



Press release

GfK Entertainment to compile digital video data in the USA and Canada for the first time

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DEG: The Digital Entertainment Group and GfK Entertainment are extending their long-term partnership. From 2020, the USA and Canada will be the 22nd and 23rd country respectively in which GfK Entertainment makes film and series data available on iVOD and EST sales.

Baden-Baden, July 4, 2019. - GfK Entertainment has taken the next step towards the transnational integration of digital data in the entertainment industry by winning the current invitation to tender for a two-year contract coordinated by DEG: The Digital Entertainment Group. In addition to the international markets, GfK Entertainment currently processes for the industry, it will now process aggregated digital data on sales of films and series in the USA and Canada for the two growth markets of internet video on demand (iVOD) and electronic sell through (EST). It is the first time that GfK gains its foothold on the North American market with an entertainment product.

„The business of video on demand is growing rapidly, and we are pleased to expand our portfolio by incorporating data from two of the biggest markets, USA and Canada. We wish to thank the DEG membership for the confidence it has placed in us”, said **Tanja Eisen, GfK Entertainment’s Global Director Sales & Marketing.**

DEG President & CEO Amy Jo Smith: „Gaining visibility and understanding market data is key to reacting to consumer demand of entertainment content. We are looking forward to extending our long-term partnership with GfK Entertainment - and to further analyse the latest trends, titles and genres for different formats in various countries.”

From 2020, the USA and Canada will be the 22nd and 23rd country respectively in which GfK Entertainment makes film and series data available on iVOD and EST sales. Up to now, the following countries have been covered: Australia, Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Ireland, Iceland, Italy, Japan, Luxembourg, Mexico, New Zealand, the Netherlands, Norway, Sweden, Switzerland, Spain and the United Kingdom.

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GfK Entertainment

About GfK Entertainment

GfK Entertainment is an official partner of the Digital Entertainment Group (DEG) and has been compiling the DVD and Blu-ray sales figures for Germany and many other countries for more than 15 years. Since 2016, it has been processing comprehensive data on digital films and series available on the growth markets video on demand and electronic sell-through. GfK Entertainment is part of GfK, one of the world's leading market research companies.

For further information, visit www.gfk-entertainment.com.

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media - now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".

For more information, please visit www.gfk.com.