

For Immediate Release

DVDs POST EXPLOSIVE GROWTH

*WAL-MART DOMINATES THE MARKET FOR THE HOTTEST ENTERTAINMENT GIFT
FOR THE HOLIDAYS*

TORONTO (November 29, 2004) – DVDs will be the leading entertainment retail gift this year as the number of Canadian households with DVD players registered unprecedented growth between 2003 and 2004. This is according to **Fast Forward™**, an independent trend research series by the Toronto-based Solutions Research Group.

According to the research:

- ▶ DVD Player ownership continues its meteoric rise: 68% of Canadian households now have one – a 20-point increase from 48% in 2003. Among households with at least one person in the 12-29 age group, DVD player penetration is 83%, up 21 points from 62% in 2003.
- ▶ DVDs account for the largest proportion of all spending among four key entertainment products which include books, music CDs, video games and DVDs. Among all Canadians (12+), DVD spending accounts for 34% of total, books are #2 at 26%, music CDs come in at 21% and video games at 19%. In the 12-29 demographic, top categories are DVDs and video games accounting for 36% and 24% of total spending, respectively.
- ▶ Nationally, Wal-Mart is increasingly the “go-to” source in the fast-growing DVD market, accounting for 31% share of all DVD purchases, up 5 points from 26% in 2003. Future Shop / Best Buy combined are 13% of the market, followed by HMV, Blockbuster, Zellers and Rogers Video.

As the DVD market soars at a record pace, music and book purchases are on a long term decline, according to **Fast Forward™**. In 2004, 70% of Canadians bought at least one CD (for themselves or for others as a gift) in the previous six months, compared to 79% in 1998. Percentage of Canadians buying books declined from 70% in 1998 to 61% in the same period.

The information for this release comes from **Fast Forward™**, Solutions Research Group's syndicated consumer trend research series. The **Fast Forward™** database contains over 10,000 in-depth interviews with Canadians conducted since 1996. The most recent interviews were conducted nationally by telephone in May 2004 with 1,605 Canadians (accurate to ± 2.4 points, 19 times out of 20). To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

- 30 -

Contact:

Kaan Yigit, kyigit@srgnet.com 416.323.1337 x 22
Stacey Atkin satkin@srgnet.com 416.323.1337 x 27
Solutions Research Group Consultants Inc.
www.srgnet.com