



AVAILABILITY & AFFORDABILITY OF FILMED ENTERTAINMENT IN AUSTRALIA

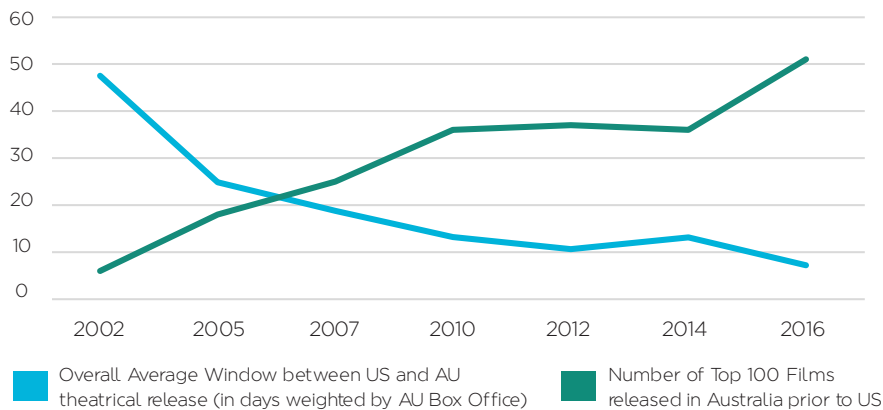
	TRADITIONAL (early 2000's)	DIGITAL (2017)
NO FEE/ AD-SUPPORTED		
SUBSCRIPTION		
TRANSACTIONAL HOME ENTERTAINMENT		
CINEMAS		<div style="background-color: #008080; color: white; padding: 20px; text-align: center;"> <h2>The Explosion of Consumer Choice in the Digital Age</h2> </div>

51 OF TOP 100 FILMS

at the Australian Box Office Are Now Released in Australia Before the US

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

Source: MPDAA

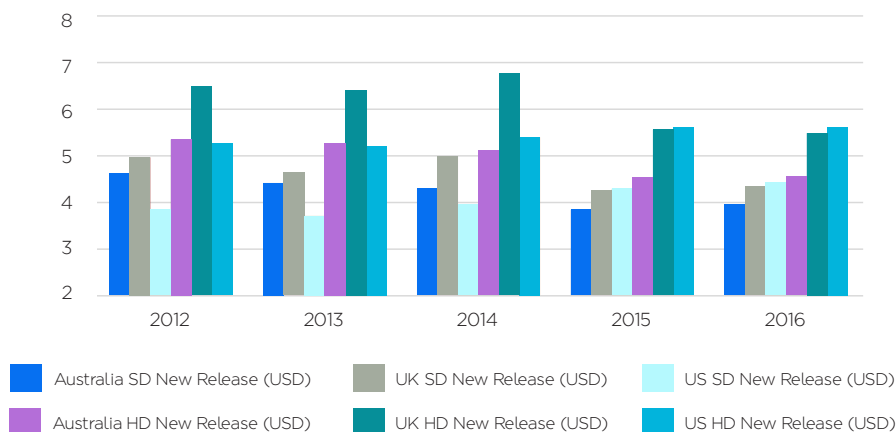


Rating	Share of Top 100 B.O.	Average Window Between US & AU
G	12%	-19
PG	20%	-13
M	47%	-3
MA 15+	20%	-3
R 18+	1%	-22
Total	100%	-7

AUSTRALIANS PAY LESS for VOD than the Americans and the British for new releases

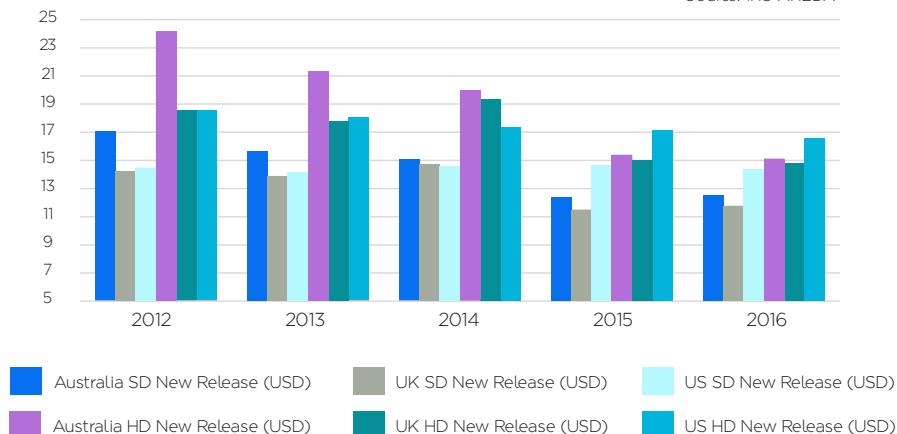
VOD Pricing Development

Source: IHS AHEDA



EST Pricing Development

Source: IHS AHEDA



EST PRICES HAVE DROPPED SIGNIFICANTLY in Australia over the past four years, especially on HD.

Prices are now below US levels and marginally above UK prices (as a result of the weakening GBP)

glossary

- AVOD: Advertising-supported Video on Demand
- OTT: Over The Top – i.e. internet-delivered
- SVOD: Subscription Video on Demand

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