

## Music and Video Purchasing - UK - August 2012

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“Music and video retail for a relatively low price point, remain popular across all age ranges, and the multitude of purchase or rental, hardcopy, download, standard, high-definition or streaming options means there is a channel to market, quality variant and ownership model suitable for every consumer. Despite this, year on year the value of the video market consistently falls, with the music industry faring only slightly better. Meanwhile, supermarkets have taken a consistently greater share of the total retail space, as dedicated bricks-and-mortar stores struggle to overcome the difficulties in attracting consumers.”

– Samuel Gee, Technology Analyst

### In this report we answer the key questions:

- Will the growth of digital streaming services impact on future Blu-ray sales?
- How can shoppers be encouraged to purchase more from stores?
- How will cloud storage solutions change the landscape?
- What is the future of CD purchasing?

The market for music and video retail is shrinking year on year, with competition from cheaper digital alternatives undercutting revenue from hardcopy sales, and an increased number of supermarkets using the product as loss leaders devaluing the high street presence. This report will investigate the current state of music and video retail in the UK, as well as examining why consumers are using streamed media alternatives, what could convince consumers to purchase more content in-store, how consumers obtain music and video and consumer attitudes towards music and video purchasing.

This report examines the retail of music and video products through digital download, streaming or bricks-and-mortar stores. Music products discussed and included in market size estimations include albums and singles. Music video sales and live performance revenue are not included in analysis or market size estimations. Video products include television shows and films.

Although video rental market sizes and segmentation are discussed in this report, market size and forecast data apply to video retail only.

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