

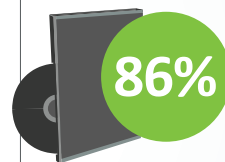
More than Half of Video Buyers and Renters in the U.S. Purchased Digital Content in 2017

Digital is quickly becoming the standard among U.S. consumers who purchase and rent video content. In the first two months of the year, more than half of those consumers chose at least some digital content, up 7% compared to last year. **Here's a closer look at recent growth in the digital video space.**



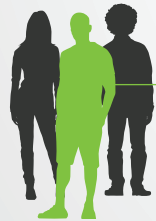
18%

of all U.S. consumers who purchased or rented digital content are **digital-only video consumers**, a **4% increase** over last year.

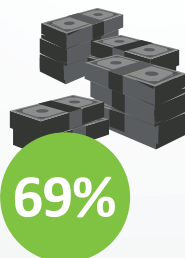


86%

of those who consume both **physical and digital video content** continued to purchase **physical video discs** in 2017.



While **heavy users** represent just **1/3** of **digital video purchasers**, they accounted for **69% of all transactions** last year.



More than half of **heavy digital video buyers** purchased at **Amazon and iTunes** in February 2018. They over-index at Google Play and Vudu.

“

In the lifecycle of digital-video adoption, the early-adopter phase has finally given way to the majority phase.

”

Ricardo Solar

SVP, Video Entertainment, The NPD Group

Entertainment Trends in America presents a wide-angle view across entertainment categories, delivering in-depth analysis on the music, film and video, and games industries. See the entertainment options competing for consumers' time, attention, and budget so you can evaluate potential business opportunities and risks. Get a winning advantage!

Source: The NPD Group / Entertainment Trends in America, January — February 2018

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