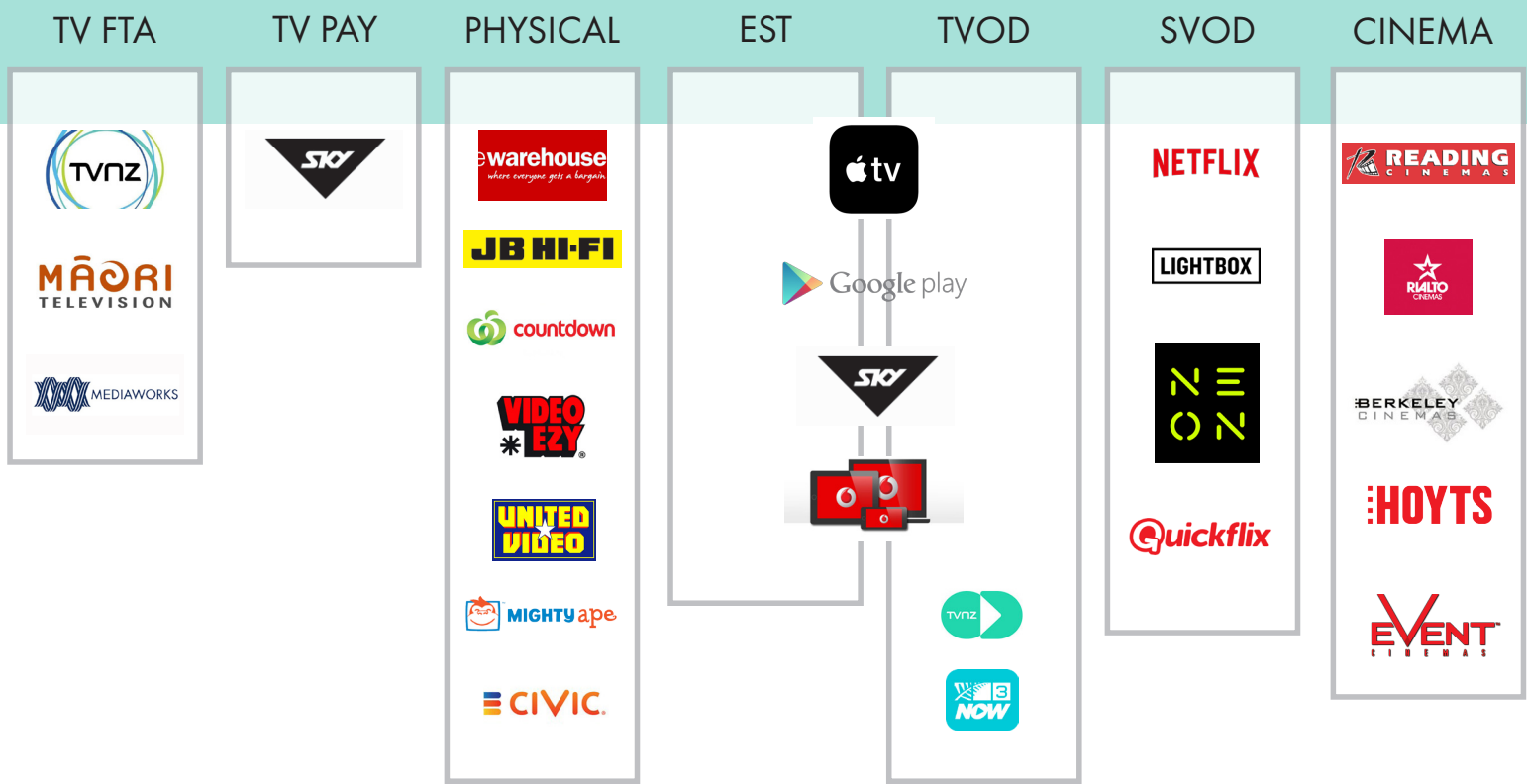




AVAILABILITY & AFFORDABILITY OF MOVIES & TV IN NEW ZEALAND

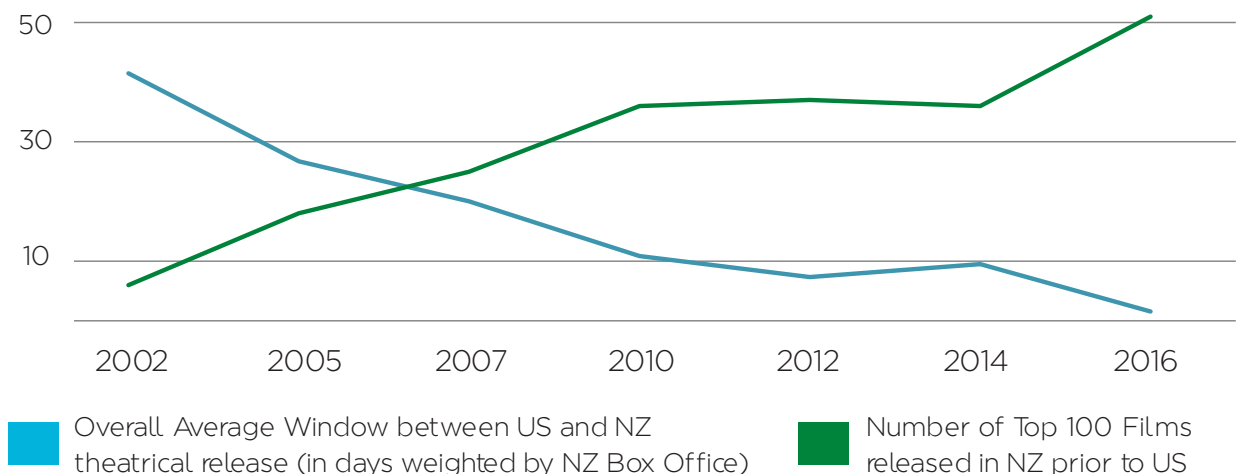
The Explosion of Consumer Choice in the Digital Age



50 OF THE TOP 100 FILMS

AT THE NZ BOX OFFICE ARE NOW RELEASED IN NZ **BEFORE** THE US

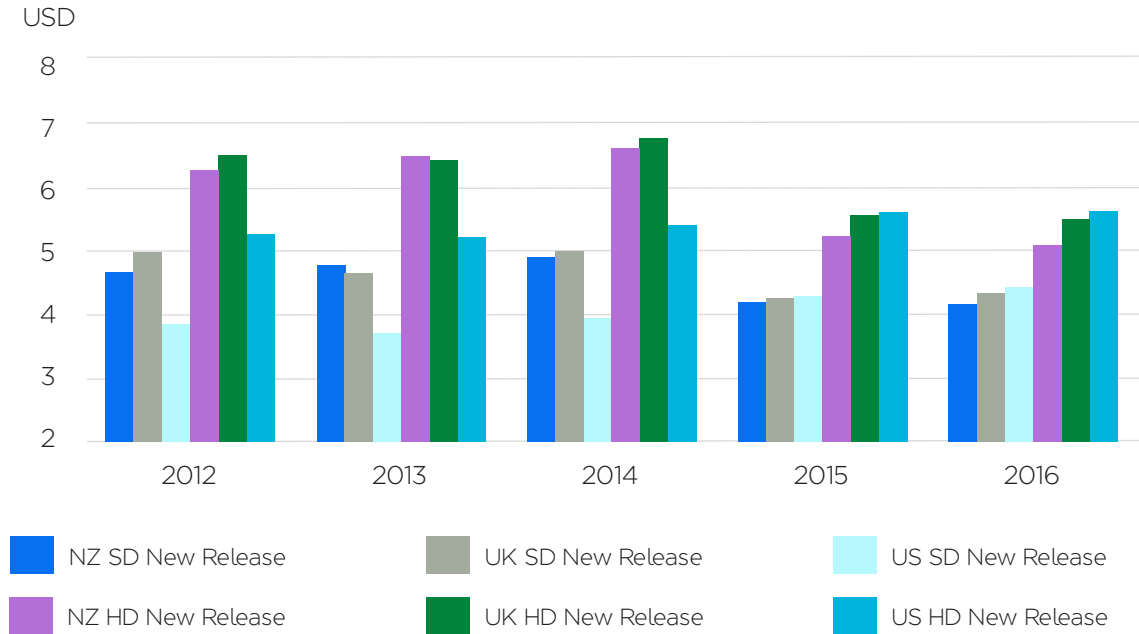
Availability of Top 100 films at the NZ Box Office relative to US release date



KIWIS PAY LESS

FOR NEW TVOD RELEASES THAN THE US OR THE UK

TVOD Pricing Development

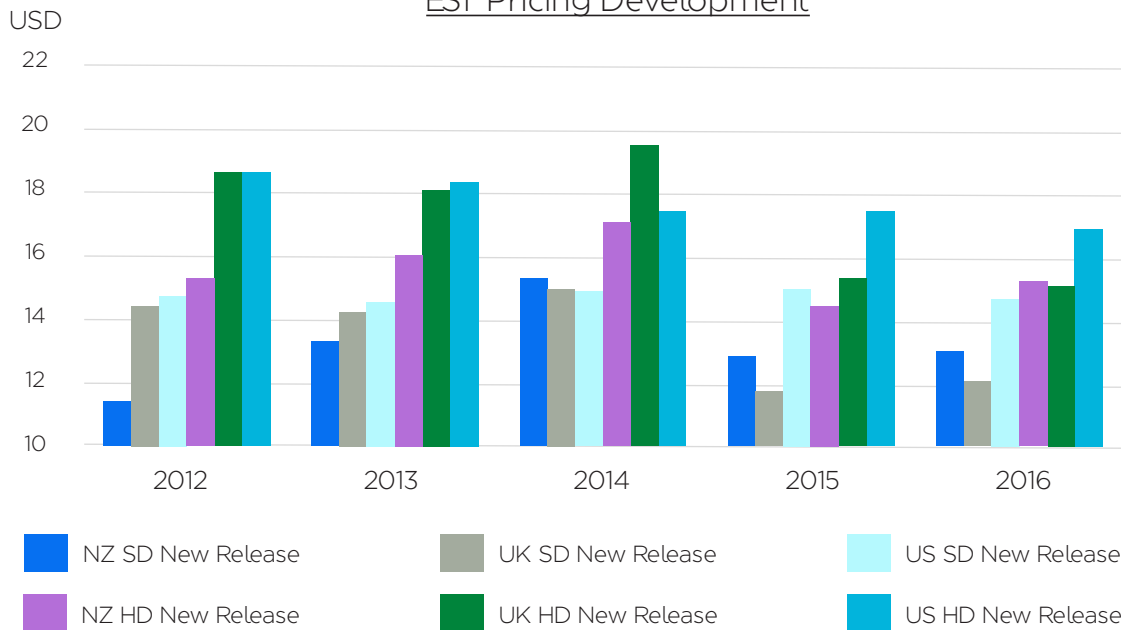


Source: IHS AHEDA

KIWIS PAY LESS

FOR EST NEW RELEASES THAN THE US AND ABOUT THE SAME AS THE UK

EST Pricing Development



Source: IHS AHEDA

glossary

- SD: Standard Definition
- HD: High Definition
- FTA: Free-to-air

- SVOD: Subscription Video on Demand
- TVOD: Transactional Video on Demand
- EST: Electronic Sell-Through