

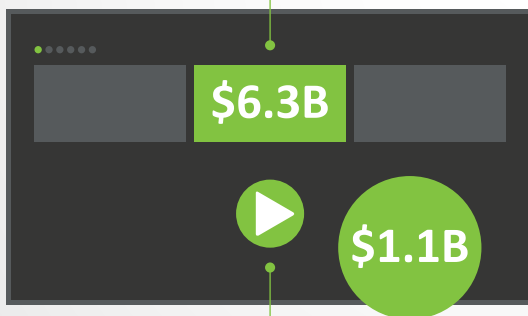
Media Entertainment

Q3 Sales Trends

The entertainment industry's evolution is worth watching closely so you can anticipate trends and evaluate potential business opportunities and risks. **Get a closer look at what's happening with our latest insights.**

Home Entertainment*

Spend reached \$6.3B, +11%, **driven by subscription streaming and electronic sell-through.**



Digital was up +3% to \$1.1B, **accounting for over half of transitional home entertainment.**

SVOD**

All of the Top 10 series on Netflix for the quarter were originals, fulfilling Netflix's promise that originals really do drive subscriptions.

Audiences are still entering the Upside Down. All three seasons of Stranger Things were in the Top 10 for Q3 2019, indicating new audiences are discovering the franchise.



Box Office*

\$2.4B

Reached \$2.4B in Q3 2019, +3.6%, driven by a stronger Top 5 performance.

The top-grossing title for the quarter was Disney's The Lion King (2019) +\$541M.

\$541M

#1

As U.S. entertainment consumers' viewing habits evolve, you need a partner who can help you navigate the new landscape. We combine data, industry expertise, and prescriptive analytics to help you grow your business.

*Source: The Digital Entertainment Group/Mid-Year 2019 Home Entertainment Report, **Source: The NPD Group/Subscription Video Track

Get more insights like this. To learn more, contact Sheryl Harkins at 312-282-8266 or email sheryl.harkins@npd.com.

