

Press release

GfK Entertainment signs extensive co-operation agreement with major Hollywood studios and television companies

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Nadine Arend
Public Relations/Marketing
T +49 7221 279 247
nadine.arend@gfk.com

Hans Schmucker
Public Relations
T +49 7221 279 200
hans.schmucker@gfk.com

Baden-Baden/Los Angeles, 17 November, 2016 – GfK Entertainment has been commissioned to compile digital film data for 17 countries.

GfK Entertainment has been compiling the official DVD and Blu-ray sales figures for Germany and many other countries for the past fifteen years and will now be expanding its market coverage and analyses to include the growth markets of internet video on demand (iVOD) and electronic sell-through (EST). GfK Entertainment and the movie and television companies that are members of DEG: The Digital Entertainment Group have just announced that GfK Entertainment has been commissioned to compile aggregated digital sales transactions of movies and television programs for 17 countries.

According to Tanja Eisen, GfK Entertainment's Global Director Sales & Marketing, "video on demand platforms are reaching an increasingly wider audience. Our service will enable us to provide valuable insights into this flourishing market segment in the future, and we wish to thank the DEG membership for the confidence it has placed in us".

"We are pleased to align with GfK Entertainment to expand reporting in this rapidly growing segment of the home entertainment market," said DEG President, Amy Jo Smith.

Under the co-operation agreement, GfK Entertainment will produce separate country analyses for the internet video on demand and electronic sell-through distribution channels. The service will give subscribers the ability to compare titles and genres for different formats, thus enabling them to plan their distribution, merchandising, marketing and digital strategies accordingly and make smarter decisions in an ever-changing market environment. The following countries will be covered: Germany, Belgium, Denmark, Finland, France, the UK, Ireland, Iceland, Italy, Luxemburg, the Netherlands, Norway, Sweden, Spain, Australia, New Zealand and Japan.

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

T +49 911 395 0

Management
Matthias Hartmann (CEO)
Christian Diedrich (CFO)
Dr. Gerhard Hausruckinger
Debra A. Pruent

Supervisory Board Chairman
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014

About GfK Entertainment

GfK Entertainment is an official charts compiler and supplier of data in the video, games, music and book fields. It works closely with the relevant industry associations and carries out market research in over 30 countries.



GfK Entertainment is part of GfK, one of the world's largest market research companies.

For further information, visit www.gfk-entertainment.com.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

For more information, please visit www.gfk.com.

About the DEG

The DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries. DEG membership is comprised of: Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, CenturyLink, Cinedigm Entertainment, Cognizant, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DreamWorks Animation, Giant Interactive, Giraffic Technologies, GfK Entertainment, Gibson Brands, Google Play, HBO Home Entertainment, Houghton Mifflin Harcourt, IHS, IMAX, Intel, Irdeto, Kaleidescape, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, Midnight Oil, MovieLabs, MQA, Music Watch Inc., My Eye Media, Neustar Media, Nielsen Entertainment, NPD Group, One+K, The Orchard, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Playster, PricewaterhouseCoopers, Random Media, Redbox, Rovi, Samsung Electronics, Screen Engine/ASI, ScreenPlay, SellThruCo, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, TiVo, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, NBC Universal, V2Solutions, Verizon Digital Media Services, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, and Western Digital.

For further information, visit www.degonline.org.