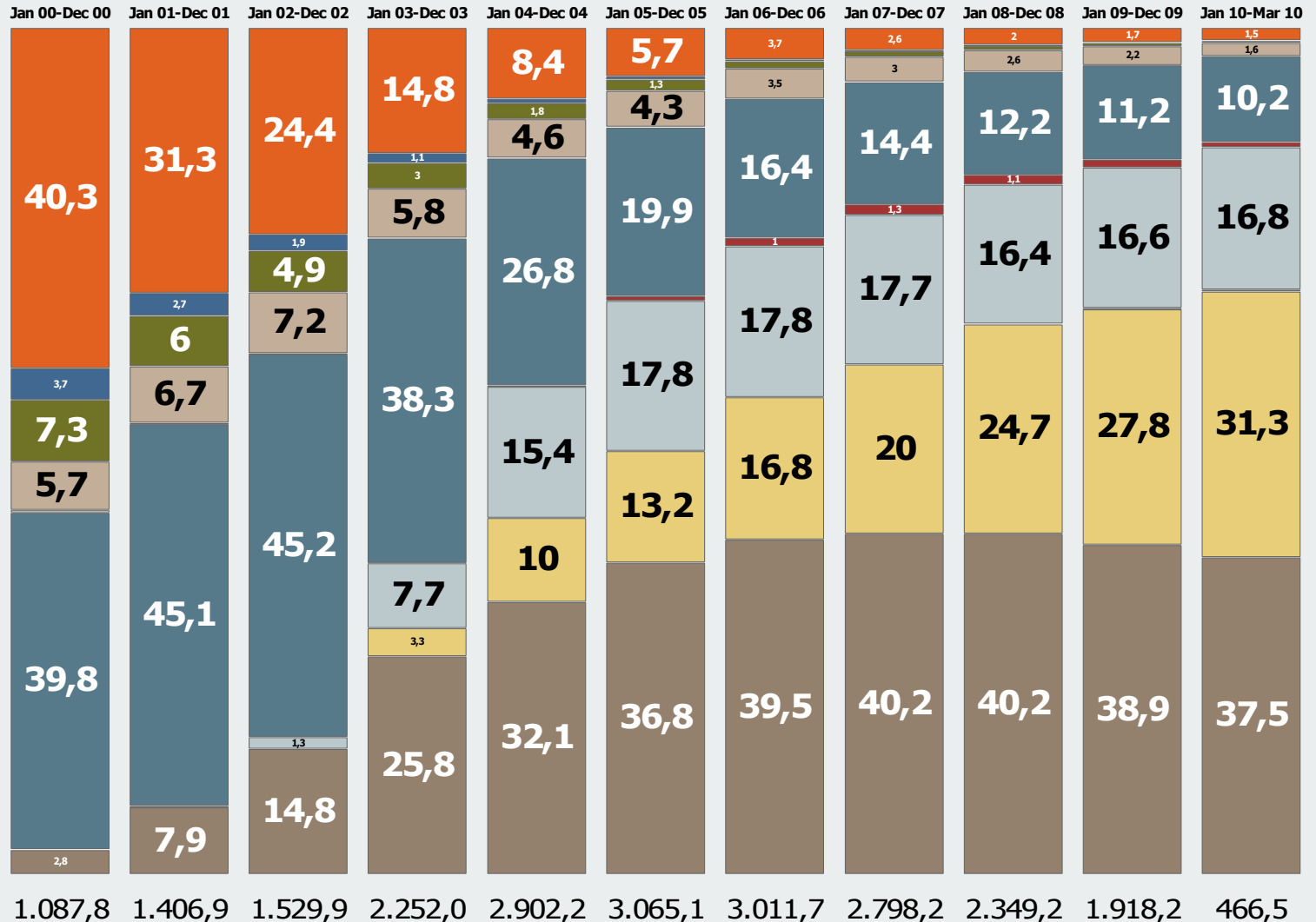
Sales Value %

Jan 00-Dec 00 - Jan 10-Mar 10

Share by Rec. Media Type

EU 5

Panelmarket



Sales Mio. Euro 1.087,8 1.406,9 1.529,9 2.252,0 2.902,2 3.065,1 3.011,7 2.798,2 2.349,2 1.918,2 466,5

Agenda

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- 2 CD
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- 4 Blu-ray

CD REC MEDIA

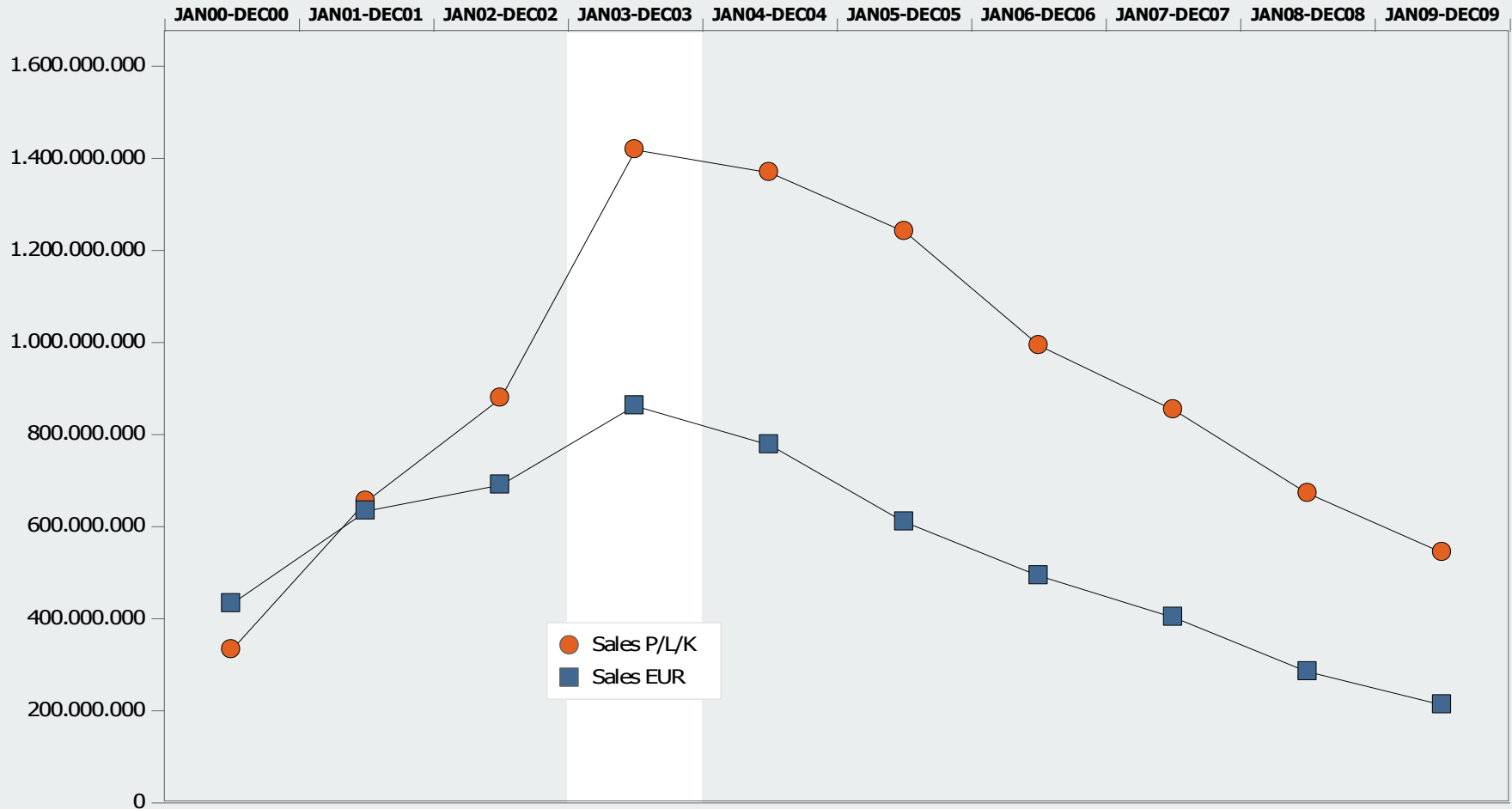
Sales P/L/K, Sales EUR

JAN00-DEC00 - JAN09-DEC09

EU 5



Sales P/L/K/Sales EUR



| | | | | | | | | | | |
|-----------------|-------------|-------------|-------------|---------------|---------------|---------------|-------------|-------------|-------------|-------------|
| Sales P/L/K | 333.775.152 | 655.557.148 | 879.448.992 | 1.419.520.488 | 1.369.957.117 | 1.241.293.963 | 994.018.325 | 853.757.036 | 673.022.167 | 543.939.724 |
| Sales EUR | 432.469.904 | 634.485.055 | 691.235.895 | 863.160.596 | 778.378.125 | 610.863.479 | 493.929.941 | 404.002.790 | 285.571.604 | 214.049.636 |
| Price P/L/K EUR | 1,30 | 0,97 | 0,79 | 0,61 | 0,57 | 0,49 | 0,50 | 0,47 | 0,42 | 0,39 |

CD REC MEDIA

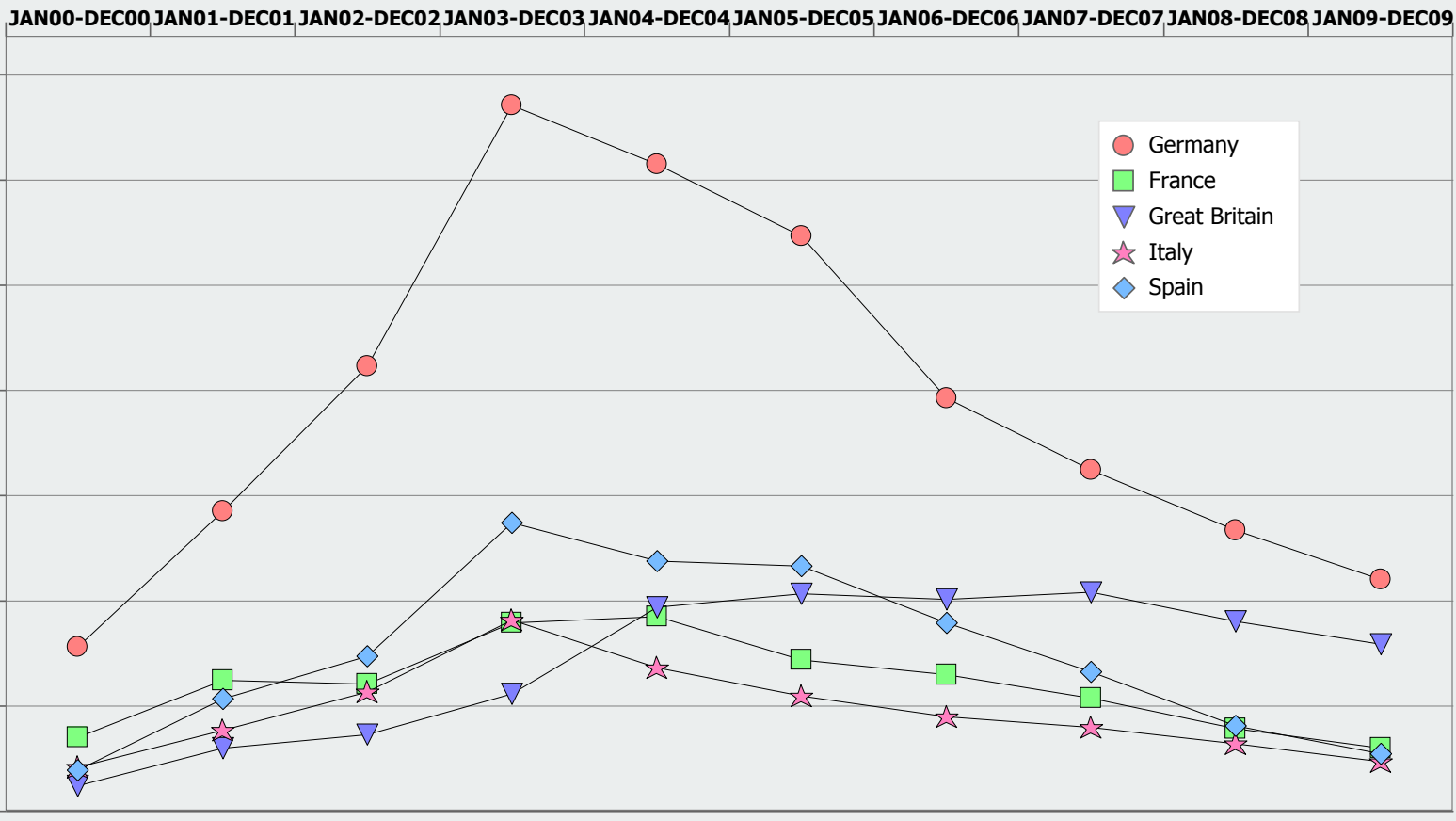
Sales P/L/K

JAN00-DEC00 - JAN09-DEC09

EU 5



Sales P/L/K



| | JAN00-DEC00 | JAN01-DEC01 | JAN02-DEC02 | JAN03-DEC03 | JAN04-DEC04 | JAN05-DEC05 | JAN06-DEC06 | JAN07-DEC07 | JAN08-DEC08 | JAN09-DEC09 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| DE SALES MIO.PCK | 156,7 | 285,7 | 423,5 | 671,3 | 614,9 | 547,0 | 393,1 | 324,9 | 267,3 | 220,7 |
| FR SALES MIO.PCK | 70,4 | 124,7 | 121,1 | 179,3 | 185,6 | 144,0 | 130,0 | 107,8 | 78,9 | 60,6 |
| GB SALES MIO.PCK | 24,8 | 60,5 | 73,2 | 111,7 | 194,3 | 207,2 | 201,4 | 208,5 | 180,9 | 159,4 |
| IT SALES MIO.PCK | 42,6 | 77,4 | 113,7 | 182,2 | 136,7 | 109,8 | 90,0 | 80,0 | 64,2 | 47,9 |
| ES SALES MIO.PCK | 39,3 | 107,3 | 147,9 | 275,0 | 238,5 | 233,3 | 179,5 | 132,5 | 81,7 | 55,3 |

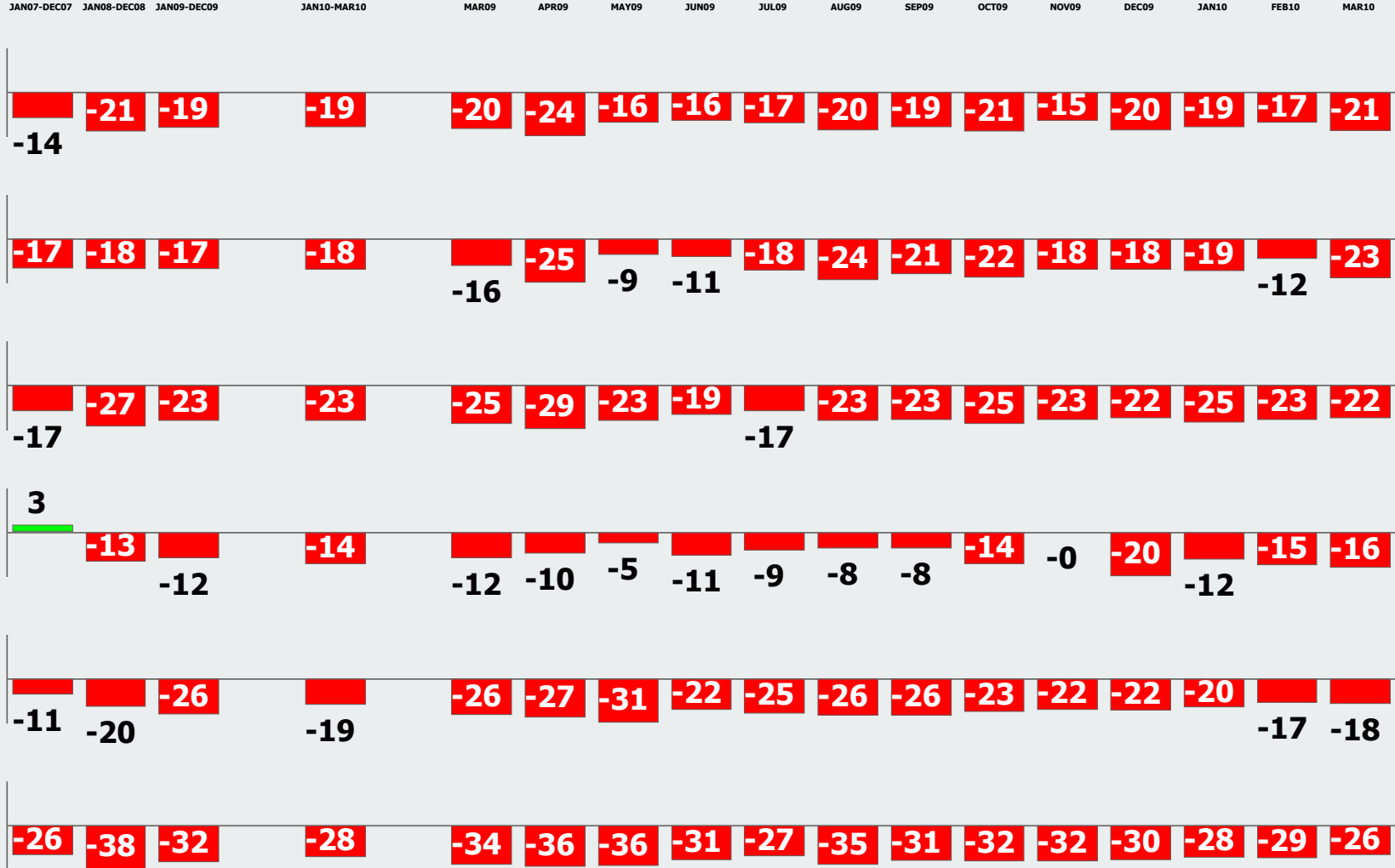
CD REC MEDIA

Growth % PY
JAN07-DEC07 - MAR10

EU 5



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CD REC MEDIA

Sales P/L/K, Sales EUR

JAN00-DEC00 - JAN09-DEC09

East EU 4



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Sales P/L/K/Sales EUR



| | | | | | | | | | | |
|-----------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| Sales P/L/K | 18.643.719 | 26.223.905 | 55.403.604 | 141.767.158 | 173.692.157 | 186.064.827 | 171.021.024 | 145.110.919 | 126.957.821 | 94.735.001 |
| Sales EUR | 20.913.676 | 22.396.364 | 33.753.145 | 58.640.391 | 59.063.223 | 49.484.922 | 44.397.475 | 39.401.359 | 35.464.892 | 23.466.357 |
| Price P/L/K EUR | 1,12 | 0,85 | 0,61 | 0,41 | 0,34 | 0,27 | 0,26 | 0,27 | 0,28 | 0,25 |

CD REC MEDIA

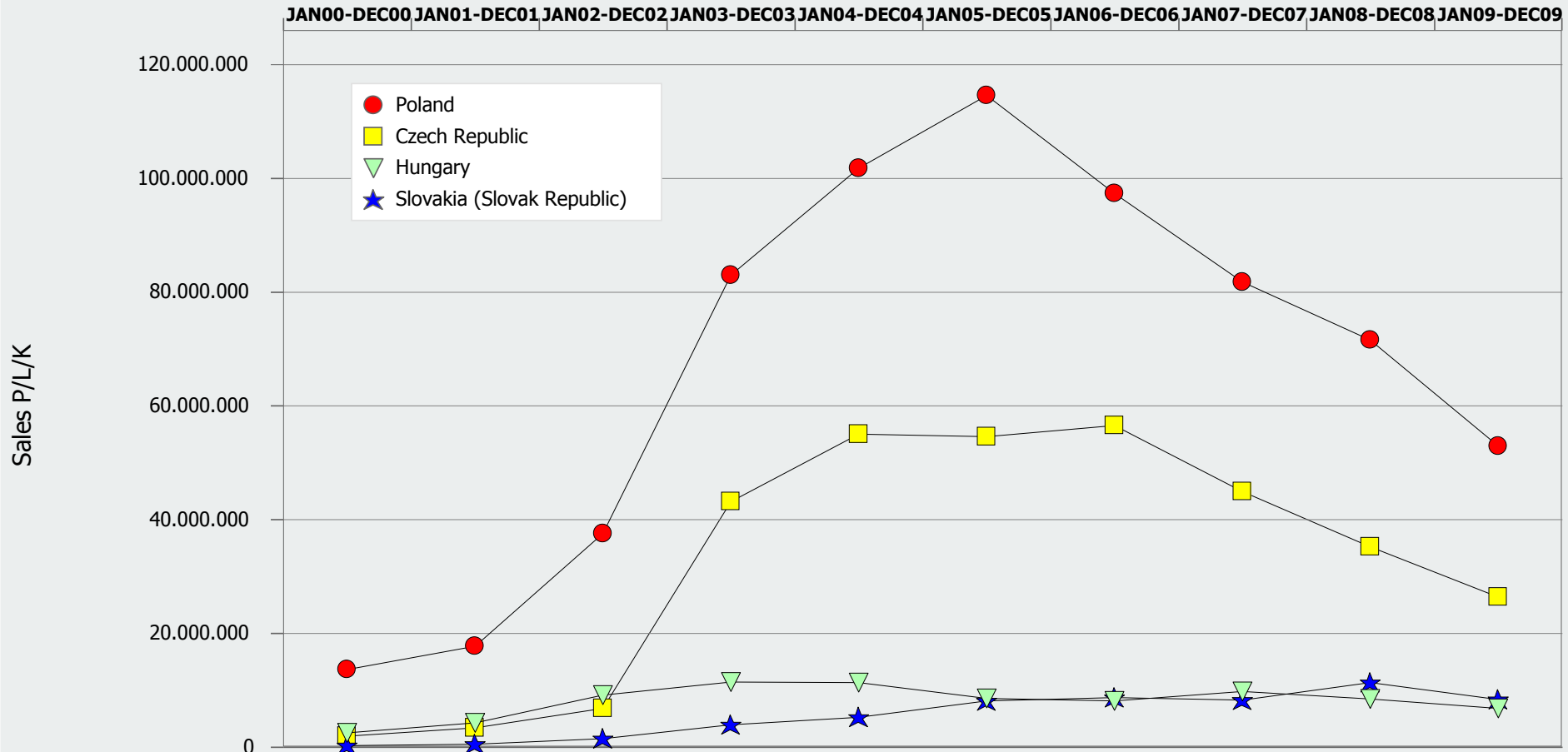
Sales P/L/K

JAN00-DEC00 - JAN09-DEC09

East EU 4

GfK

12



| | JAN00-DEC00 | JAN01-DEC01 | JAN02-DEC02 | JAN03-DEC03 | JAN04-DEC04 | JAN05-DEC05 | JAN06-DEC06 | JAN07-DEC07 | JAN08-DEC08 | JAN09-DEC09 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| PL SALES MIO.PCK | 13,7 | 17,8 | 37,6 | 83,0 | 101,8 | 114,6 | 97,4 | 81,8 | 71,7 | 52,9 |
| CZ SALES MIO.PCK | 2,0 | 3,5 | 6,9 | 43,2 | 55,1 | 54,6 | 56,7 | 45,0 | 35,3 | 26,5 |
| HU SALES MIO.PCK | 2,6 | 4,3 | 9,3 | 11,5 | 11,4 | 8,6 | 8,2 | 9,9 | 8,5 | 6,9 |
| SK SALES MIO.PCK | 0,3 | 0,6 | 1,6 | 4,0 | 5,4 | 8,2 | 8,8 | 8,4 | 11,4 | 8,5 |

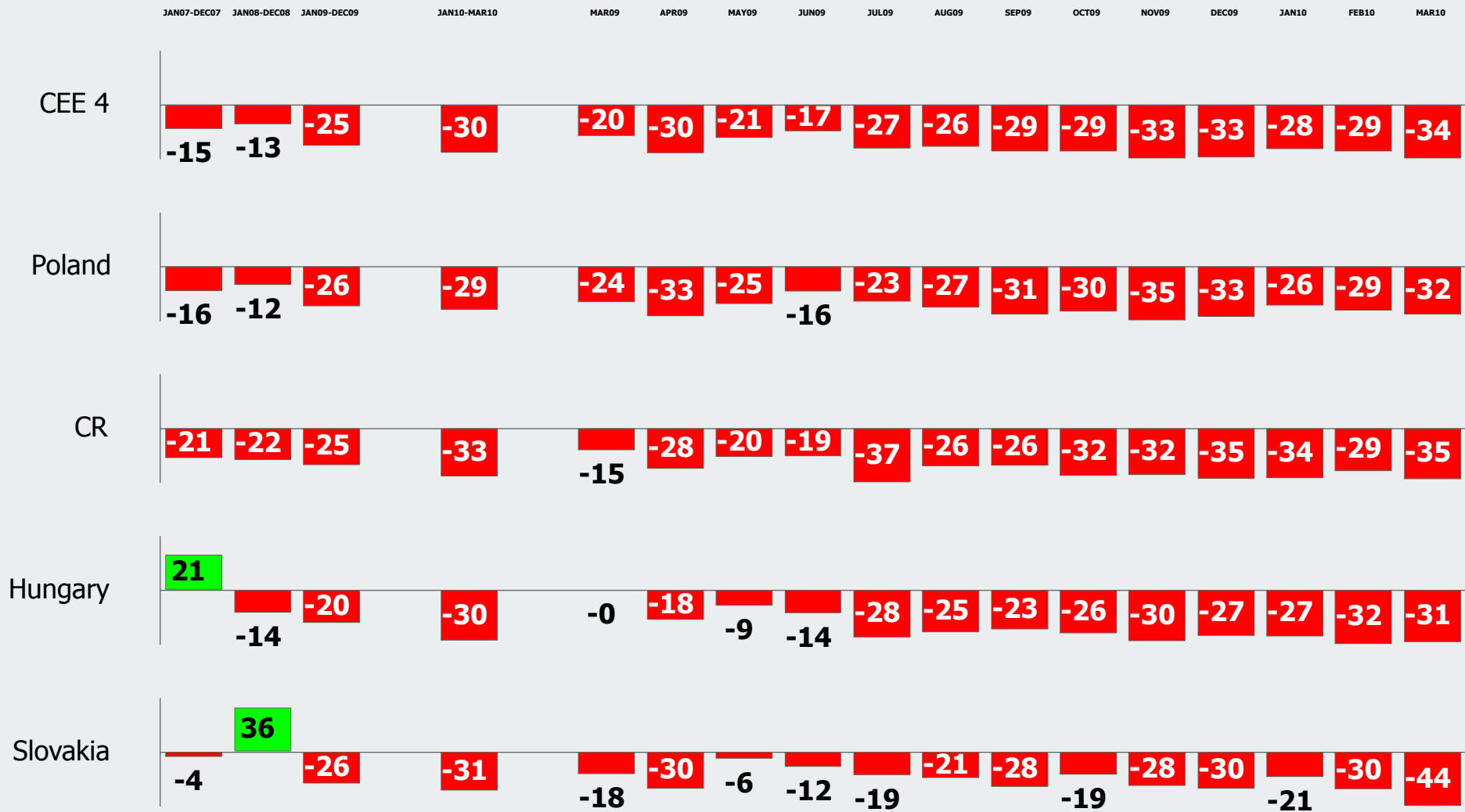
CD REC MEDIA

Growth % PY
JAN07-DEC07 - MAR10

East EU 4



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Summary CD Recording Media

- Declining market, in year 2009 market development in terms of sales units was:
 - Western Europe: -19%
 - Eastern Europe: -25%

- For the first quarter of 2010 further negative market development:
 - Western Europe: -19%
 - Eastern Europe: -30%

- Market size in 2009 (Europe 9):
 - Sales Units: 638,7 Mio.
 - Sales Value in EUR: 237,5 Mio.

Agenda

- 1 General Market Development
- 2 CD
- 3 DVD
- 4 Blu-ray

DVD REC MEDIA

Sales P/L/K, Sales EUR

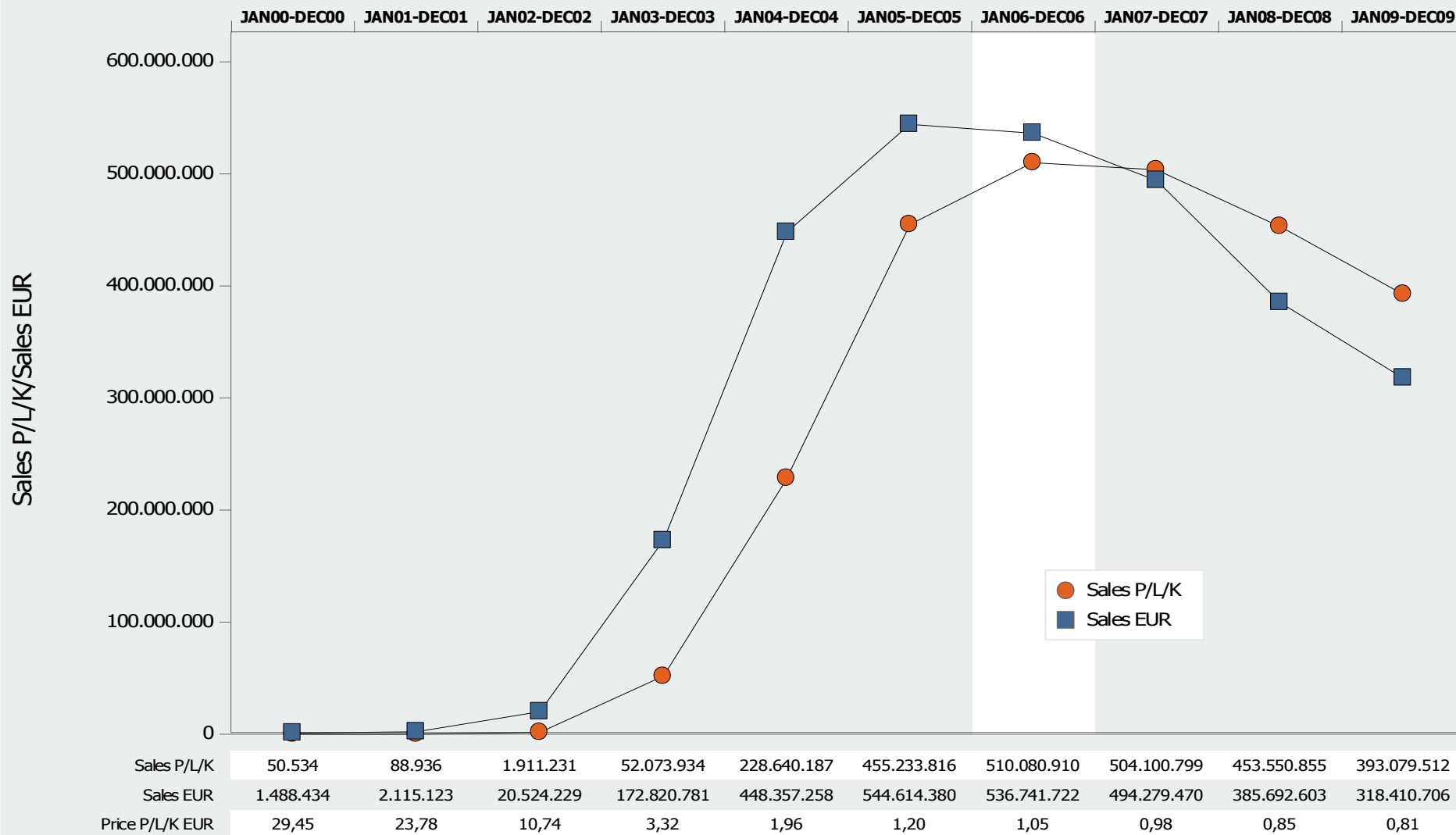
JAN00-DEC00 - JAN09-DEC09

EU 5

12 CM DVD



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DVD REC MEDIA

Sales P/L/K

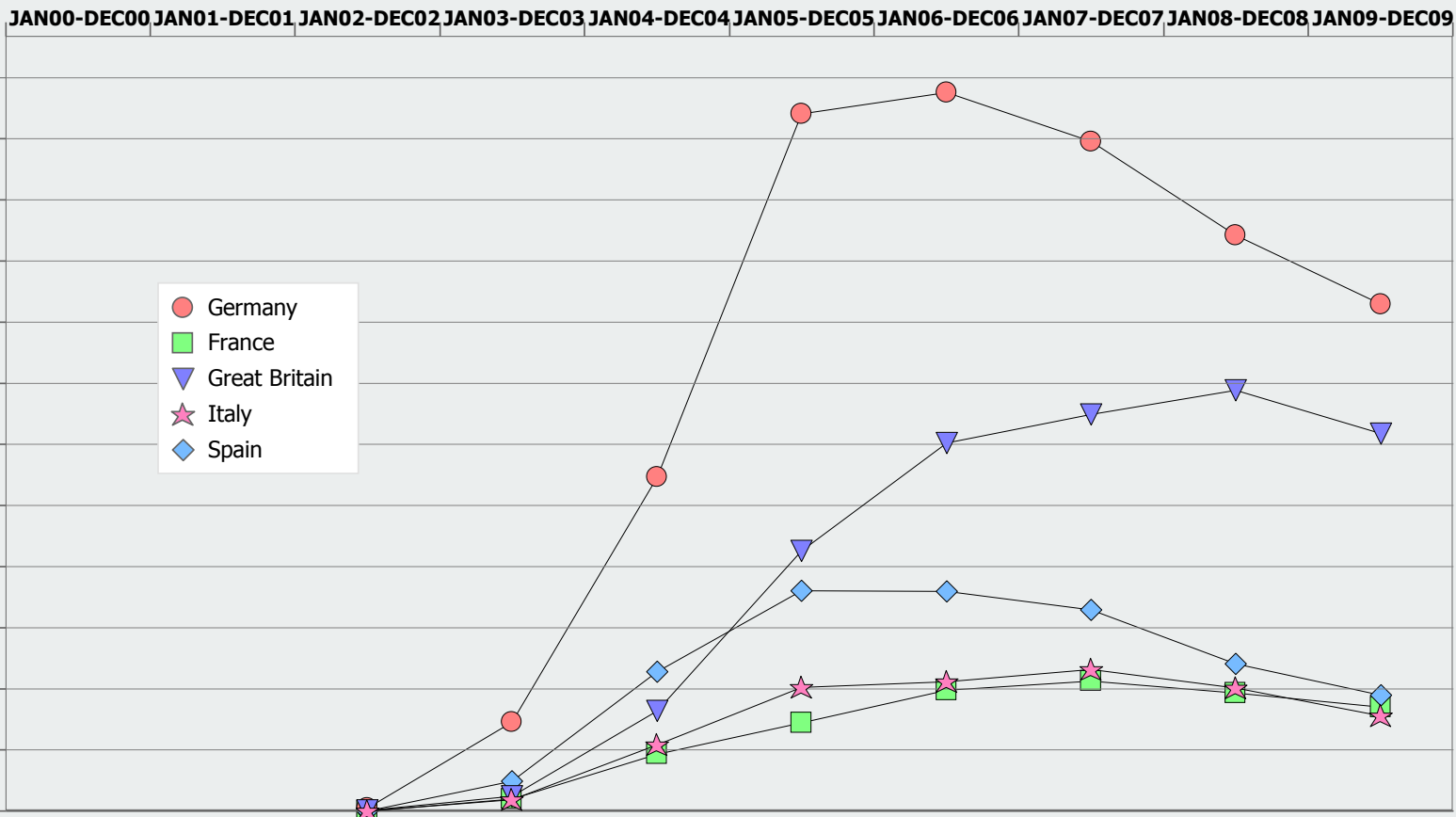
JAN00-DEC00 - JAN09-DEC09

EU 5

12 CM DVD



Sales P/L/K



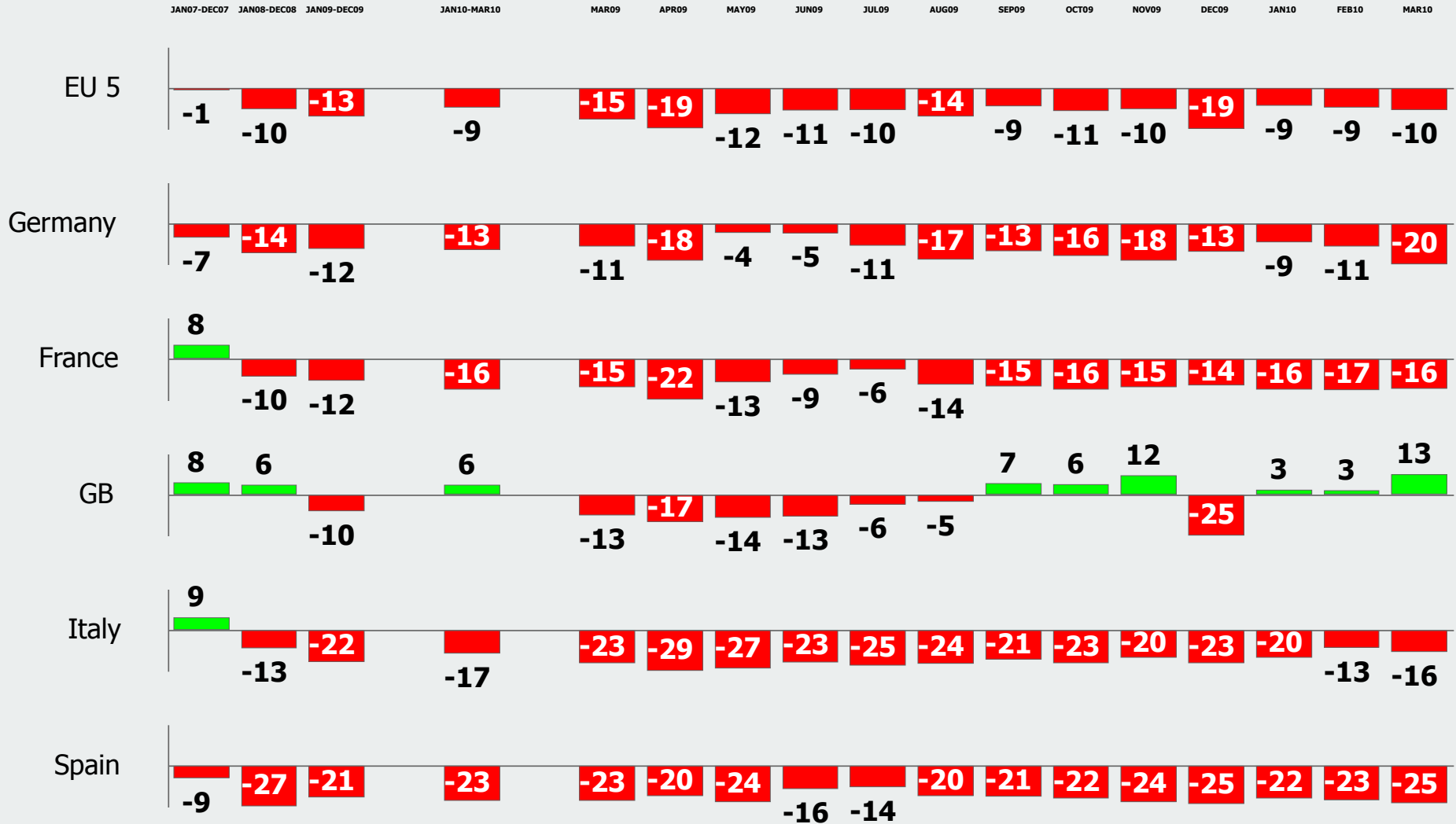
| | JAN00-DEC00 | JAN01-DEC01 | JAN02-DEC02 | JAN03-DEC03 | JAN04-DEC04 | JAN05-DEC05 | JAN06-DEC06 | JAN07-DEC07 | JAN08-DEC08 | JAN09-DEC09 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| DE SALES MIO.PCK | 0,0 | 0,1 | 1,0 | 29,3 | 109,5 | 228,4 | 235,3 | 219,3 | 188,5 | 165,8 |
| FR SALES MIO.PCK | 0,0 | 0,0 | 0,2 | 4,0 | 18,8 | 29,0 | 39,8 | 42,8 | 38,7 | 34,2 |
| GB SALES MIO.PCK | 0,0 | 0,0 | 0,4 | 5,0 | 32,9 | 85,2 | 120,5 | 129,8 | 137,9 | 123,7 |
| IT SALES MIO.PCK | 0,0 | 0,0 | 0,1 | 3,9 | 21,7 | 40,5 | 42,4 | 46,3 | 40,4 | 31,3 |
| ES SALES MIO.PCK | 0,0 | 0,0 | 0,2 | 9,8 | 45,8 | 72,2 | 72,1 | 65,9 | 48,2 | 38,1 |

DVD REC MEDIA

Growth % PY

JAN07-DEC07 - MAR10

EU 5
12 CM DVD



DVD REC MEDIA

Sales P/L/K, Sales EUR

JAN00-DEC00 - JAN09-DEC09

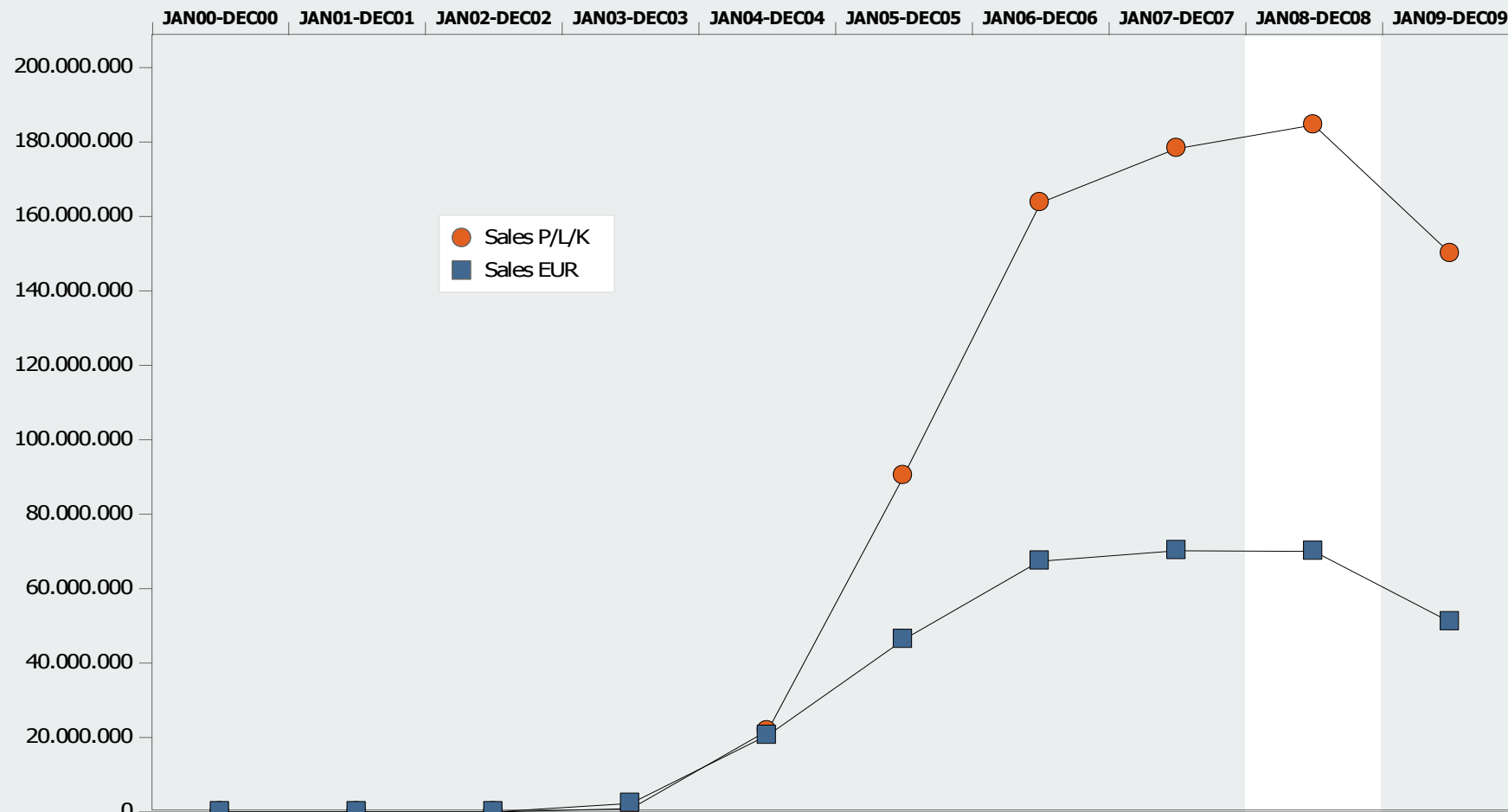
East EU 4

12 CM DVD

GfK

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Sales P/L/K/Sales EUR



| | | | | | | | | | | |
|-----------------|-------|-------|---------|-----------|------------|------------|-------------|-------------|-------------|-------------|
| Sales P/L/K | 31 | 308 | 22.902 | 979.151 | 21.757.665 | 90.504.972 | 163.849.102 | 178.284.453 | 184.727.514 | 150.055.710 |
| Sales EUR | 1.360 | 6.994 | 156.836 | 2.385.245 | 20.639.514 | 46.482.181 | 67.383.175 | 70.226.776 | 70.028.865 | 51.114.357 |
| Price P/L/K EUR | 43,87 | 22,71 | 6,85 | 2,44 | 0,95 | 0,51 | 0,41 | 0,39 | 0,38 | 0,34 |

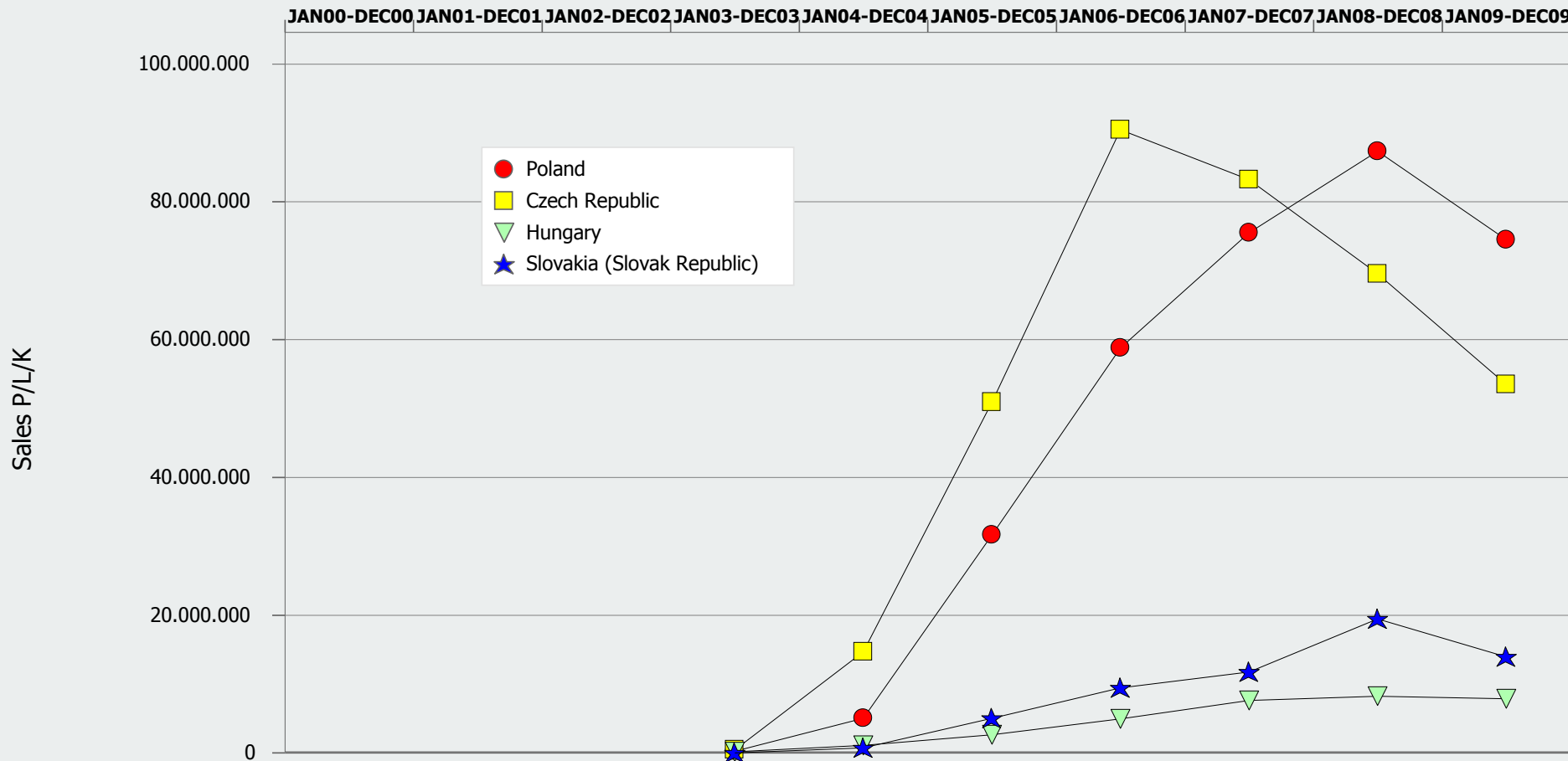
DVD REC MEDIA

Sales P/L/K

JAN00-DEC00 - JAN09-DEC09

East EU 4

12 CM DVD



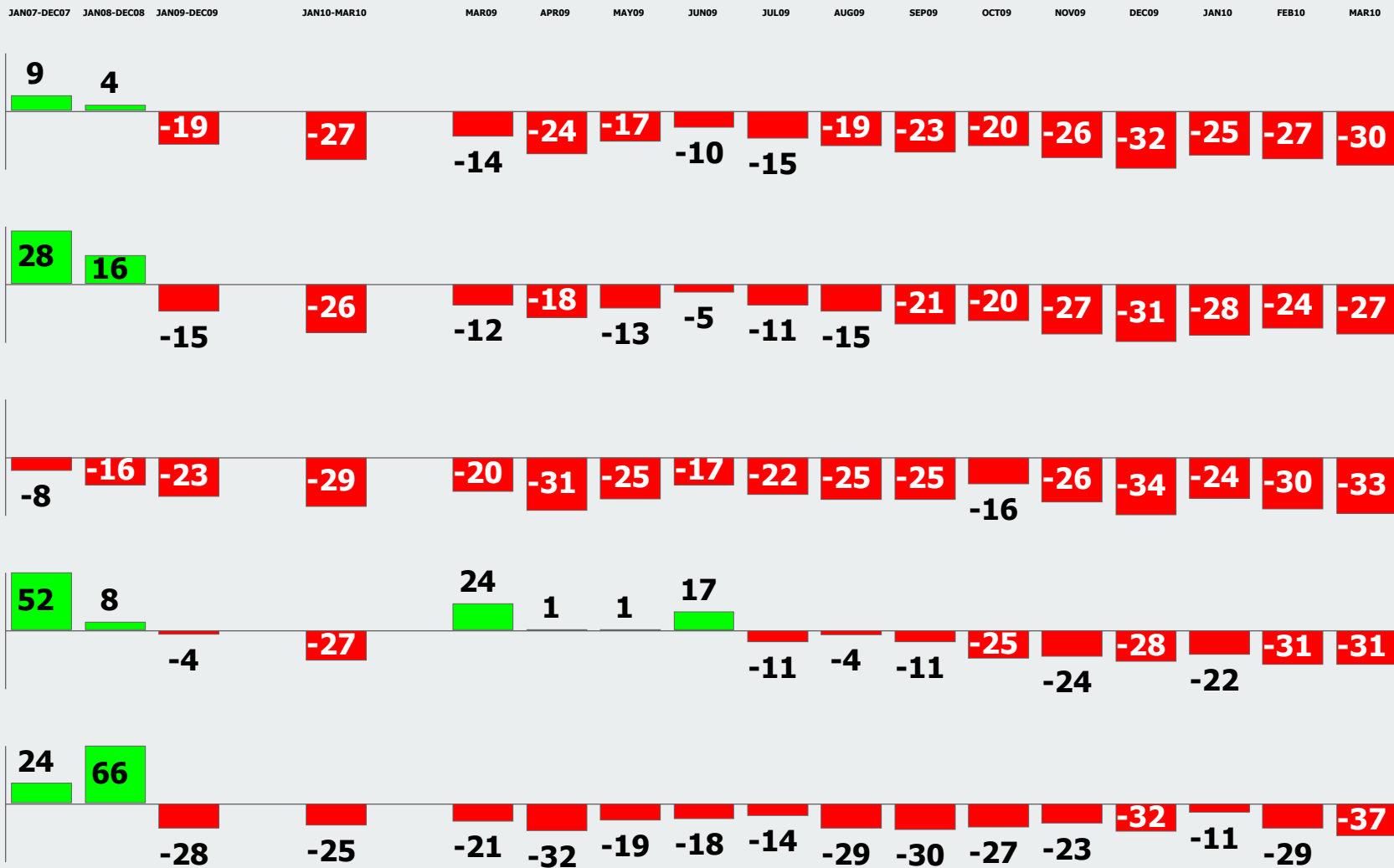
| | JAN00-DEC00 | JAN01-DEC01 | JAN02-DEC02 | JAN03-DEC03 | JAN04-DEC04 | JAN05-DEC05 | JAN06-DEC06 | JAN07-DEC07 | JAN08-DEC08 | JAN09-DEC09 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| PL SALES MIO.PCK | 0,0 | 0,0 | 0,0 | 0,3 | 5,1 | 31,7 | 58,8 | 75,6 | 87,4 | 74,6 |
| CZ SALES MIO.PCK | | | | 0,5 | 14,8 | 51,0 | 90,5 | 83,3 | 69,6 | 53,5 |
| HU SALES MIO.PCK | 0,0 | 0,0 | 0,0 | 0,2 | 1,1 | 2,7 | 5,0 | 7,7 | 8,3 | 8,0 |
| SK SALES MIO.PCK | | | | 0,0 | 0,8 | 5,1 | 9,5 | 11,8 | 19,5 | 14,0 |

DVD REC MEDIA

Growth % PY

JAN07-DEC07 - MAR10

East EU 4
12 CM DVD



DVD REC MEDIA

Sales P/L/K %

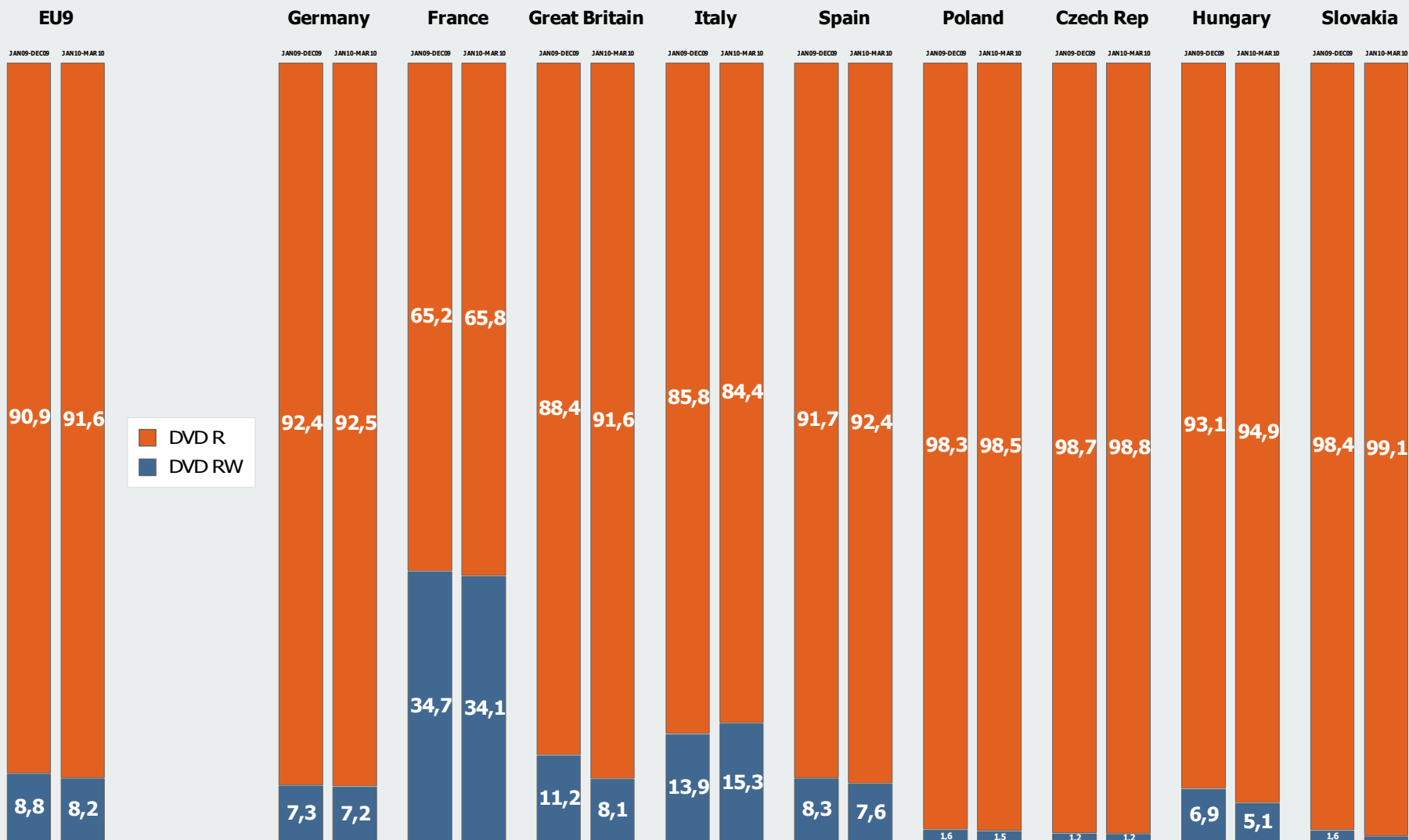
JAN10-MAR10

EU9

12 CM DVD



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Summary DVD Recording Media

- Declining market, in year 2009 market development in terms of sales units was:
 - Western Europe: -13%
 - Eastern Europe: -19%

- For the first quarter of 2010 further negative market development:
 - Western Europe: -9%
 - Eastern Europe: -27%

- Market size in 2009 (Europe 9):
 - Sales Units: 543,1 Mio.
 - Sales Value in EUR: 369,5 Mio.

Agenda

- 1 General Market Development
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- 4 Blu-ray

HD REC MEDIA

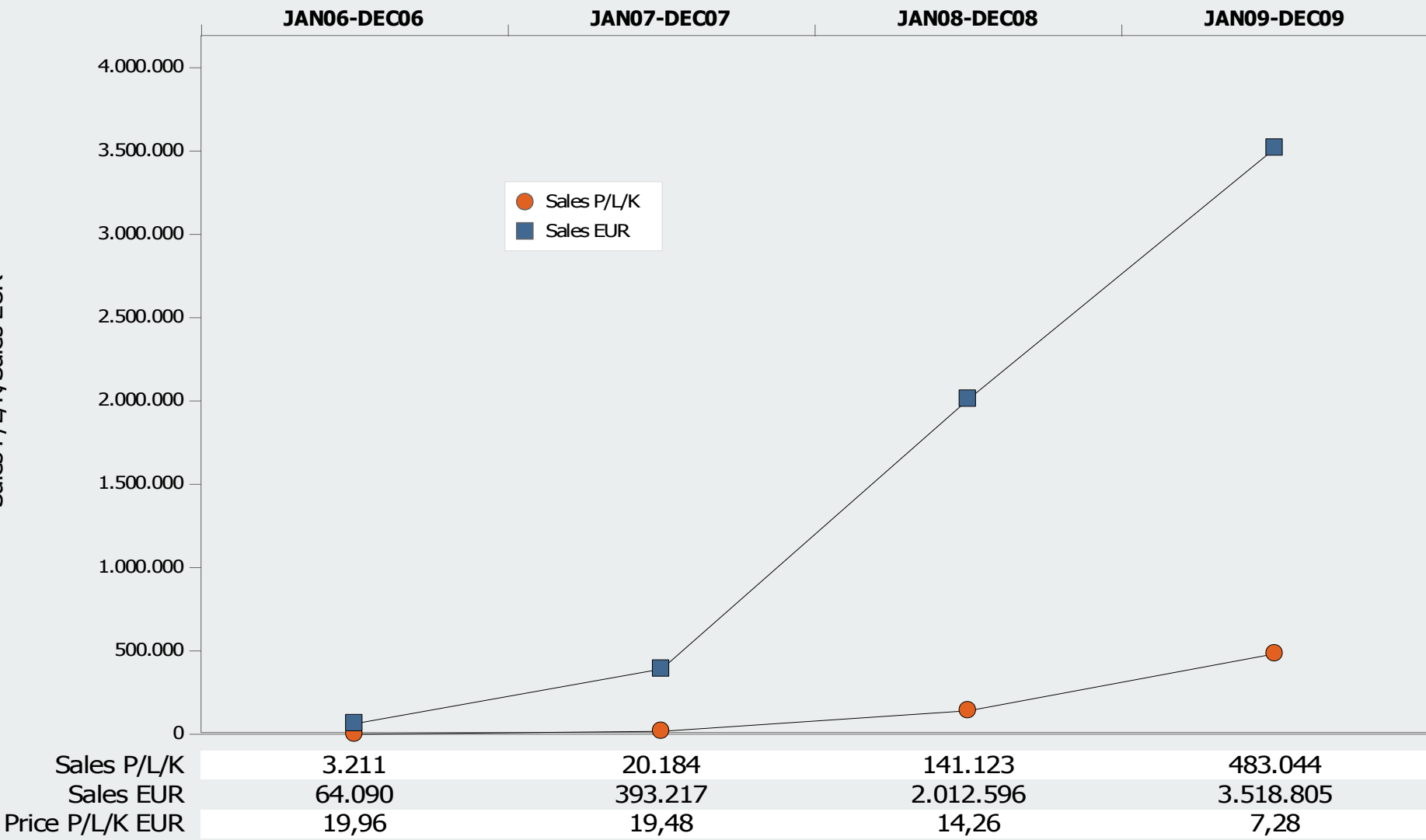
Sales P/L/K, Sales EUR

JAN06-DEC06 - JAN09-DEC09

EU 5
Blu-Ray



Sales P/L/K/Sales EUR



HD REC MEDIA

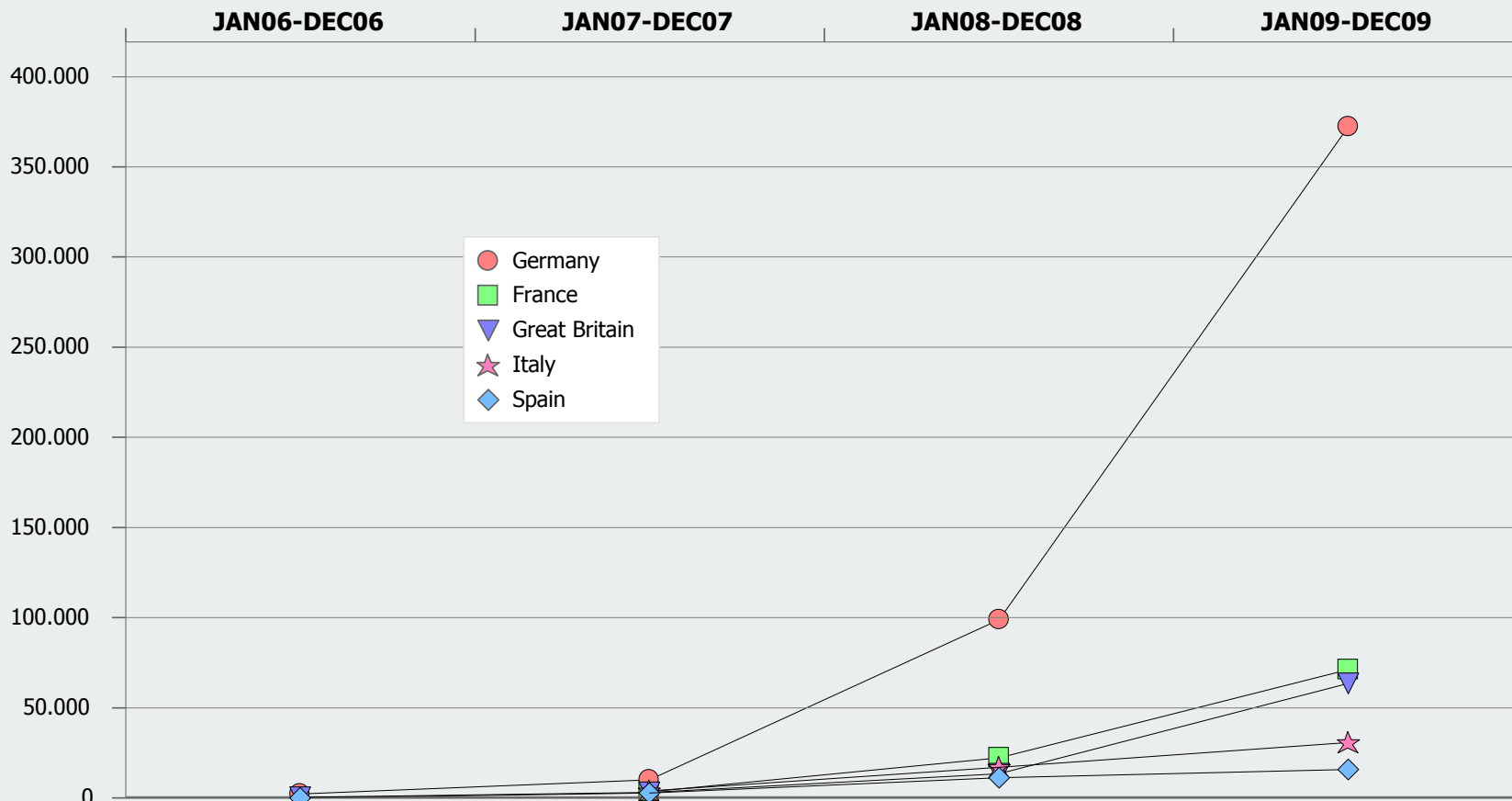
Sales P/L/K

JAN06-DEC06 - JAN09-DEC09

EU 5
BLU RAY



Sales P/L/K



DE Sales Ths. P/L/K

2,5 10,1 99,1 372,4

FR Sales Ths. P/L/K

0,5 3,6 22,7 71,3

GB Sales Ths. P/L/K

0,2 3,3 13,7 63,8

IT Sales Ths. P/L/K

4,1 17,0 30,8

ES Sales Ths. P/L/K

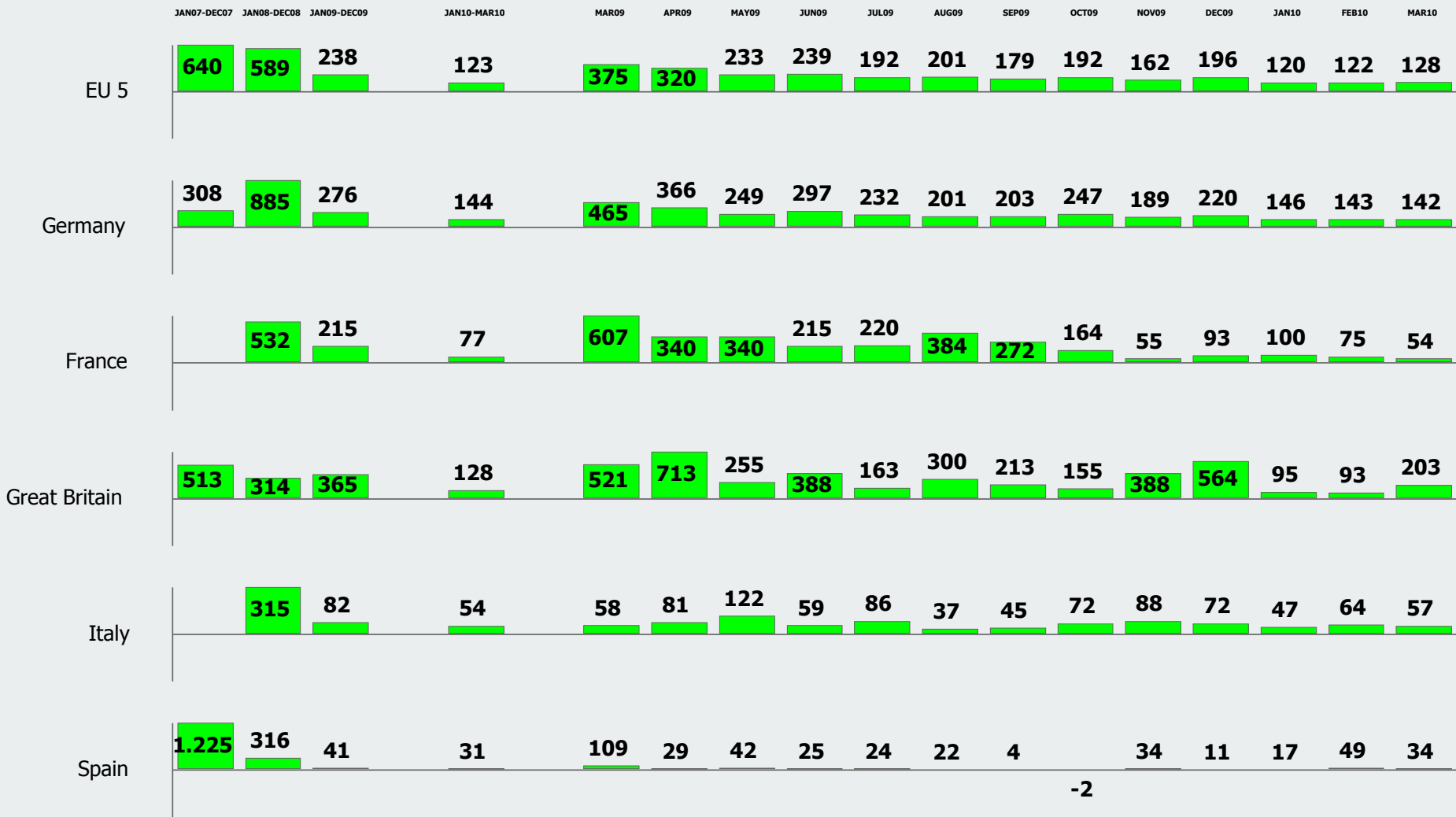
2,7 11,4 16,1

HD REC MEDIA

Growth % PY

JAN07-DEC07 - MAR10

EU 5
Blu-Ray



-2

HD REC MEDIA

Sales P/L/K, Sales EUR

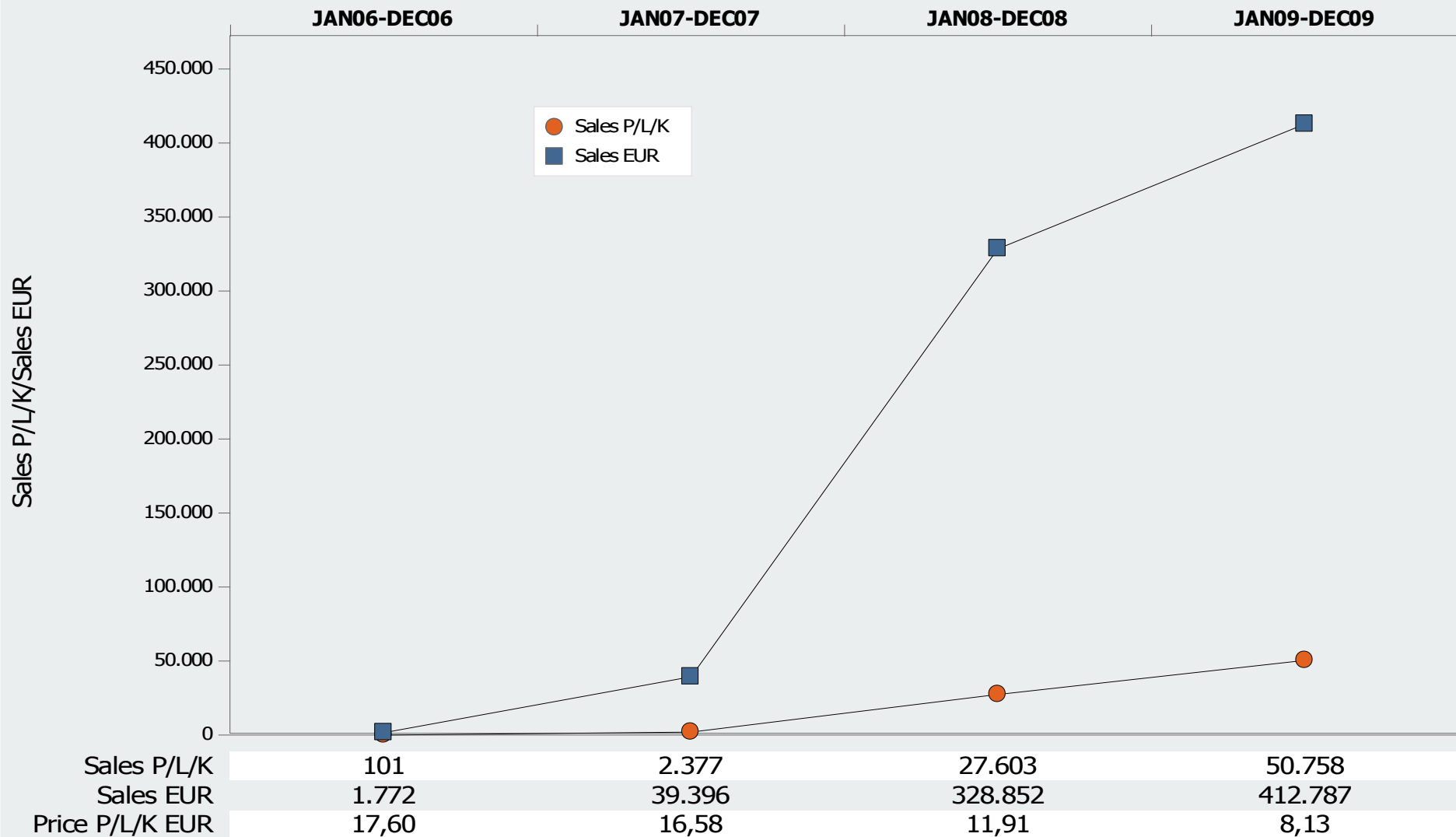
JAN06-DEC06 - JAN09-DEC09

East EU 4

Blu-Ray



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HD REC MEDIA

Sales P/L/K

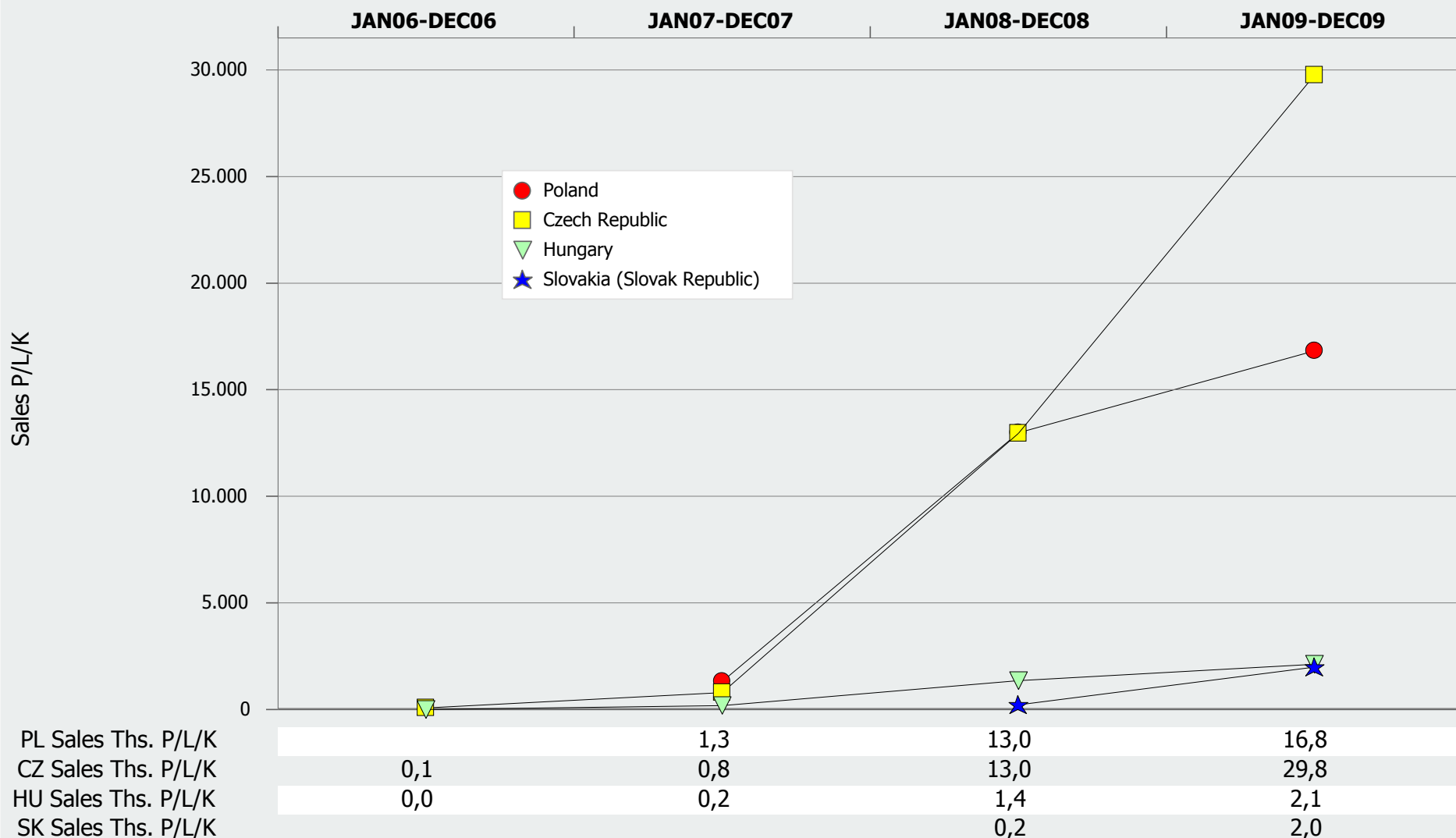
JAN06-DEC06 - JAN09-DEC09

East EU 4

BLU RAY



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HD REC MEDIA

Growth % PY
JAN07-DEC07 - MAR10

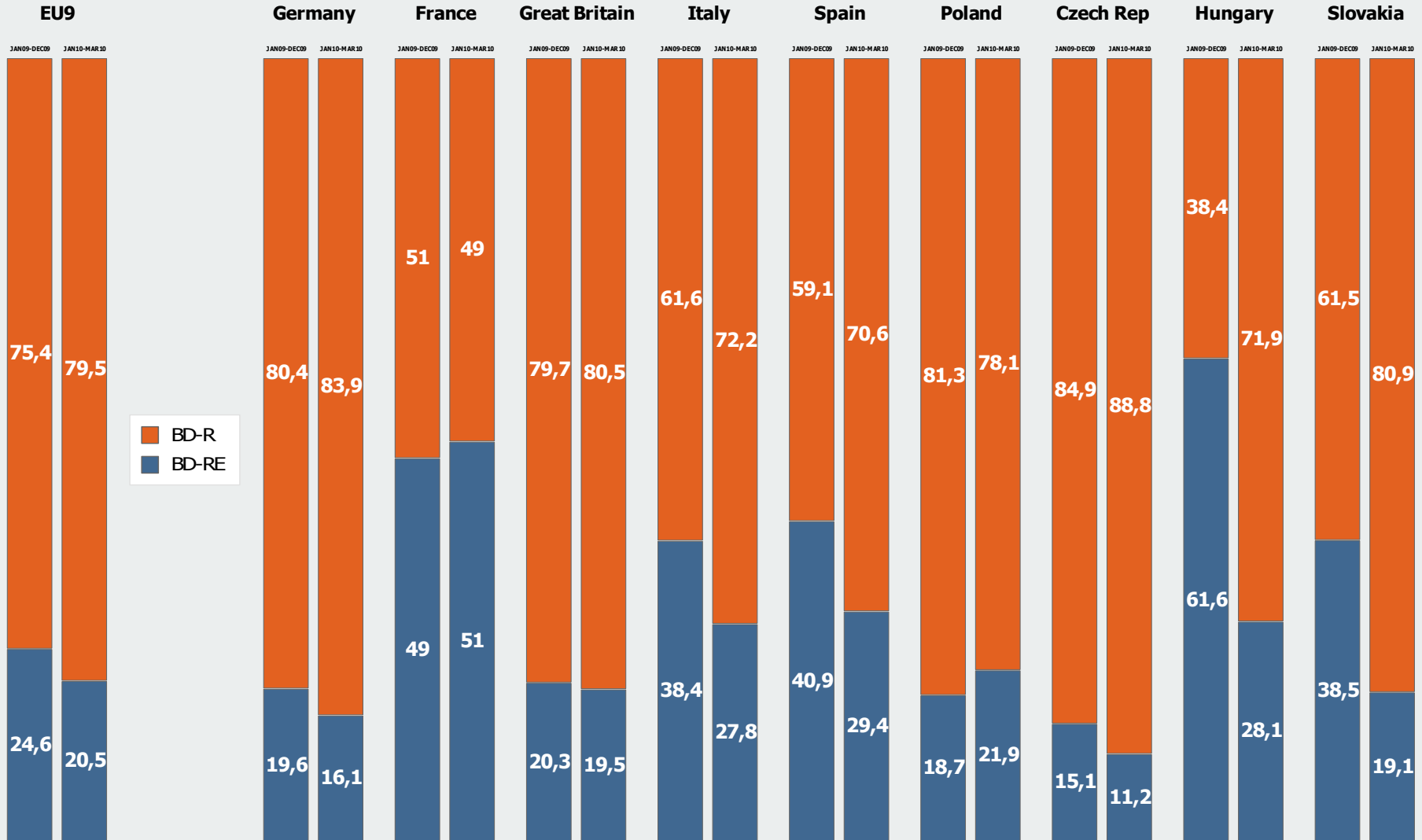
East EU 4 BLU RAY



HD REC MEDIA

Sales P/L/K %
JAN10-MAR10

EU9
BLU RAY

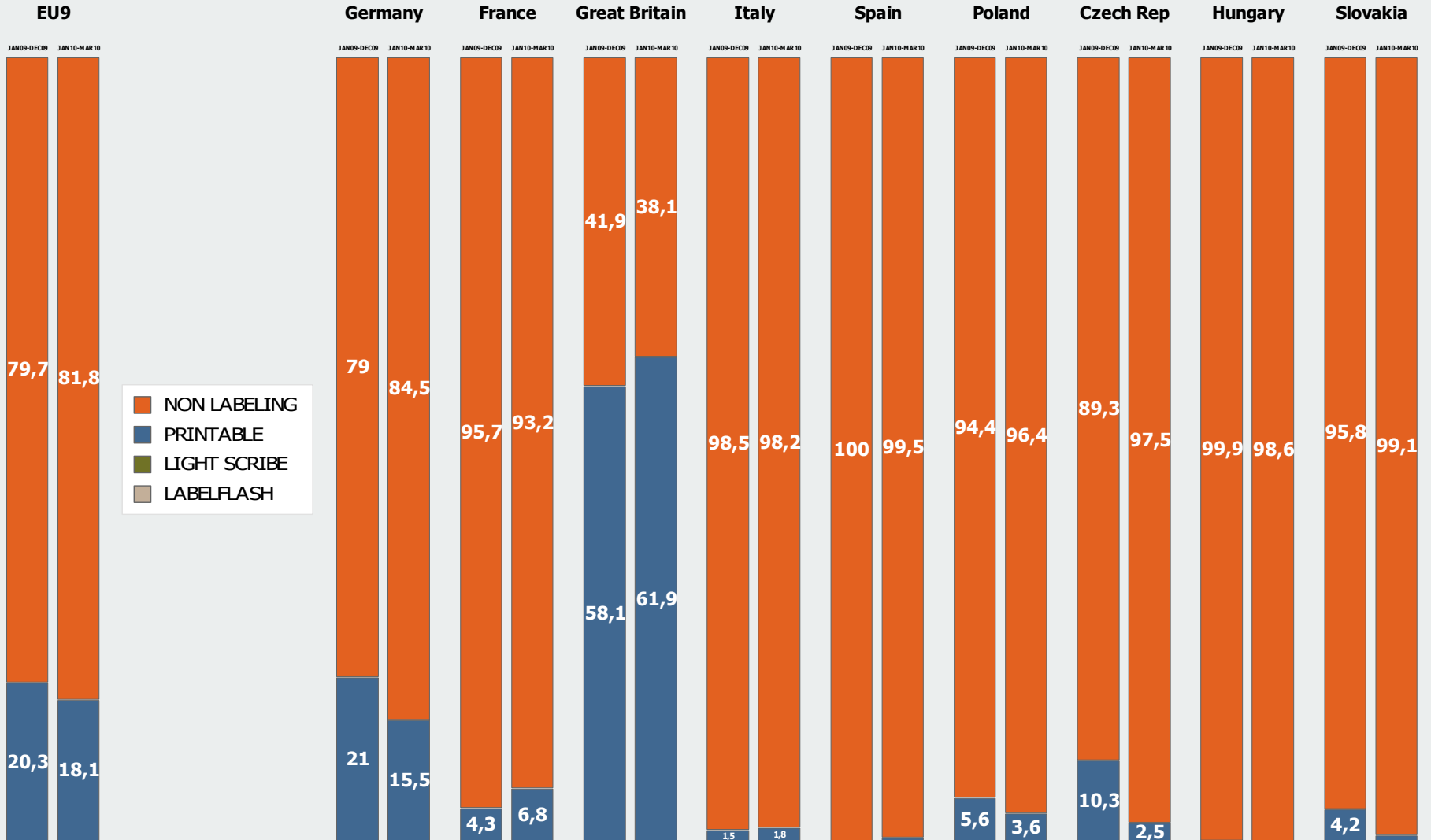


BD-R
BD-RE

HD REC MEDIA

Sales P/L/K %
JAN10-MAR10

EU9
BLU RAY

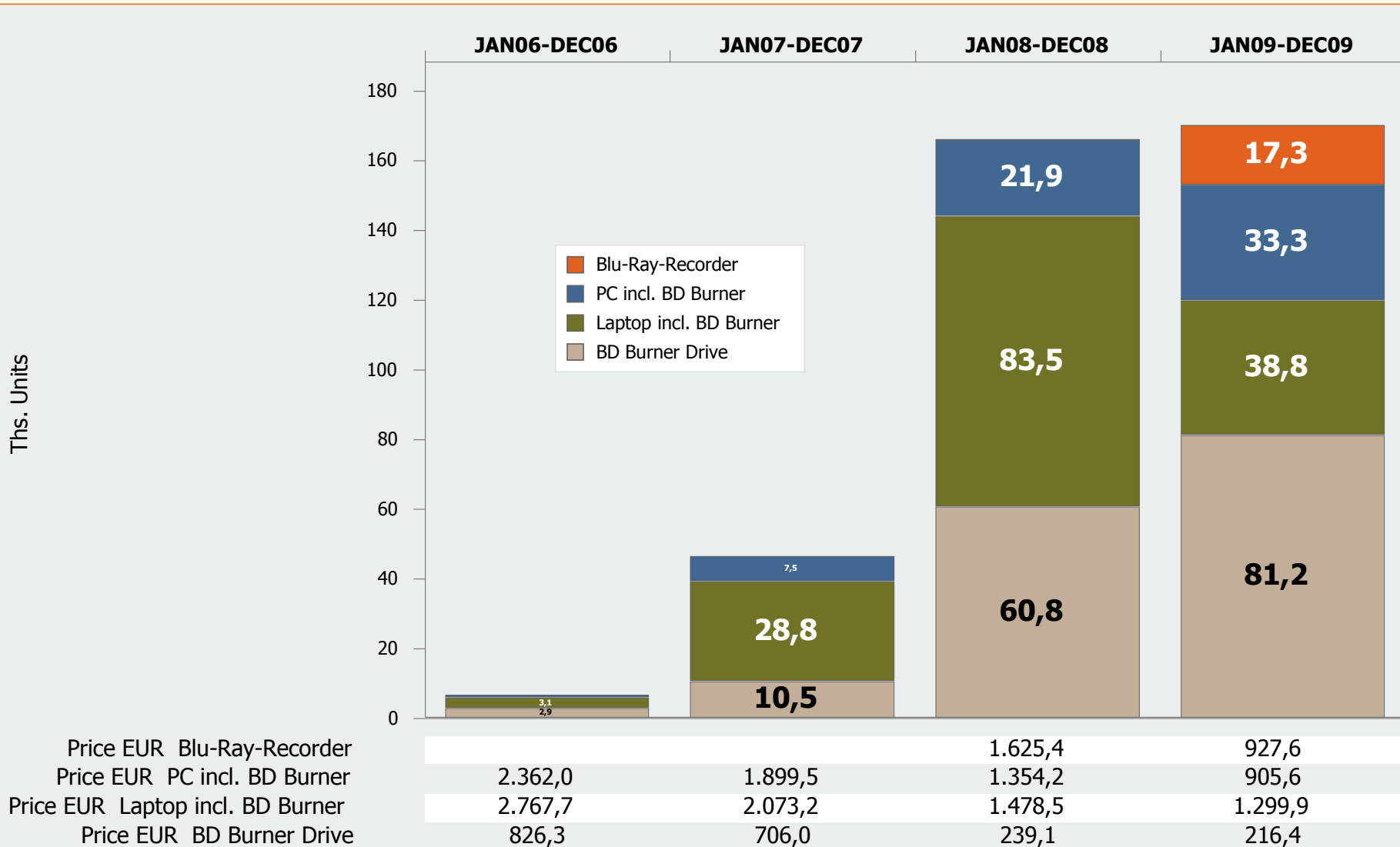


Blu-ray Burning Devices

Ths. Units

JAN06-DEC06 - JAN09-DEC09

Panelmarket EU5



Market development recorded media Germany

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| | | 2008 | 2009 | 09 vs 08 |
|----------------|-------------------|-------|-------|----------|
| TOTAL | Volume in m units | 103.7 | 112.8 | 9% |
| | Value in m € | 1291 | 1378 | 7% |
| | Ø price in € | 12.44 | 12.22 | -2% |
| DVD | Volume in m units | 101.3 | 106.5 | 5% |
| | Value in m € | 1242 | 1258 | 1% |
| | Ø price in € | 12.26 | 11.82 | -4% |
| Blu-ray | Volume in m units | 1.7 | 6.2 | 274% |
| | Value in m € | 42 | 119 | 184% |
| | Ø price in € | 25.24 | 19.18 | -24% |
| HD-DVD | Volume in m units | 0.5 | 0.03 | -95% |
| | Value in m € | 5.9 | 0.3 | -95% |
| | Ø price in € | 11.63 | 11.82 | 2% |
| VHS | Volume in m units | 0.2 | 0.11 | -55% |
| | Value in m € | 1.1 | 0.7 | -35% |
| | Ø price in € | 4.53 | 6.69 | 48% |

All periods: January-December

Summary Blu-ray Recording Media

- Rapidly growing market, in year 2009 market development in terms of sales units was:
 - Western Europe: +238%
 - Eastern Europe: +84%

- For the first quarter of 2010 market growth in Western Europe slows down, in Eastern Europe accelerates:
 - Western Europe: +123%
 - Eastern Europe: +116%

- Market size in 2009 (Europe 9):
 - Sales Units: 533,1 Ths.
 - Sales Value in EUR: 3.931,6 Ths.

Thank you!

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The GfK logo consists of the letters 'GfK' in a bold, orange, sans-serif font, positioned inside a white square.