



# Press release

## Video market: Blu-ray increases global share

**Baden-Baden, 30 May, 2018 – 4K Ultra HD format attracts more and more interest. Prices remain stable.**

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Blu-ray discs have increased their share of the total global physical video market in the past three years. At the same time, the 4K Ultra HD format launched in 2016 is attracting more and more interest. However, prices have remained more or less unchanged since 2015. These are the key results of an analysis covering 13 countries carried out by GfK Entertainment for the Digital Entertainment Group (DEG).

### Blu-ray share rising

In Germany, Blu-rays made up about 38 percent of physical video sales in 2017, up in from 34 percent in 2015. In Austria and Switzerland, too, their market shares rose, by 3 percentage points in each case, to 34 and 35 percent respectively. Blu-rays enjoy the most popularity in Japan, where sales account for more than every second yen spent (52 percent).

### 4K with a two percent market share

The 4K share of the total physical market was about two percent at the end of 2017, with sales on an upward curve and regular short spurts of growth. The anime “Your Name”, which was a huge success in Japan, including as a 4K edition, attracted particular attention.

### Prices remain stable

Overall, Blu-ray prices are fairly stable. In 2017, the discs cost an average of €14.53 in Germany, making them 60 cents cheaper than in 2015. This is similar to the situation in Austria, where the price has dropped slightly, by 50 cents to €15.14. French people pay an average of €19.44 for their Blu-rays, while the Japanese are charged almost €45.

The basis of the analysis is data from the following countries: Australia, Austria, Belgium, France, Germany, Italy, Japan, New Zealand, the Netherlands, Norway, Spain, Sweden and Switzerland.

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### About GfK Entertainment

GfK Entertainment is an official partner of the Digital Entertainment Group (DEG) and has been compiling the DVD and Blu-ray sales figures for Germany and many other countries for more than 15 years. Since 2016, it



GfK Entertainment

has been processing comprehensive data on digital films and series available on the growth markets video on demand and electronic sell-through. GfK Entertainment is part of GfK, one of the world's biggest market research companies.

For further information, visit [www.gfk-entertainment.com](http://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.

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