

11.1 Appendix 1: Table 1: Export Territories Demographics

	POPULATION*					AGE*				INCOME	
	Population in 2006 in m	Projected population 2025 in m	Projected population 2050 in m	Population natural increase per year in % ¹	Population increase in between 2006 and 2050 in % ²	Under 15 yrs %	Over 65 years %	Youth 10 – 24 yrs in 2006	Youth 10 – 24 yrs in 2025	GDP nominal per capita in US\$ in 2006 ³	GDP PPP per capita in US\$ in 2006 ⁴
US	299.1	349.4	419.9	0.6%	+40%	20%	12%	21%	19%	44,190	43,444
Canada	32.6	37.6	41.9	0.3	+29%	18%	13%	20%	16%	38,951	35,494
France	61.2	63.4	64	0.4	+5%	18%	16%	19%	17%	35,404	30,693
Germany	82.4	82	75.1	-0.2	-9%	14%	19%	17%	14%	35,204	31,095
Italy	59	58.7	55.9	0	-5%	14%	19%	15%	14%	31,791	30,732
Spain	45.4	46.2	43.9	0.2	-4%	14%	17%	16%	16%	27,767	27,522
Australia	20.6	24.6	28.1	0.6	+36%	20%	13%	21%	17%	36,553	32,938
Japan	127.8	121.1	100.6	0	-2.1%	14%	20%	15%	14%	34,188	32,647
South Korea	48.5	49.8	42.3	0.4	-13%	19%	10%	21%	14%	18,392	23,926
Russia	142.3	130	110.3	-0.6	-22%	15%	14%	22%	17%	6,856	12,096
China	1,311.4	1,476	1,437	+0.6%	+10%	20%	8%	24%	18%	2,001	7,598
India	1,121.8	1,363	1,628	+1.7%	+45%	36%	4%	30%	25%	797	3,737
Brazil	186.8	228.9	259.8	+1.4%	+29%	28%	6%	27%	23%	5,717	9,108
Argentina	39	46.4	53.7	+1.1%	+38%	27%	10%	26%	22%	5,458	15,937
Chile	16.4	19.1	20.2	+1%	+23%	25%	8%	26%	19%	8,864	12,983
Mexico	108.3	129.4	139	+1.7%	+28%	32%	5%	29%	22%	8,066	11,249

¹ Natural increase = births – deaths (it does not include migration)

² Includes migration and immigration

³ Source: International Monetary Fund, GDP (nominal) per capita is calculated using fluctuating exchange rates (local currency to US\$) and therefore varies greatly every year. It does not take into account the different costs of living in different countries. It is therefore widely seen as insufficient tool to measure national wealth.

⁴ Source: International Monetary Fund, GDP PPP per capita attempts to overcome the problems of the nominal GDP calculations. It reflects different costs of living and avoids the exchange rate problem. The figures are however estimations rather than hard facts.

* Source: Population Reference Bureau www.prb.org

Appendix 1 Table 2 Overall figures and cinema figures

	Filmed Entertainment * overall in US\$m *				Cinema Ticket prices *				Admission numbers in million *				Screen Numbers **			
	2005	2010	Market value increase (2010-2005) in US\$m	% growth between 2005 - 2010	2005	2010	Ticket price increase (2010-2005) in US\$	% growth between 2005 - 2010	2005	2010	Admission numbers increase (2010-2005)	% growth between 2005 - 2010	2005	2010	Screen numbers increase (2010-2005)	% growth between 2005 - 2010
US	34,399	44,175	9,776	5.1	6.41	7.40	0.99	2.9	1,403	1,500	97.0	1.3	39,500	39,500	0	0
Canada	5,065	6,451	1,386	5.0	6.19	7.63	1.44	4.3	112	119	7.0	1.2	3,049	3,140	91	2.98
France	2,800	3,604	804	5.2	7.08	7.40	0.32	0.9	175.1	205	29.9	3.2	5,396	5,516	120	2.22
Germany	3,113	3,859	746	4.4	7.27	7.58	0.31	0.8	125.	145	20	3.0	4,889	4,900	11	0.24
Italy	2,060	2,562	502	4.5	7.02	7.27	0.25	0.7	113	130	17	2.8	3,795	4,150	355	9.35
Spain	1,675	1,910	235	2.9	6.21	7.15	0.94	2.9	120	135	15	2.4	4,401	4,400	-1	-0.02
Australia	1,173	2,038	865	3.5	7.62	8.57	0.95	2.4	82	87	5	1.2	1,943	2,025	82	4.22
Japan	7,701	7,953	252	0.6	11.25	11.40	0.15	0.3	160	164	4	0.5	2,926	3,000	74	2.52
South Korea	1,862	2,132	270	2.7	6.64	8.81	2.17	5.8	134	145	11	1.6	1,634	1,840	206	12.6
Russia	667	1,131	464	11.1	2.65	3.53	0.88	5.9	125	175	50	7.0	1,036	2,050	1,014	97.87
China	1,361	2,036	675	8.4	1.11	1.29	0.18	3.1	220	290	70	5.7	2,700	3,200	500	18.51
India	1,321	2,314	993	11.9	0.37	0.49	0.12	5.8	3,300	3,550	250	1.5	11,000	11,000	0	0
Brazil	567	722	155	5.0	2.94	3.57	0.63	4.0	90	105	15	3.1	2,045	2,500	455	22.24
Argentina	188	222	34	3.4	2.05	2.41	0.36	3.3	36	36.5	0.5	0.3	999	1,200	201	20.12
Chile	84	105	21	4.6	2.96	3.19	0.23	1.5	12	14	2	3.1	292	450	158	54.1
Mexico	816	1,066	250	5.5	3.58	4.03	0.45	2.4	166	190	24	2.7	3,049	3,250	201	6.59

* Filmed Entertainment consists of consumer box office spending, spending on renting and purchasing home video product, online film rental subscription, and streaming services. It excludes music videos, VoD (Video on Demand), PPV (pay per view), or movie distribution by cable, satellite or telephone companies.

* Source: PriceWaterhouseCoopers: Global Entertainment and Media Outlook 2006 – 2010

** Source: Dodona Reports

Table 3: Ancillary markets

	DVD Rental *				DVD Sales *				Broadband Households (millions) *				Internet Advertising spending in US\$m *			
	2005	2010	Market value increase (2010-2005)	% growth between 2005 - 2010	2005	2010	Market value increase (2010-2005)	% growth between 2005 - 2010	2005	2010	Market value increase (2010-2005)	% growth between 2005 - 2010	2005	2010	Market value increase (2010-2005)	% growth between 2005 - 2010
US	7,615	6,177	-1438	-4.1	16,670	23,280	6,610	6.9	39.7	73.4	33.7	61.7	12,542	25,500	12,958	15.2
Canada	1,337	1,339	2	0	3,021	3,830	809	4.9	6.6	11.0	4.4	79.7	347m	821m	474	18.8
France	68	37	-31	-11.5	1,492	2,051	559	6.6	7.8	12.10	4.3	5.8	1,554	3,915	2,361	20.3
Germany	404	435	31	1.5	1,802	2,324	522	5.2	8.40	24.00	15.6	22.5	404	659	255	10.3
Italy	447	497	50	2.1	820	1,119	299	6.4	5.90	11.40	5.5	12.8	25	44	19	13.1
Spain	199	112	-87	-10.9	708	833	125	3.3	4.00	6.70	2.7	9.2	143	255	112	12.3
Australia	274	244	-30	-2.3	814	1,048	234	5.2	2.30	5.10	2.8	17.3	472	1,333	861	23.1
Japan	3,632	3,178	-454	-2.6	2,270	2,906	636	5.1	23.00	46.00	23	14.9	2,406	6,447	4,041	21.8
South Korea	954	827	-127	-2.8	18	28	10	9.2	13.50	15.80	2.3	3.2	438	1,070	632	19.6
Russia	No figures available				336	512	176	8.8	1.25	11.50	10.25	53.2	51	156	105	25.1
China	410	479	69	3.2	707	1,182	475	10.8	36.00	130.00	94	29.3	244	610	366	20.1
India	99	562	463	41.5	1	10	9	58.5	0.90	4.50	3.6	38.0	23	170	147	49.2
Brazil	257	287	30	2.2	46	60	14	5.5	2.00	9.00	7	35.1	40	263	223	13.4
Argentina	102	119	17	3.1	12	15	3	4.6	0.57	1.7	1.13	24.4	9	26	17	23.6
Chile	13	12	-1	-1.6	35	48	13	6.5	0.55	1.05	0.5	13.8	4	30	26	49.6
Mexico	71	79	8	2.2	151	220	69	7.8	0.9	2.2	1.3	19.6	28	165	137	42.6

* Source: PriceWaterhouseCoopers: Global Entertainment and Media Outlook 2006 – 2010