

## Movie Sales and Rentals - US - August 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The Big Three subscription services have become staples of American life and are now also major forces in original content, with substantial ad budgets. Based on the success of these services, myriad new streaming services are sprouting up. The industry will eventually run up against concerns about cost, making ad-supported streaming services more competitive."

- Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

- No growth as share shifts between segments
- Mounting competition

The report covers movie and television series sales via single transactions at digital stores, subscription VOD (video on demand) services, cVOD (cable VOD), and sales and rentals of DVDs and Blu-rays. Ad sales are not included in sales figures, but the use of ad-supported long-form video entertainment is included. The following subjects are discussed only in so far as they impact the home video market, and are not the primary subject of the report:

- Pay TV service
- Short-form content (less than the standard length of a 30-minute episode of television)
- Hardware sales

The report builds on the analysis presented in Mintel's *Movie Sales and Rentals – US, August 2014*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Terms

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