# Music and Video Purchasing - UK - August 2011

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"Possible responses to the change in consumer spending tendencies include offering exclusive material for more ardent fans as an incentive for purchasing in stores. That, and working with labels in order to resurrect the store as a hub for fan club activities and promotions would bring a much-needed USP back to specialist music stores. HMV's other moves to position itself as a specialist provider of live entertainment leave it in a positive position to provide an all-round music experience for consumers."

**– Samuel Gee, Technology Analyst**

## In this report we answer the key questions:

- **Can specialist stores maintain footfall?**
- **Will streaming music services affect the purchasing of digital music files?**
- **How can digital video producers speed up format adoption amongst the public?**
- **Will supermarkets supplant specialists in bricks-and-mortar retail?**

Definition

The category of the market covered in this report is: pre-recorded music and video content, both in physical format (including CDs, standard DVDs, music DVDs, Blu-ray discs and UMDs) and as digital content.

Streaming services such as Spotify or Napster – which function on a subscription model for unlimited music – have been excluded from market size considerations, but are addressed in consumer trends. Digital content can be obtained through download sites (such as iTunes) in the form of digitally compressed files that can be played on a computer or transferred to other devices – depending on restrictions placed on the file by the original content providers. Mintel acknowledges the illegal download problem facing the film and music industry in this report. However, market sizes and estimations apply to the legal download markets only.

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