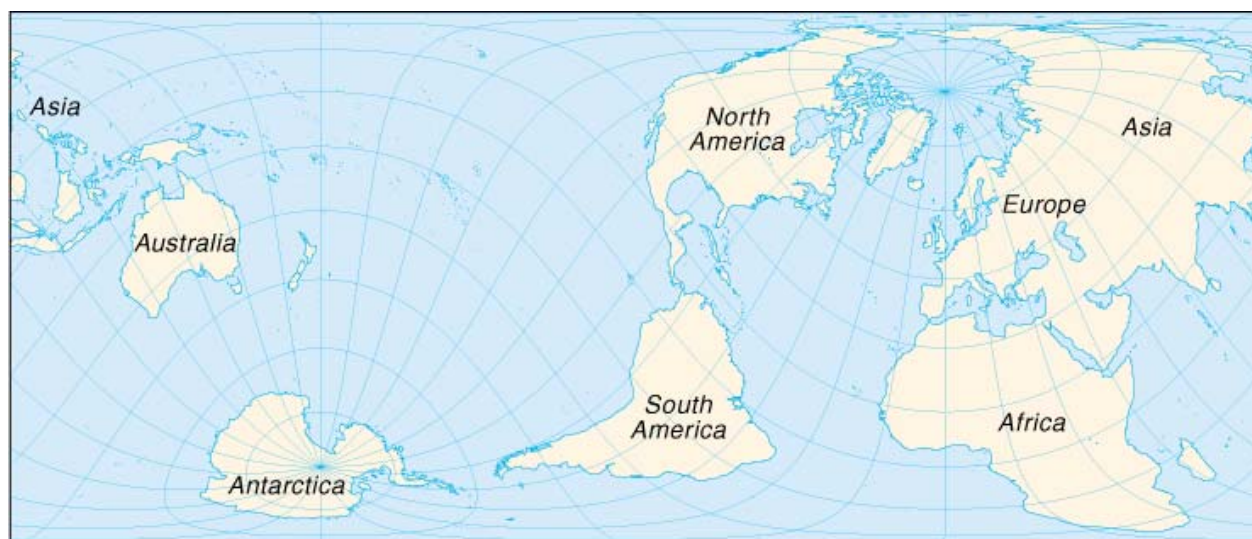

The 2006-2011 World Outlook for DVD Players



by

Professor Philip M. Parker, Ph.D.

Eli Lilly Chaired Professor of Business, Innovation and Society
INSEAD (Singapore and Fontainebleau, France)

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About this Series

This series was created for international firms who rely on foreign markets for a substantial portion of their business or who might be threatened by international competition. The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Eli Lilly Chaired Professor of Innovation, Business and Society, at INSEAD. The methodology relies on historical figures across countries. Reported figures should be seen as estimates of past and future levels of latent demand.

Acknowledgements

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About ICON Group International, Inc.

ICON Group International, Inc.'s primary mission is to assist managers with their international information needs. U.S.-owned and operated, ICON Group has field offices in Paris, Hong Kong, and Lomé, Togo (West Africa). Created in 1994, ICON Group has published hundreds of multi-client databases and global/regional market data, industry, and country publications.

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1 INTRODUCTION

1.1 OVERVIEW

This study covers the world outlook for DVD players across more than 200 countries. For each year reported, estimates are given for the *latent demand*, or *potential industry earnings (P.I.E.)*, for the country in question (in millions of U.S. dollars), the percent share the country is of the region and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study does not report actual sales data (which are simply unavailable, in a comparable or consistent manner in virtually all of the 230 countries of the world). This study gives, however, my estimates for the worldwide latent demand, or the P.I.E., for DVD players. It also shows how the P.I.E. is divided across the world's regional and national markets. For each country, I also show my estimates of how the P.I.E. grows over time (positive or negative growth). In order to make these estimates, a multi-stage methodology was employed that is often taught in courses on international strategic planning at graduate schools of business.

1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

The concept of *latent demand* is rather subtle. The term *latent* typically refers to something that is dormant, not observable, or not yet realized. *Demand* is the notion of an economic quantity that a target population or market requires under different assumptions of price, quality, and distribution, among other factors. Latent demand, therefore, is commonly defined by economists as the industry earnings of a market when that market becomes accessible and attractive to serve by competing firms. It is a measure, therefore, of *potential* industry earnings (P.I.E.) or total revenues (not profit) if a market is served in an efficient manner. It is typically expressed as the total revenues potentially extracted by firms. The “market” is defined at a given level in the value chain. There can be latent demand at the retail level, at the wholesale level, the manufacturing level, and the raw materials level (the P.I.E. of higher levels of the value chain being always smaller than the P.I.E. of levels at lower levels of the same value chain, assuming all levels maintain minimum profitability).

The latent demand for DVD players is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be lower either lower or higher than actual sales if a market is inefficient (i.e., not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a country market.

For reasons discussed later, this report does not consider the notion of “unit quantities”, only total latent revenues (i.e., a calculation of price times quantity is never made, though one is implied). The units used in this report are U.S. dollars not adjusted for inflation (i.e., the figures incorporate inflationary trends) and not adjusted for future dynamics in exchange rates (i.e., the figures reflect average exchange rates over recent history). If inflation rates or exchange rates vary in a substantial way compared to recent experience, actually sales can also exceed latent demand (when expressed in U.S. dollars, not adjusted for inflation). On the other hand, latent demand can be typically higher than actual sales as there are often distribution inefficiencies that reduce actual sales below the level of latent demand.

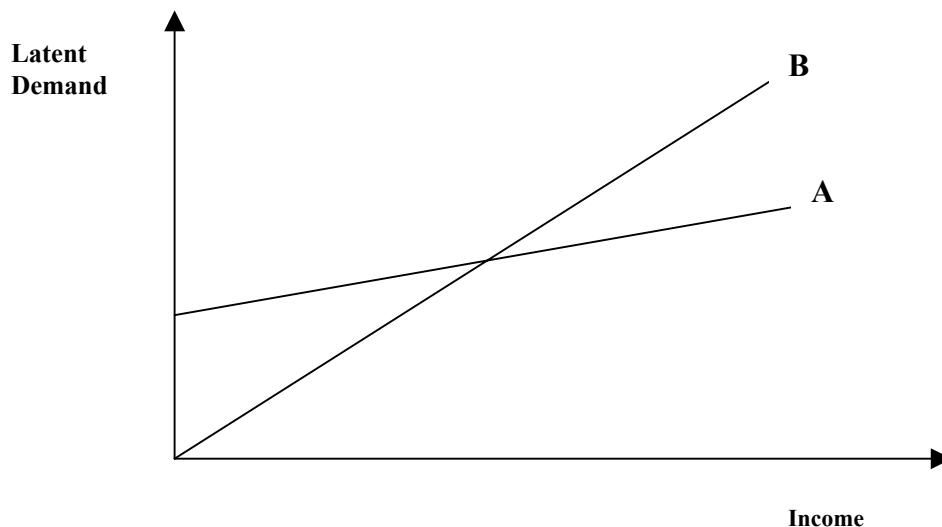
As mentioned in the introduction, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. If fact, all the current products or services on the market can cease to exist in their present form (i.e., at a brand-, R&D specification, or corporate-image level) and all the players can be replaced

by other firms (i.e., via exits, entries, mergers, bankruptcies, etc.), and there will still be an international latent demand for DVD players at the aggregate level. Product and service offering details, and the actual identity of the players involved, while important for certain issues, are relatively unimportant for estimates of latent demand.

1.3 THE METHODOLOGY

In order to estimate the latent demand for DVD players on a worldwide basis, I used a multi-stage approach. Before applying the approach, one needs a basic theory from which such estimates are created. In this case, I heavily rely on the use of certain basic economic assumptions. In particular, there is an assumption governing the shape and type of aggregate latent demand functions. Latent demand functions relate the income of a country, city, state, household, or individual to realized consumption. Latent demand (often realized as consumption when an industry is efficient), at any level of the value chain, takes place if an equilibrium in realized. For firms to serve a market, they must perceive a latent demand and be able to serve that demand at a minimal return. The single most important variable determining consumption, assuming latent demand exists, is income (or other financial resources at higher levels of the value chain). Other factors that can pivot or shape demand curves include external or exogenous shocks (i.e., business cycles), and or changes in utility for the product in question.

Ignoring, for the moment, exogenous shocks and variations in utility across countries, the aggregate relation between income and consumption has been a central theme in economics. The figure below concisely summarizes one aspect of problem. In the 1930s, John Maynard Keynes conjectured that as incomes rise, the average propensity to consume would fall. The average propensity to consume is the level of consumption divided by the level of income, or the slope of the line from the origin to the consumption function. He estimated this relationship empirically and found it to be true in the short-run (mostly based on cross-sectional data). The higher the income, the lower the average propensity to consume. This type of consumption function is labeled "A" in the figure below (note the rather flat slope of the curve). In the 1940s, another macroeconomist, Simon Kuznets, estimated long-run consumption functions which indicated that the marginal propensity to consume was rather constant (using time series data across countries). This type of consumption function is show as "B" in the figure below (note the higher slope and zero-zero intercept).¹ The average propensity to consume is constant.



Is it declining or is it constant? A number of other economists, notably Franco Modigliani and Milton Friedman, in the 1950s (and Irving Fisher earlier), explained why the two functions were different using various assumptions on intertemporal budget constraints, savings, and wealth. The shorter the time horizon, the more consumption can

¹ For a general overview of this subject area, see *Principles of Macroeconomics* by N. Gregory Mankiw, South-Western College Publishing; ISBN: 0030340594; 2nd edition (February 2002).

depend on wealth (earned in previous years) and business cycles. In the long-run, however, the propensity to consume is more constant. Similarly, in the long run, households, industries or countries with no income eventually have no consumption (wealth is depleted). While the debate surrounding beliefs about how income and consumption are related and interesting, in this study a very particular school of thought is adopted. In particular, we are considering the latent demand for DVD players across some 230 countries. The smallest have fewer than 10,000 inhabitants. I assume that all of these countries fall along a "long-run" aggregate consumption function. This long-run function applies despite some of these countries having wealth, current income dominates the latent demand for DVD players. So, latent demand in the long-run has a zero intercept. However, I allow firms to have different propensities to consume (including being on consumption functions with differing slopes, which can account for differences in industrial organization, and end-user preferences).

Given this overriding philosophy, I will now describe the methodology used to create the latent demand estimates for DVD players. Since ICON Group has asked me to apply this methodology to a large number of categories, the rather academic discussion below is general and can be applied to a wide variety of categories, not just DVD players.

1.3.1 Step 1. Product Definition and Data Collection

Any study of latent demand across countries requires that some standard be established to define "efficiently served". Having implemented various alternatives and matched these with market outcomes, I have found that the optimal approach is to assume that certain key countries are more likely to be at or near efficiency than others. These countries are given greater weight than others in the estimation of latent demand compared to other countries for which no known data are available. Of the many alternatives, I have found the assumption that the world's highest aggregate income and highest income-per-capita markets reflect the best standards for "efficiency". High aggregate income alone is not sufficient (i.e., China has high aggregate income, but low income per capita and can not assumed to be efficient). Aggregate income can be operationalized in a number of ways, including gross domestic product (for industrial categories), or total disposable income (for household categories; population times average income per capita, or number of households times average household income per capita). Brunei, Nauru, Kuwait, and Lichtenstein are examples of countries with high income per capita, but not assumed to be efficient, given low aggregate level of income (or gross domestic product); these countries have, however, high incomes per capita but may not benefit from the efficiencies derived from economies of scale associated with large economies. Only countries with high income per capita and large aggregate income are assumed efficient. This greatly restricts the pool of countries to those in the OECD (Organization for Economic Cooperation and Development), like the United States, or the United Kingdom (which were earlier than other large OECD economies to liberalize their markets).

The selection of countries is further reduced by the fact that not all countries in the OECD report industry revenues at the category level. Countries that typically have ample data at the aggregate level that meet the efficiency criteria include the United States, the United Kingdom and in some cases France and Germany.

Latent demand is therefore estimated using data collected for relatively efficient markets from independent data sources (e.g. Euromonitor, Mintel, Thomson Financial Services, the U.S. Industrial Outlook, the World Resources Institute, the Organization for Economic Cooperation and Development, various agencies from the United Nations, industry trade associations, the International Monetary Fund, and the World Bank). Depending on original data sources used, the definition of "DVD players" is established. In the case of this report, the data were reported at the aggregate level, with no further breakdown or definition. In other words, any potential product or service that might be incorporated within DVD players falls under this category. Public sources rarely report data at the disaggregated level in order to protect private information from individual firms that might dominate a specific product-market. These sources will therefore aggregate across components of a category and report only the aggregate to the public. While private data are certainly available, this report only relies on public data at the aggregate level without reliance on the summation of various category components. In other words, this report does not aggregate a number of components to arrive at the "whole". Rather, it starts with the "whole", and estimates the whole for all countries and the world at large (without needing to know the specific parts that went into the whole in the first place).

Given this caveat, in this report we define "DVD players" as including all independently purchased digital video disc players and recorders and excluding DVD players that were bundled with a computer package or sold as video game system. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2005).

1.3.2 Step 2. Filtering and Smoothing

Based on the aggregate view of DVD players as defined above, data were then collected for as many similar countries as possible for that same definition, at the same level of the value chain. This generates a convenience sample of countries from which comparable figures are available. If the series in question do not reflect the same accounting period, then adjustments are made. In order to eliminate short-term effects of business cycles, the series are smoothed using an 2 year moving average weighting scheme (longer weighting schemes do not substantially change the results). If data are available for a country, but these reflect short-run aberrations due to exogenous shocks (such as would be the case of beef sales in a country stricken with foot and mouth disease), these observations were dropped or "filtered" from the analysis.

1.3.3 Step 3. Filling in Missing Values

In some cases, data are available for countries on a sporadic basis. In other cases, data from a country may be available for only one year. From a Bayesian perspective, these observations should be given greatest weight in estimating missing years. Assuming that other factors are held constant, the missing years are extrapolated using changes and growth in aggregate national income. Based on the overriding philosophy of a long-run consumption function (defined earlier), countries which have missing data for any given year, are estimated based on historical dynamics of aggregate income for that country.²

1.3.4 Step 4. Varying Parameter, Non-linear Estimation

Given the data available from the first three steps, the latent demand in additional countries is estimated using a "varying-parameter cross-sectionally pooled time series model".³ Simply stated, the effect of income on latent demand is assumed to be constant across countries unless there is empirical evidence to suggest that this effect varies (i.e., the slope of the income effect is not necessarily same for all countries). This assumption applies across countries along the aggregate consumption function, but also over time (i.e., not all countries are perceived to have the same income growth prospects over time and this effect can vary from country to country as well). Another way of looking at this is to say that latent demand for DVD players is more likely to be similar across countries that have similar characteristics in terms of economic development (i.e., African countries will have similar latent demand structures controlling for the income variation across the pool of African countries).

² This report was prepared from a variety of sources including excerpts from documents and official reports or databases published by the World Bank, the U.S. Department of Commerce, the U.S. State Department, various national agencies, the International Monetary Fund, the Central Intelligence Agency, various agencies from the United Nations (e.g. ILO, ITU, UNDP, etc.), and non-governmental sources, including ICON Group Ltd., Euromonitor, the World Resources Institute, Mintel, the U.S. Industrial Outlook, and various public sources cited in the trade press.

³ The interested reader can find longer discussions of this type of modeling in *Studies in Global Econometrics (Advanced Studies in Theoretical and Applied Econometrics V. 30)*, by Henri Theil, et al., Kluwer Academic Publishers; ISBN: 0792336607; (June 1996), and in *Principles of Econometrics*, by Henri Theil John Wiley & Sons; ISBN: 0471858455; (December 1971), and in *Econometric Models and Economic Forecasts* by Robert S. Pindyck, Daniel L. Rubinfeld McGraw Hill Text; ISBN: 0070500983; 3rd edition (December 1991).

This approach is useful across countries for which some notion of non-linearity exists in the aggregate cross-country consumption function. For some categories, however, the reader must realize that the numbers will reflect a country's contribution to global latent demand and may never be realized in the form of local sales. For certain country-category combinations this will result in what at first glance will be odd results. For example, the latent demand for the category "space vehicles" will exist for "Togo" even though they have no space program. The assumption is that if the economies in these countries did not exist, the world aggregate for these categories would be lower. The share attributed to these countries is based on a proportion of their income (however small) being used to consume the category in question (i.e., perhaps via resellers).

1.3.5 Step 5. Fixed-Parameter Linear Estimation

Nonlinearities are assumed in cases where filtered data exist along the aggregate consumption function. Because the world consists of more than 200 countries, there will always be those countries, especially toward the bottom of the consumption function, where non-linear estimation is simply not possible. For these countries, equilibrium latent demand is assumed to be perfectly parametric and not a function of wealth (i.e., a country's stock of income), but a function of current income (a country's flow of income). In the long run, if a country has no current income, the latent demand for DVD players is assumed to approach zero. The assumption is that wealth stocks fall rapidly to zero if flow income falls to zero (i.e., countries which earn low levels of income will not use their savings, in the long run, to demand DVD players). In a graphical sense, for low income countries, latent demand approaches zero in a parametric linear fashion with a zero-zero intercept. In this stage of the estimation procedure, low-income countries are assumed to have a latent demand proportional to their income, based on the country closest to it on the aggregate consumption function.

1.3.6 Step 6. Aggregation and Benchmarking

Based on the models described above, latent demand figures are estimated for all countries of the world, including for the smallest economies. These are then aggregated to get world totals and regional totals. To make the numbers more meaningful, regional and global demand averages are presented. Figures are rounded, so minor inconsistencies may exist across tables.

1.3.7 Step 7. Latent Demand Density: Allocating Across Cities

With the advent of a "borderless world", cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report also covers the world's top 2000 cities. The purpose is to understand the density of demand within a country and the extent to which a city might be used as a point of distribution within its region. From an economic perspective, however, a city does not represent a population within rigid geographical boundaries. To an economist or strategic planner, a city represents an area of dominant influence over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another.

Similar to country-level data, the reader needs to realize that latent demand allocated to a city may or may not represent real sales. For many items, latent demand is clearly observable in sales, as in the case for food or housing items. Consider, again, the category "satellite launch vehicles." Clearly, there are no launch pads in most cities of the world. However, the core benefit of the vehicles (e.g. telecommunications, etc.) is "consumed" by residents or industries within the world's cities. Without certain cities, in other words, the world market for satellite launch vehicles would be lower for the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to regions, countries and cities. This report takes the broader definition and considers, therefore, a city as a part of the global market. I allocate latent demand across areas of dominant influence based on the relative economic importance of cities within its home country, within its region and across the world total. Not all cities are estimated within each country as demand may be allocated to adjacent areas of influence. Since some cities have higher economic wealth than others within the same country, a city's population is not generally used to allocate latent demand. Rather, the level of economic activity of the city vis-à-vis others.

2 SUMMARY OF FINDINGS

Based on the methodology described above, the latent demand for DVD players is estimated to be \$18.9 billion in 2006. The distribution of the world latent demand (or potential industry earnings), however, is not evenly distributed across regions. Asia is the largest market with \$6.0 billion or 31.68 percent, followed by North America & the Caribbean with \$4.9 billion or 26.08 percent, and then Europe with \$4.7 billion or 25.02 percent of the world market. In essence, if firms target these top 3 regions, they cover come 82.78 percent of the global latent demand for DVD players.

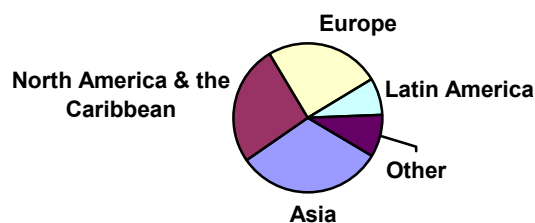
2.1 THE WORLDWIDE MARKET POTENTIAL

Worldwide Market Potential for DVD Players (US \$ mln): 2006

Region	Latent Demand US \$ mln	% of Globe
Asia	6,003	31.7
North America & the Caribbean	4,942	26.1
Europe	4,740	25.0
Latin America	1,528	8.1
Middle East	762	4.0
Africa	736	3.9
Oceania	235	1.2
Total	18,948	100.0

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Worldwide Market Potential for DVD Players (US \$ mln): 2006



World Market for DVD Players: 2001 - 2011	
Year	World Market US \$ mln
2001	13,201.49
2002	14,796.66
2003	16,137.78
2004	16,872.13
2005	17,630.05
2006	18,947.63
2007	20,457.10
2008	22,091.58
2009	23,861.75
2010	25,779.28
2011	27,856.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3 AFRICA

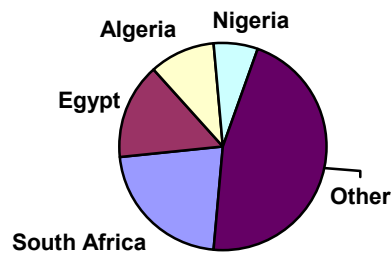
3.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in Africa (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of Africa
South Africa	162.14	22.04%
Egypt	109.57	14.90%
Algeria	75.86	10.31%
Nigeria	51.53	7.01%
Morocco	45.65	6.21%
Tunisia	27.86	3.79%
Libya	20.28	2.76%
Kenya	19.79	2.69%
Ethiopia	17.14	2.33%
Ghana	16.43	2.23%
Sudan	15.99	2.17%
Congo (formerly Zaire)	12.47	1.69%
Zimbabwe	11.86	1.61%
Uganda	11.68	1.59%
Cameroon	11.50	1.56%
Cote d'Ivoire	11.33	1.54%
Tanzania	11.15	1.52%
Mozambique	8.42	1.15%
Senegal	7.12	0.97%
Mauritius	5.52	0.75%
Madagascar	5.45	0.74%
Burkina Faso	5.32	0.72%
Botswana	4.64	0.63%
Angola	4.48	0.61%
Guinea	4.44	0.60%
Other	58.00	7.88%
Total	735.62	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in Africa (US \$ mln): 2006



The Market for DVD Players in Africa: 2001 - 2011

Year	US \$ mln	% of Globe
2001	549.52	4.16
2002	603.55	4.08
2003	646.99	4.01
2004	669.51	3.97
2005	692.53	3.93
2006	735.62	3.88
2007	784.84	3.84
2008	837.54	3.79
2009	893.97	3.75
2010	954.40	3.70
2011	1,019.12	3.66

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.2 ALGERIA**DVD Players (US \$ mln): Algeria 2001 - 2011**

Year	Algeria	% of Region	% of Globe
2001	58.12	10.58%	0.44%
2002	63.31	10.49%	0.43%
2003	67.31	10.40%	0.42%
2004	69.08	10.32%	0.41%
2005	71.00	10.25%	0.40%
2006	75.86	10.31%	0.40%
2007	81.55	10.39%	0.40%
2008	87.66	10.47%	0.40%
2009	94.24	10.54%	0.39%
2010	101.30	10.61%	0.39%
2011	108.90	10.69%	0.39%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Algeria: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Algiers	148	27.43	36.17	3.73	0.14
Oran	264	11.45	15.09	1.56	0.06
Constantine	368	8.03	10.58	1.09	0.04
Annaba	478	5.57	7.34	0.76	0.03
Batna	709	3.31	4.37	0.45	0.02
Blida	726	3.11	4.10	0.42	0.02
Setif	730	3.09	4.08	0.42	0.02
Sidi-Bel-Abbes	776	2.79	3.67	0.38	0.01
Ech-Cheliff	843	2.37	3.12	0.32	0.01
Skikda	845	2.35	3.10	0.32	0.01
Tlemcen	847	2.31	3.05	0.31	0.01
Bejaia	897	2.09	2.76	0.28	0.01
Bechar	937	1.95	2.57	0.26	0.01
Total		75.86	100.00	10.31	0.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.3 ANGOLA

DVD Players (US \$ mln): Angola 2001 - 2011			
Year	Angola	% of Region	% of Globe
2001	3.43	0.62%	0.03%
2002	3.73	0.62%	0.03%
2003	3.97	0.61%	0.02%
2004	4.08	0.61%	0.02%
2005	4.19	0.61%	0.02%
2006	4.48	0.61%	0.02%
2007	4.81	0.61%	0.02%
2008	5.17	0.62%	0.02%
2009	5.56	0.62%	0.02%
2010	5.97	0.63%	0.02%
2011	6.41	0.63%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Angola: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Luanda	687	3.51	78.48	0.48	0.02
Lubango	1,688	0.25	5.65	0.03	0.00
Namibe	1,706	0.24	5.38	0.03	0.00
Huambo	1,799	0.15	3.34	0.02	0.00
Lobito	1,807	0.14	3.23	0.02	0.00
Benguela	1,873	0.10	2.21	0.01	0.00
Malanje	1,901	0.08	1.72	0.01	0.00
Total		4.48	100.00	0.61	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.4 BENIN

DVD Players (US \$ mln): Benin 2001 - 2011			
Year	Benin	% of Region	% of Globe
2001	2.24	0.41%	0.02%
2002	2.44	0.40%	0.02%
2003	2.60	0.40%	0.02%
2004	2.67	0.40%	0.02%
2005	2.74	0.40%	0.02%
2006	2.93	0.40%	0.02%
2007	3.15	0.40%	0.02%
2008	3.38	0.40%	0.02%
2009	3.64	0.41%	0.02%
2010	3.91	0.41%	0.02%
2011	4.20	0.41%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Benin: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Cotonou	1,009	1.65	56.24	0.22	0.01
Porto-Novo	1,376	0.70	24.02	0.10	0.00
Parakou	1,728	0.22	7.62	0.03	0.00
Abomey	1,768	0.18	6.24	0.02	0.00
Natitingou	1,772	0.17	5.89	0.02	0.00
Total		2.93	100.00	0.40	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.5 BOTSWANA

DVD Players (US \$ mln): Botswana 2001 - 2011			
Year	Botswana	% of Region	% of Globe
2001	3.61	0.66%	0.03%
2002	3.91	0.65%	0.03%
2003	4.14	0.64%	0.03%
2004	4.22	0.63%	0.03%
2005	4.32	0.62%	0.02%
2006	4.64	0.63%	0.02%
2007	5.01	0.64%	0.02%
2008	5.41	0.65%	0.02%
2009	5.84	0.65%	0.02%
2010	6.31	0.66%	0.02%
2011	6.81	0.67%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Botswana: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Gaborone	1,334	0.79	17.02	0.11	0.00
Mahalapye	1,369	0.72	15.49	0.10	0.00
Serowe	1,409	0.66	14.26	0.09	0.00
Tutume	1,432	0.60	13.04	0.08	0.00
Bobonong	1,573	0.38	8.28	0.05	0.00
Francistown	1,596	0.35	7.52	0.05	0.00
Selebi-Phikwe	1,615	0.33	7.06	0.04	0.00
Lobatse	1,764	0.18	3.99	0.03	0.00
Molepolole	1,801	0.15	3.22	0.02	0.00
Kanye	1,812	0.14	3.07	0.02	0.00
Mochudi	1,834	0.13	2.76	0.02	0.00
Maun	1,861	0.11	2.30	0.01	0.00
Ramotswa	1,883	0.09	1.99	0.01	0.00
Total		4.64	100.00	0.63	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.6 BURKINA FASO

DVD Players (US \$ mln): Burkina Faso 2001 - 2011			
Year	Burkina Faso	% of Region	% of Globe
2001	4.08	0.74%	0.03%
2002	4.44	0.74%	0.03%
2003	4.72	0.73%	0.03%
2004	4.85	0.72%	0.03%
2005	4.98	0.72%	0.03%
2006	5.32	0.72%	0.03%
2007	5.72	0.73%	0.03%
2008	6.15	0.73%	0.03%
2009	6.61	0.74%	0.03%
2010	7.11	0.74%	0.03%
2011	7.64	0.75%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Burkina Faso: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Ouagadougou	766	2.85	53.58	0.39	0.02
Bobo-Dioulasso	1,045	1.49	28.00	0.20	0.01
Koudougou	1,608	0.34	6.30	0.05	0.00
Ouahigouya	1,690	0.25	4.73	0.03	0.00
Banfora	1,723	0.23	4.24	0.03	0.00
Kaya	1,778	0.17	3.15	0.02	0.00
Total		5.32	100.00	0.72	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.7 BURUNDI

DVD Players (US \$ mln): Burundi 2001 - 2011			
Year	Burundi	% of Region	% of Globe
2001	1.40	0.25%	0.01%
2002	1.55	0.26%	0.01%
2003	1.68	0.26%	0.01%
2004	1.75	0.26%	0.01%
2005	1.82	0.26%	0.01%
2006	1.92	0.26%	0.01%
2007	2.04	0.26%	0.01%
2008	2.16	0.26%	0.01%
2009	2.28	0.26%	0.01%
2010	2.42	0.25%	0.01%
2011	2.56	0.25%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Burundi: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bujumbura	1,076	1.36	70.91	0.19	0.01
Gitega	1,515	0.47	24.68	0.06	0.00
Bururi	1,983	0.04	2.08	0.01	0.00
Rumonge	2,013	0.02	1.30	0.00	0.00
Ngozi	2,033	0.02	1.04	0.00	0.00
Total		1.92	100.00	0.26	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.8 CAMEROON

DVD Players (US \$ mln): Cameroon 2001 - 2011			
Year	Cameroon	% of Region	% of Globe
2001	8.73	1.59%	0.07%
2002	9.54	1.58%	0.06%
2003	10.17	1.57%	0.06%
2004	10.47	1.56%	0.06%
2005	10.79	1.56%	0.06%
2006	11.50	1.56%	0.06%
2007	12.33	1.57%	0.06%
2008	13.22	1.58%	0.06%
2009	14.17	1.58%	0.06%
2010	15.19	1.59%	0.06%
2011	16.28	1.60%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cameroon: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Douala	500	5.35	46.52	0.73	0.03
Yaounde	698	3.41	29.65	0.46	0.02
Nkongsamba	1,478	0.54	4.66	0.07	0.00
Maroua	1,491	0.51	4.41	0.07	0.00
Garoua	1,505	0.49	4.25	0.07	0.00
Bafoussam	1,588	0.36	3.17	0.05	0.00
Kumba	1,680	0.26	2.25	0.04	0.00
Bamenda	1,720	0.23	2.00	0.03	0.00
Foumban	1,750	0.20	1.71	0.03	0.00
Limbe	1,790	0.16	1.37	0.02	0.00
Total		11.50	100.00	1.56	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.9 CAPE VERDE

DVD Players (US \$ mln): Cape Verde 2001 - 2011			
Year	Cape Verde	% of Region	% of Globe
2001	0.23	0.04%	0.00%
2002	0.25	0.04%	0.00%
2003	0.27	0.04%	0.00%
2004	0.27	0.04%	0.00%
2005	0.28	0.04%	0.00%
2006	0.30	0.04%	0.00%
2007	0.32	0.04%	0.00%
2008	0.35	0.04%	0.00%
2009	0.38	0.04%	0.00%
2010	0.41	0.04%	0.00%
2011	0.44	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cape Verde: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Praia	1,783	0.16	54.95	0.02	0.00
Mindelo	1,844	0.12	40.66	0.02	0.00
Ribeira Grande	2,066	0.01	2.20	0.00	0.00
Sal Rei	2,073	0.00	1.10	0.00	0.00
Santa Maria	2,074	0.00	1.10	0.00	0.00
Total		0.30	100.00	0.04	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.10 CENTRAL AFRICAN REPUBLIC

DVD Players (US \$ mln): Central African Republic 2001 - 2011			
Year	Central African Republic	% of Region	% of Globe
2001	2.01	0.37%	0.02%
2002	2.21	0.37%	0.01%
2003	2.36	0.37%	0.01%
2004	2.45	0.37%	0.01%
2005	2.53	0.37%	0.01%
2006	2.69	0.37%	0.01%
2007	2.87	0.37%	0.01%
2008	3.06	0.37%	0.01%
2009	3.27	0.37%	0.01%
2010	3.49	0.37%	0.01%
2011	3.72	0.37%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Central African Republic: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bangui	962	1.85	68.70	0.25	0.01
Berberati	1,635	0.31	11.51	0.04	0.00
Bouar	1,773	0.17	6.33	0.02	0.00
Bambari	1,788	0.16	5.98	0.02	0.00
Bangassou	1,856	0.11	4.14	0.02	0.00
Mbaiki	1,889	0.09	3.34	0.01	0.00
Total		2.69	100.00	0.37	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.11 CHAD

DVD Players (US \$ mln): Chad 2001 - 2011			
Year	Chad	% of Region	% of Globe
2001	2.70	0.49%	0.02%
2002	2.95	0.49%	0.02%
2003	3.16	0.49%	0.02%
2004	3.26	0.49%	0.02%
2005	3.36	0.49%	0.02%
2006	3.58	0.49%	0.02%
2007	3.83	0.49%	0.02%
2008	4.09	0.49%	0.02%
2009	4.38	0.49%	0.02%
2010	4.69	0.49%	0.02%
2011	5.02	0.49%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Chad: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
N'Djamena	973	1.79	50.05	0.24	0.01
Sarh	1,542	0.43	12.12	0.06	0.00
Moundou	1,640	0.30	8.50	0.04	0.00
Abeche	1,694	0.25	6.94	0.03	0.00
Bongor	1,705	0.24	6.74	0.03	0.00
Doba	1,725	0.22	6.26	0.03	0.00
Lai	1,746	0.20	5.67	0.03	0.00
Koumra	1,913	0.07	1.96	0.01	0.00
Kelo	1,925	0.06	1.76	0.01	0.00
Total		3.58	100.00	0.49	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.12 COMOROS

DVD Players (US \$ mln): Comoros 2001 - 2011			
Year	Comoros	% of Region	% of Globe
2001	0.13	0.02%	0.00%
2002	0.14	0.02%	0.00%
2003	0.16	0.02%	0.00%
2004	0.17	0.02%	0.00%
2005	0.17	0.02%	0.00%
2006	0.18	0.02%	0.00%
2007	0.19	0.02%	0.00%
2008	0.20	0.02%	0.00%
2009	0.21	0.02%	0.00%
2010	0.22	0.02%	0.00%
2011	0.23	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Comoros: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Moroni	1,891	0.09	48.84	0.01	0.00
Mutsamudu	1,940	0.05	30.23	0.01	0.00
Fomboni	2,011	0.03	13.95	0.00	0.00
Mitsamiouli	2,048	0.01	6.98	0.00	0.00
Total		0.18	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.13 CONGO (FORMERLY ZAIRE)

DVD Players (US \$ mln): Congo (formerly Zaire) 2001 - 2011			
Year	Congo (formerly Zaire)	% of Region	% of Globe
2001	6.79	1.24%	0.05%
2002	8.30	1.37%	0.06%
2003	9.86	1.52%	0.06%
2004	11.27	1.68%	0.07%
2005	12.55	1.81%	0.07%
2006	12.47	1.69%	0.07%
2007	12.15	1.55%	0.06%
2008	11.85	1.41%	0.05%
2009	11.55	1.29%	0.05%
2010	11.26	1.18%	0.04%
2011	10.98	1.08%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Congo (formerly Zaire): DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kinshasa	444	6.23	50.00	0.85	0.03
Lubumbashi	1,101	1.28	10.23	0.17	0.01
Mbuji-Mayi	1,228	0.99	7.97	0.14	0.01
Kananga	1,393	0.68	5.48	0.09	0.00
Kisangani	1,408	0.66	5.33	0.09	0.00
Likasi	1,532	0.46	3.65	0.06	0.00
Kalemie	1,562	0.40	3.24	0.05	0.00
Bukavu	1,563	0.40	3.22	0.05	0.00
Kamina	1,578	0.38	3.01	0.05	0.00
Kikwit	1,601	0.35	2.77	0.05	0.00
Matadi	1,606	0.34	2.73	0.05	0.00
Mbandaka	1,651	0.29	2.35	0.04	0.00
Total		12.47	100.00	1.69	0.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.14 COTE D'IVOIRE

DVD Players (US \$ mln): Cote d'Ivoire 2001 - 2011			
Year	Cote d'Ivoire	% of Region	% of Globe
2001	7.96	1.45%	0.06%
2002	8.93	1.48%	0.06%
2003	9.76	1.51%	0.06%
2004	10.30	1.54%	0.06%
2005	10.81	1.56%	0.06%
2006	11.33	1.54%	0.06%
2007	11.88	1.51%	0.06%
2008	12.46	1.49%	0.06%
2009	13.06	1.46%	0.05%
2010	13.70	1.43%	0.05%
2011	14.36	1.41%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cote d'Ivoire: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Abidjan	351	8.45	74.60	1.15	0.04
Bouake	1,221	1.01	8.87	0.14	0.01
Yamoussoukro	1,469	0.55	4.84	0.07	0.00
Daloa	1,586	0.37	3.23	0.05	0.00
Port-Bouet	1,666	0.27	2.42	0.04	0.00
Man	1,692	0.25	2.22	0.03	0.00
Korhogo	1,703	0.24	2.14	0.03	0.00
Gagnoa	1,753	0.19	1.69	0.03	0.00
Total		11.33	100.00	1.54	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.15 DJIBOUTI

DVD Players (US \$ mln): Djibouti 2001 - 2011			
Year	Djibouti	% of Region	% of Globe
2001	0.18	0.03%	0.00%
2002	0.20	0.03%	0.00%
2003	0.22	0.03%	0.00%
2004	0.23	0.03%	0.00%
2005	0.24	0.03%	0.00%
2006	0.25	0.03%	0.00%
2007	0.27	0.03%	0.00%
2008	0.28	0.03%	0.00%
2009	0.30	0.03%	0.00%
2010	0.32	0.03%	0.00%
2011	0.34	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Djibouti: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Djibouti	1,779	0.17	66.67	0.02	0.00
Dikhil	2,010	0.03	10.11	0.00	0.00
Tadjourah	2,032	0.02	8.05	0.00	0.00
Ali-Sabiah	2,034	0.02	7.82	0.00	0.00
Obock	2,035	0.02	7.36	0.00	0.00
Total		0.25	100.00	0.03	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.16 EGYPT

DVD Players (US \$ mln): Egypt 2001 - 2011			
Year	Egypt	% of Region	% of Globe
2001	83.95	15.28%	0.64%
2002	91.45	15.15%	0.62%
2003	97.23	15.03%	0.60%
2004	99.78	14.90%	0.59%
2005	102.55	14.81%	0.58%
2006	109.57	14.90%	0.58%
2007	117.79	15.01%	0.58%
2008	126.62	15.12%	0.57%
2009	136.12	15.23%	0.57%
2010	146.33	15.33%	0.57%
2011	157.30	15.44%	0.56%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Egypt: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Cairo	58	65.27	59.57	8.87	0.34
Alexandria	197	17.31	15.80	2.35	0.09
Giza	299	9.92	9.05	1.35	0.05
Al-Mahallah al Kubra	852	2.28	2.09	0.31	0.01
Port Said	858	2.27	2.07	0.31	0.01
Tanta	870	2.22	2.03	0.30	0.01
Al-Mansurah	889	2.12	1.94	0.29	0.01
Helwan	899	2.09	1.91	0.28	0.01
Asyut	987	1.73	1.58	0.23	0.01
Zagazig	1,013	1.63	1.48	0.22	0.01
Suez	1,027	1.57	1.44	0.21	0.01
Aswan	1,142	1.16	1.06	0.16	0.01
Total		109.57	100.00	14.90	0.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.17 EQUATORIAL GUINEA

Year	DVD Players (US \$ mln): Equatorial Guinea 2001 - 2011		% of Globe
	Equatorial Guinea	% of Region	
2001	0.38	0.07%	0.00%
2002	0.40	0.07%	0.00%
2003	0.41	0.06%	0.00%
2004	0.40	0.06%	0.00%
2005	0.40	0.06%	0.00%
2006	0.44	0.06%	0.00%
2007	0.49	0.06%	0.00%
2008	0.54	0.06%	0.00%
2009	0.60	0.07%	0.00%
2010	0.67	0.07%	0.00%
2011	0.74	0.07%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Equatorial Guinea: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Malabo	1,742	0.21	47.24	0.03	0.00
Bata	1,871	0.10	22.83	0.01	0.00
Luba	1,902	0.08	17.32	0.01	0.00
Mbini	1,937	0.06	12.60	0.01	0.00
Total		0.44	100.00	0.06	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.18 ETHIOPIA

Year	DVD Players (US \$ mln): Ethiopia 2001 - 2011		% of Globe
	Ethiopia	% of Region	
2001	12.51	2.28%	0.09%
2002	13.85	2.30%	0.09%
2003	14.96	2.31%	0.09%
2004	15.59	2.33%	0.09%
2005	16.22	2.34%	0.09%
2006	17.14	2.33%	0.09%
2007	18.17	2.32%	0.09%
2008	19.26	2.30%	0.09%
2009	20.42	2.28%	0.09%
2010	21.64	2.27%	0.08%
2011	22.94	2.25%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ethiopia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Addis Ababa	276	10.65	62.14	1.45	0.06
Asmera	891	2.11	12.30	0.29	0.01
Dire Dawa	1,381	0.70	4.07	0.09	0.00
Gondar	1,450	0.58	3.37	0.08	0.00
Dessye	1,474	0.54	3.16	0.07	0.00
Nazret	1,475	0.54	3.16	0.07	0.00
Jimma	1,531	0.46	2.66	0.06	0.00
Harar	1,534	0.45	2.62	0.06	0.00
Mekele	1,541	0.44	2.58	0.06	0.00
Bahr Dar	1,569	0.39	2.29	0.05	0.00
Debre Markos	1,658	0.28	1.66	0.04	0.00
Total		17.14	100.00	2.33	0.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.19 GABON

DVD Players (US \$ mln): Gabon 2001 - 2011			
Year	Gabon	% of Region	% of Globe
2001	2.42	0.44%	0.02%
2002	2.69	0.45%	0.02%
2003	2.91	0.45%	0.02%
2004	3.05	0.46%	0.02%
2005	3.18	0.46%	0.02%
2006	3.35	0.46%	0.02%
2007	3.54	0.45%	0.02%
2008	3.74	0.45%	0.02%
2009	3.95	0.44%	0.02%
2010	4.17	0.44%	0.02%
2011	4.40	0.43%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Gabon: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Libreville	916	2.01	60.07	0.27	0.01
Port Gentil	1,253	0.94	27.99	0.13	0.00
Lambarene	1,810	0.14	4.27	0.02	0.00
Mouila	1,887	0.09	2.73	0.01	0.00
Tchibanga	1,895	0.09	2.56	0.01	0.00
Oyem	1,900	0.08	2.39	0.01	0.00
Total		3.35	100.00	0.46	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.20 GHANA

DVD Players (US \$ mln): Ghana 2001 - 2011			
Year	Ghana	% of Region	% of Globe
2001	12.19	2.22%	0.09%
2002	13.42	2.22%	0.09%
2003	14.42	2.23%	0.09%
2004	14.96	2.23%	0.09%
2005	15.49	2.24%	0.09%
2006	16.43	2.23%	0.09%
2007	17.50	2.23%	0.09%
2008	18.64	2.23%	0.08%
2009	19.85	2.22%	0.08%
2010	21.14	2.22%	0.08%
2011	22.52	2.21%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ghana: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Accra	362	8.10	49.30	1.10	0.04
Kumasi	710	3.29	20.00	0.45	0.02
Tamale	1,097	1.29	7.84	0.18	0.01
Tema	1,258	0.93	5.66	0.13	0.00
Sekondi-Takoradi	1,280	0.89	5.40	0.12	0.00
Cape Coast	1,495	0.50	3.06	0.07	0.00
Koforidua	1,496	0.50	3.06	0.07	0.00
Sunyani	1,611	0.33	2.03	0.05	0.00
Ho	1,620	0.32	1.97	0.04	0.00
Bolgatanga	1,668	0.27	1.66	0.04	0.00
Total		16.43	100.00	2.23	0.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.21 GUINEA

DVD Players (US \$ mln): Guinea 2001 - 2011			
Year	Guinea	% of Region	% of Globe
2001	3.40	0.62%	0.03%
2002	3.70	0.61%	0.03%
2003	3.94	0.61%	0.02%
2004	4.04	0.60%	0.02%
2005	4.15	0.60%	0.02%
2006	4.44	0.60%	0.02%
2007	4.77	0.61%	0.02%
2008	5.13	0.61%	0.02%
2009	5.51	0.62%	0.02%
2010	5.92	0.62%	0.02%
2011	6.37	0.62%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Guinea: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Conakry	683	3.55	79.93	0.48	0.02
Kankan	1,536	0.45	10.09	0.06	0.00
Labe	1,616	0.33	7.37	0.04	0.00
Nzerekore	1,850	0.12	2.61	0.02	0.00
Total		4.44	100.00	0.60	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.22 GUINEA-BISSAU

DVD Players (US \$ mln): Guinea-Bissau 2001 - 2011			
Year	Guinea-Bissau	% of Region	% of Globe
2001	0.39	0.07%	0.00%
2002	0.42	0.07%	0.00%
2003	0.44	0.07%	0.00%
2004	0.45	0.07%	0.00%
2005	0.46	0.07%	0.00%
2006	0.49	0.07%	0.00%
2007	0.54	0.07%	0.00%
2008	0.58	0.07%	0.00%
2009	0.64	0.07%	0.00%
2010	0.69	0.07%	0.00%
2011	0.75	0.07%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Guinea-Bissau: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bissau	1,579	0.37	75.76	0.05	0.00
Bafata	1,986	0.04	7.88	0.01	0.00
Gabu	2,020	0.02	4.85	0.00	0.00
Cantchungo	2,041	0.01	3.03	0.00	0.00
Mansoa	2,042	0.01	3.03	0.00	0.00
Catio	2,043	0.01	3.03	0.00	0.00
Farim	2,049	0.01	2.42	0.00	0.00
Total		0.49	100.00	0.07	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.23 KENYA

DVD Players (US \$ mln): Kenya 2001 - 2011			
Year	Kenya	% of Region	% of Globe
2001	14.06	2.56%	0.11%
2002	15.71	2.60%	0.11%
2003	17.12	2.65%	0.11%
2004	17.99	2.69%	0.11%
2005	18.82	2.72%	0.11%
2006	19.79	2.69%	0.10%
2007	20.82	2.65%	0.10%
2008	21.90	2.61%	0.10%
2009	23.04	2.58%	0.10%
2010	24.24	2.54%	0.09%
2011	25.50	2.50%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Kenya: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nairobi	272	10.99	55.53	1.49	0.06
Mombasa	605	4.24	21.43	0.58	0.02
Kisumu	1,006	1.66	8.40	0.23	0.01
Nakuru	1,213	1.02	5.13	0.14	0.01
Eldoret	1,436	0.60	3.02	0.08	0.00
Thika	1,558	0.41	2.06	0.06	0.00
Nyeri	1,592	0.36	1.81	0.05	0.00
Nanyuki	1,800	0.15	0.75	0.02	0.00
Kitale	1,816	0.14	0.70	0.02	0.00
Malindi	1,848	0.12	0.60	0.02	0.00
Kericho	1,859	0.11	0.55	0.01	0.00
Total		19.79	100.00	2.69	0.10

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.24 LESOTHO

DVD Players (US \$ mln): Lesotho 2001 - 2011			
Year	Lesotho	% of Region	% of Globe
2001	1.64	0.30%	0.01%
2002	1.82	0.30%	0.01%
2003	1.96	0.30%	0.01%
2004	2.03	0.30%	0.01%
2005	2.11	0.30%	0.01%
2006	2.24	0.30%	0.01%
2007	2.38	0.30%	0.01%
2008	2.52	0.30%	0.01%
2009	2.68	0.30%	0.01%
2010	2.85	0.30%	0.01%
2011	3.03	0.30%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Lesotho: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Maseru	944	1.90	85.16	0.26	0.01
Teyateyaneng	1,815	0.14	6.25	0.02	0.00
Leribe	1,867	0.10	4.69	0.01	0.00
Mafeteng	1,894	0.09	3.91	0.01	0.00
Total		2.24	100.00	0.30	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.25 LIBERIA

DVD Players (US \$ mln): Liberia 2001 - 2011			
Year	Liberia	% of Region	% of Globe
2001	1.40	0.25%	0.01%
2002	1.44	0.24%	0.01%
2003	1.46	0.23%	0.01%
2004	1.42	0.21%	0.01%
2005	1.41	0.20%	0.01%
2006	1.56	0.21%	0.01%
2007	1.75	0.22%	0.01%
2008	1.97	0.24%	0.01%
2009	2.22	0.25%	0.01%
2010	2.49	0.26%	0.01%
2011	2.81	0.28%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Liberia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Monrovia	1,118	1.22	78.41	0.17	0.01
Harbel	1,756	0.19	12.18	0.03	0.00
Buchanan	1,915	0.07	4.43	0.01	0.00
Tubmanburg	1,978	0.04	2.77	0.01	0.00
Harper	1,995	0.03	2.21	0.00	0.00
Total		1.56	100.00	0.21	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.26 LIBYA

DVD Players (US \$ mln): Libya 2001 - 2011			
Year	Libya	% of Region	% of Globe
2001	15.92	2.90%	0.12%
2002	17.20	2.85%	0.12%
2003	18.14	2.80%	0.11%
2004	18.48	2.76%	0.11%
2005	18.89	2.73%	0.11%
2006	20.28	2.76%	0.11%
2007	21.96	2.80%	0.11%
2008	23.77	2.84%	0.11%
2009	25.73	2.88%	0.11%
2010	27.85	2.92%	0.11%
2011	30.15	2.96%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Libya: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tripoli	285	10.32	50.89	1.40	0.05
Benghazi	496	5.37	26.45	0.73	0.03
Misurata	1,049	1.47	7.24	0.20	0.01
Az Zawiyah	1,208	1.02	5.04	0.14	0.01
Al-Bayda	1,572	0.38	1.90	0.05	0.00
Ajdabiya	1,580	0.37	1.84	0.05	0.00
Darnah	1,590	0.36	1.78	0.05	0.00
Sebha	1,595	0.35	1.72	0.05	0.00
Tubruq	1,607	0.34	1.66	0.05	0.00
Al-Marj	1,643	0.30	1.48	0.04	0.00
Total		20.28	100.00	2.76	0.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.27 MADAGASCAR

DVD Players (US \$ mln): Madagascar 2001 - 2011			
Year	Madagascar	% of Region	% of Globe
2001	4.16	0.76%	0.03%
2002	4.54	0.75%	0.03%
2003	4.83	0.75%	0.03%
2004	4.96	0.74%	0.03%
2005	5.11	0.74%	0.03%
2006	5.45	0.74%	0.03%
2007	5.85	0.75%	0.03%
2008	6.29	0.75%	0.03%
2009	6.75	0.76%	0.03%
2010	7.25	0.76%	0.03%
2011	7.79	0.76%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Madagascar: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Antananarivo	736	3.05	56.02	0.42	0.02
Toamasina	1,433	0.60	11.08	0.08	0.00
Fianarantsoa	1,511	0.48	8.84	0.07	0.00
Mahajanga	1,512	0.48	8.84	0.07	0.00
Antsirabe	1,603	0.34	6.29	0.05	0.00
Toliara	1,685	0.26	4.70	0.03	0.00
Antsiranana	1,719	0.23	4.22	0.03	0.00
Total		5.45	100.00	0.74	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.28 MALAWI

DVD Players (US \$ mln): Malawi 2001 - 2011			
Year	Malawi	% of Region	% of Globe
2001	3.06	0.56%	0.02%
2002	3.37	0.56%	0.02%
2003	3.63	0.56%	0.02%
2004	3.76	0.56%	0.02%
2005	3.89	0.56%	0.02%
2006	4.13	0.56%	0.02%
2007	4.40	0.56%	0.02%
2008	4.68	0.56%	0.02%
2009	4.99	0.56%	0.02%
2010	5.31	0.56%	0.02%
2011	5.66	0.56%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Malawi: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Blantyre	905	2.04	49.45	0.28	0.01
Lilongwe	1,172	1.11	26.99	0.15	0.01
Mzuzu	1,448	0.58	14.11	0.08	0.00
Zomba	1,671	0.27	6.50	0.04	0.00
Karonga	1,918	0.07	1.60	0.01	0.00
Nkhotakota	1,935	0.06	1.35	0.01	0.00
Total		4.13	100.00	0.56	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.29 MALI

DVD Players (US \$ mln): Mali 2001 - 2011			
Year	Mali	% of Region	% of Globe
2001	3.08	0.56%	0.02%
2002	3.36	0.56%	0.02%
2003	3.57	0.55%	0.02%
2004	3.67	0.55%	0.02%
2005	3.78	0.55%	0.02%
2006	4.03	0.55%	0.02%
2007	4.33	0.55%	0.02%
2008	4.65	0.56%	0.02%
2009	5.00	0.56%	0.02%
2010	5.37	0.56%	0.02%
2011	5.76	0.57%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Mali: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bamako	763	2.87	71.15	0.39	0.02
Segou	1,655	0.29	7.16	0.04	0.00
Mopti	1,710	0.24	5.95	0.03	0.00
Sikasso	1,740	0.21	5.18	0.03	0.00
Kayes	1,749	0.20	4.96	0.03	0.00
Gao	1,818	0.14	3.41	0.02	0.00
Timbuktu	1,892	0.09	2.20	0.01	0.00
Total		4.03	100.00	0.55	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.30 MAURITANIA

DVD Players (US \$ mln): Mauritania 2001 - 2011			
Year	Mauritania	% of Region	% of Globe
2001	1.84	0.33%	0.01%
2002	2.00	0.33%	0.01%
2003	2.13	0.33%	0.01%
2004	2.18	0.33%	0.01%
2005	2.24	0.32%	0.01%
2006	2.40	0.33%	0.01%
2007	2.58	0.33%	0.01%
2008	2.77	0.33%	0.01%
2009	2.98	0.33%	0.01%
2010	3.20	0.34%	0.01%
2011	3.44	0.34%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Mauritania: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nouakchott	926	1.99	82.92	0.27	0.01
Nouadhibou	1,893	0.09	3.65	0.01	0.00
Kaedi	1,896	0.08	3.48	0.01	0.00
Zouerate	1,916	0.07	2.82	0.01	0.00
Rosso	1,920	0.06	2.65	0.01	0.00
Atar	1,921	0.06	2.65	0.01	0.00
Kiffa	1,973	0.04	1.82	0.01	0.00
Total		2.40	100.00	0.33	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.31 MAURITIUS

DVD Players (US \$ mln): Mauritius 2001 - 2011			
Year	Mauritius	% of Region	% of Globe
2001	4.40	0.80%	0.03%
2002	4.73	0.78%	0.03%
2003	4.97	0.77%	0.03%
2004	5.03	0.75%	0.03%
2005	5.12	0.74%	0.03%
2006	5.52	0.75%	0.03%
2007	6.00	0.77%	0.03%
2008	6.53	0.78%	0.03%
2009	7.10	0.79%	0.03%
2010	7.72	0.81%	0.03%
2011	8.40	0.82%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Mauritius: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Port Louis	965	1.84	33.33	0.25	0.01
Beau Bassin	1,114	1.23	22.30	0.17	0.01
Quatre Bornes	1,291	0.86	15.59	0.12	0.00
Curepipe	1,292	0.86	15.59	0.12	0.00
Vacoas-Phoenix	1,361	0.73	13.19	0.10	0.00
Total		5.52	100.00	0.75	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.32 MOROCCO

DVD Players (US \$ mln): Morocco 2001 - 2011			
Year	Morocco	% of Region	% of Globe
2001	32.66	5.94%	0.25%
2002	36.41	6.03%	0.25%
2003	39.58	6.12%	0.25%
2004	41.51	6.20%	0.25%
2005	43.37	6.26%	0.25%
2006	45.65	6.21%	0.24%
2007	48.12	6.13%	0.24%
2008	50.72	6.06%	0.23%
2009	53.46	5.98%	0.22%
2010	56.34	5.90%	0.22%
2011	59.39	5.83%	0.21%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Morocco: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Casablanca	268	11.25	24.65	1.53	0.06
Marrakech	482	5.52	12.09	0.75	0.03
Rabat	544	4.99	10.92	0.68	0.03
Fez	671	3.62	7.92	0.49	0.02
Oujda	695	3.47	7.60	0.47	0.02
Kenitra	713	3.23	7.07	0.44	0.02
Tetouan	728	3.10	6.79	0.42	0.02
Safi	734	3.07	6.73	0.42	0.02
Meknes	787	2.73	5.97	0.37	0.01
Agadir	790	2.71	5.94	0.37	0.01
Tangier	931	1.97	4.32	0.27	0.01
Total		45.65	100.00	6.21	0.24

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.33 MOZAMBIQUE

DVD Players (US \$ mln): Mozambique 2001 - 2011			
Year	Mozambique	% of Region	% of Globe
2001	6.33	1.15%	0.05%
2002	6.94	1.15%	0.05%
2003	7.43	1.15%	0.05%
2004	7.67	1.15%	0.05%
2005	7.92	1.14%	0.04%
2006	8.42	1.15%	0.04%
2007	9.01	1.15%	0.04%
2008	9.63	1.15%	0.04%
2009	10.29	1.15%	0.04%
2010	11.00	1.15%	0.04%
2011	11.76	1.15%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Mozambique: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Maputo	526	5.12	60.83	0.70	0.03
Beira	1,065	1.40	16.60	0.19	0.01
Nampula	1,250	0.94	11.20	0.13	0.00
Nacala	1,506	0.49	5.80	0.07	0.00
Machaze	1,733	0.22	2.62	0.03	0.00
Chibuto	1,840	0.12	1.48	0.02	0.00
Mandie	1,841	0.12	1.48	0.02	0.00
Total		8.42	100.00	1.15	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.34 NAMIBIA

DVD Players (US \$ mln): Namibia 2001 - 2011			
Year	Namibia	% of Region	% of Globe
2001	2.53	0.46%	0.02%
2002	2.77	0.46%	0.02%
2003	2.96	0.46%	0.02%
2004	3.05	0.46%	0.02%
2005	3.15	0.46%	0.02%
2006	3.36	0.46%	0.02%
2007	3.59	0.46%	0.02%
2008	3.84	0.46%	0.02%
2009	4.11	0.46%	0.02%
2010	4.40	0.46%	0.02%
2011	4.71	0.46%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Namibia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Windhoek	842	2.37	70.55	0.32	0.01
Tsumeb	1,672	0.27	7.98	0.04	0.00
Keetmanshoop	1,722	0.23	6.75	0.03	0.00
Otjiwarongo	1,762	0.19	5.52	0.03	0.00
Luderitz	1,782	0.16	4.91	0.02	0.00
Swakopmund	1,808	0.14	4.29	0.02	0.00
Total		3.36	100.00	0.46	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.35 NIGER

DVD Players (US \$ mln): Niger 2001 - 2011			
Year	Niger	% of Region	% of Globe
2001	3.29	0.60%	0.02%
2002	3.62	0.60%	0.02%
2003	3.88	0.60%	0.02%
2004	4.01	0.60%	0.02%
2005	4.14	0.60%	0.02%
2006	4.40	0.60%	0.02%
2007	4.70	0.60%	0.02%
2008	5.02	0.60%	0.02%
2009	5.36	0.60%	0.02%
2010	5.72	0.60%	0.02%
2011	6.11	0.60%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Niger: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Niamey	786	2.73	61.99	0.37	0.01
Zinder	1,453	0.57	12.93	0.08	0.00
Maradi	1,538	0.45	10.12	0.06	0.00
Tahoua	1,656	0.29	6.54	0.04	0.00
Agadez	1,763	0.19	4.21	0.03	0.00
Birni N'Konni	1,858	0.11	2.49	0.01	0.00
Filingue	1,905	0.08	1.71	0.01	0.00
Total		4.40	100.00	0.60	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.36 NIGERIA

DVD Players (US \$ mln): Nigeria 2001 - 2011			
Year	Nigeria	% of Region	% of Globe
2001	38.54	7.01%	0.29%
2002	42.32	7.01%	0.29%
2003	45.35	7.01%	0.28%
2004	46.91	7.01%	0.28%
2005	48.49	7.00%	0.28%
2006	51.53	7.01%	0.27%
2007	55.01	7.01%	0.27%
2008	58.73	7.01%	0.27%
2009	62.69	7.01%	0.26%
2010	66.92	7.01%	0.26%
2011	71.44	7.01%	0.26%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Nigeria: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Lagos	332	8.80	17.07	1.20	0.05
Ibadan	357	8.29	16.09	1.13	0.04
Ogbomosho	607	4.23	8.20	0.57	0.02
Kano	644	3.90	7.57	0.53	0.02
Oshogbo	780	2.77	5.37	0.38	0.01
Ilorin	781	2.76	5.35	0.38	0.01
Abeokuta	827	2.48	4.81	0.34	0.01
Port Harcourt	841	2.37	4.60	0.32	0.01
Ilesha	875	2.19	4.26	0.30	0.01
Zaria	876	2.19	4.26	0.30	0.01
Onitsha	881	2.15	4.18	0.29	0.01
Kaduna	927	1.99	3.85	0.27	0.01
Enugu	967	1.83	3.55	0.25	0.01
Aba	986	1.73	3.36	0.24	0.01
Benin City	1,083	1.33	2.59	0.18	0.01
Others		2.52	4.90	0.34	0.01
Total		51.53	100.00	7.01	0.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.37 REPUBLIC OF CONGO

DVD Players (US \$ mln): Republic of Congo 2001 - 2011			
Year	Republic of Congo	% of Region	% of Globe
2001	1.03	0.19%	0.01%
2002	1.13	0.19%	0.01%
2003	1.21	0.19%	0.01%
2004	1.24	0.19%	0.01%
2005	1.29	0.19%	0.01%
2006	1.37	0.19%	0.01%
2007	1.46	0.19%	0.01%
2008	1.56	0.19%	0.01%
2009	1.67	0.19%	0.01%
2010	1.79	0.19%	0.01%
2011	1.91	0.19%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Republic of Congo: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Brazzaville	1,325	0.80	58.32	0.11	0.00
Pointe-Noire	1,565	0.40	29.16	0.05	0.00
Nkayi	1,944	0.05	3.72	0.01	0.00
Loubomo	1,953	0.05	3.62	0.01	0.00
Ngamaba-Mfilou	2,000	0.03	2.45	0.00	0.00
Loandjili	2,030	0.02	1.57	0.00	0.00
Mossendjo	2,039	0.02	1.17	0.00	0.00
Total		1.37	100.00	0.19	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.38 REUNION

DVD Players (US \$ mln): Reunion 2001 - 2011			
Year	Reunion	% of Region	% of Globe
2001	1.13	0.21%	0.01%
2002	1.24	0.20%	0.01%
2003	1.32	0.20%	0.01%
2004	1.37	0.20%	0.01%
2005	1.41	0.20%	0.01%
2006	1.50	0.20%	0.01%
2007	1.60	0.20%	0.01%
2008	1.71	0.20%	0.01%
2009	1.83	0.20%	0.01%
2010	1.96	0.21%	0.01%
2011	2.09	0.21%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Reunion: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Saint-Denis	1,504	0.49	32.61	0.07	0.00
Saint-Paul	1,652	0.29	19.41	0.04	0.00
Saint-Pierre	1,711	0.24	15.90	0.03	0.00
Le Tampon	1,752	0.19	12.94	0.03	0.00
Saint-Louis	1,798	0.15	9.97	0.02	0.00
Le Port	1,819	0.14	9.16	0.02	0.00
Total		1.50	100.00	0.20	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.39 RWANDA

DVD Players (US \$ mln): Rwanda 2001 - 2011			
Year	Rwanda	% of Region	% of Globe
2001	2.21	0.40%	0.02%
2002	2.40	0.40%	0.02%
2003	2.54	0.39%	0.02%
2004	2.60	0.39%	0.02%
2005	2.66	0.38%	0.02%
2006	2.85	0.39%	0.02%
2007	3.07	0.39%	0.02%
2008	3.32	0.40%	0.02%
2009	3.58	0.40%	0.02%
2010	3.86	0.40%	0.01%
2011	4.17	0.41%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Rwanda: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kigali	925	1.99	69.78	0.27	0.01
Butare	1,660	0.28	9.78	0.04	0.00
Ruhengeri	1,747	0.20	7.11	0.03	0.00
Gisenyi	1,795	0.15	5.33	0.02	0.00
Nyabisindu	1,837	0.13	4.44	0.02	0.00
Cyangugu	1,870	0.10	3.56	0.01	0.00
Total		2.85	100.00	0.39	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.40 SAO TOME E PRINCIPE

DVD Players (US \$ mln): Sao Tome E Principe 2001 - 2011			
Year	Sao Tome E Principe	% of Region	% of Globe
2001	0.06	0.01%	0.00%
2002	0.06	0.01%	0.00%
2003	0.07	0.01%	0.00%
2004	0.07	0.01%	0.00%
2005	0.07	0.01%	0.00%
2006	0.08	0.01%	0.00%
2007	0.08	0.01%	0.00%
2008	0.09	0.01%	0.00%
2009	0.09	0.01%	0.00%
2010	0.10	0.01%	0.00%
2011	0.11	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Sao Tome E Principe: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sao Tome	1,904	0.08	97.22	0.01	0.00
Santo Antonio	2,075	0.00	2.78	0.00	0.00
Total		0.08	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.41 SENEGAL

DVD Players (US \$ mln): Senegal 2001 - 2011			
Year	Senegal	% of Region	% of Globe
2001	5.52	1.00%	0.04%
2002	5.99	0.99%	0.04%
2003	6.34	0.98%	0.04%
2004	6.49	0.97%	0.04%
2005	6.65	0.96%	0.04%
2006	7.12	0.97%	0.04%
2007	7.68	0.98%	0.04%
2008	8.28	0.99%	0.04%
2009	8.93	1.00%	0.04%
2010	9.63	1.01%	0.04%
2011	10.39	1.02%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Senegal: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dakar	528	5.10	71.64	0.69	0.03
Thies	1,451	0.58	8.09	0.08	0.00
Kaolack	1,508	0.49	6.84	0.07	0.00
Ziguinchor	1,567	0.40	5.55	0.05	0.00
Saint-Louis	1,593	0.36	5.03	0.05	0.00
Diourbel	1,745	0.20	2.85	0.03	0.00
Total		7.12	100.00	0.97	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.42 SIERRA LEONE

DVD Players (US \$ mln): Sierra Leone 2001 - 2011			
Year	Sierra Leone	% of Region	% of Globe
2001	0.90	0.16%	0.01%
2002	0.99	0.16%	0.01%
2003	1.05	0.16%	0.01%
2004	1.09	0.16%	0.01%
2005	1.12	0.16%	0.01%
2006	1.19	0.16%	0.01%
2007	1.28	0.16%	0.01%
2008	1.37	0.16%	0.01%
2009	1.47	0.16%	0.01%
2010	1.57	0.16%	0.01%
2011	1.68	0.16%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Sierra Leone: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Freetown	1,196	1.05	88.18	0.14	0.01
Bo	1,931	0.06	4.88	0.01	0.00
Kenema	2,005	0.03	2.44	0.00	0.00
Makeni	2,008	0.03	2.25	0.00	0.00
Bonthe	2,045	0.01	1.13	0.00	0.00
Port Loko	2,046	0.01	1.13	0.00	0.00
Total		1.19	100.00	0.16	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.43 SOMALIA

DVD Players (US \$ mln): Somalia 2001 - 2011			
Year	Somalia	% of Region	% of Globe
2001	1.37	0.25%	0.01%
2002	1.52	0.25%	0.01%
2003	1.64	0.25%	0.01%
2004	1.71	0.26%	0.01%
2005	1.78	0.26%	0.01%
2006	1.88	0.26%	0.01%
2007	1.99	0.25%	0.01%
2008	2.11	0.25%	0.01%
2009	2.24	0.25%	0.01%
2010	2.37	0.25%	0.01%
2011	2.52	0.25%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Somalia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Mogadishu	1,322	0.80	42.66	0.11	0.00
Hargeysa	1,625	0.32	17.06	0.04	0.00
Baidoa	1,707	0.24	12.80	0.03	0.00
Burao	1,708	0.24	12.80	0.03	0.00
Kismaayo	1,789	0.16	8.53	0.02	0.00
Berbera	1,934	0.06	2.99	0.01	0.00
Marka	1,957	0.05	2.56	0.01	0.00
Giohar	2,056	0.01	0.60	0.00	0.00
Total		1.88	100.00	0.26	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.44 SOUTH AFRICA

DVD Players (US \$ mln): South Africa 2001 - 2011			
Year	South Africa	% of Region	% of Globe
2001	120.26	21.89%	0.91%
2002	132.44	21.94%	0.90%
2003	142.31	22.00%	0.88%
2004	147.55	22.04%	0.87%
2005	152.83	22.07%	0.87%
2006	162.14	22.04%	0.86%
2007	172.68	22.00%	0.84%
2008	183.91	21.96%	0.83%
2009	195.86	21.91%	0.82%
2010	208.59	21.86%	0.81%
2011	222.15	21.80%	0.80%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

South Africa: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Johannesburg	80	51.01	31.46	6.93	0.27
Cape Town	102	42.57	26.26	5.79	0.22
Pretoria	108	40.38	24.90	5.49	0.21
Durban	269	11.24	6.93	1.53	0.06
Roodepoort	673	3.58	2.21	0.49	0.02
Germiston	748	2.95	1.82	0.40	0.02
Boksburg	772	2.80	1.73	0.38	0.01
Umlazi	902	2.06	1.27	0.28	0.01
Bloemfontein	1,026	1.57	0.97	0.21	0.01
Pietermaritzburg	1,033	1.53	0.95	0.21	0.01
Port Elizabeth	1,057	1.43	0.88	0.19	0.01
East London	1,214	1.02	0.63	0.14	0.01
Total		162.14	100.00	22.04	0.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.45 SUDAN

DVD Players (US \$ mln): Sudan 2001 - 2011			
Year	Sudan	% of Region	% of Globe
2001	12.65	2.30%	0.10%
2002	13.63	2.26%	0.09%
2003	14.34	2.22%	0.09%
2004	14.57	2.18%	0.09%
2005	14.86	2.15%	0.08%
2006	15.99	2.17%	0.08%
2007	17.35	2.21%	0.08%
2008	18.82	2.25%	0.09%
2009	20.42	2.28%	0.09%
2010	22.16	2.32%	0.09%
2011	24.04	2.36%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Sudan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Omdurman	559	4.78	29.89	0.65	0.03
Khartoum	593	4.29	26.85	0.58	0.02
Port Sudan	936	1.96	12.24	0.27	0.01
Wadi Medani	1,100	1.28	8.01	0.17	0.01
Al Obeid	1,107	1.26	7.90	0.17	0.01
Atbara	1,260	0.93	5.81	0.13	0.00
Kassala	1,272	0.90	5.64	0.12	0.00
Kosti	1,447	0.59	3.67	0.08	0.00
Total		15.99	100.00	2.17	0.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.46 SWAZILAND

DVD Players (US \$ mln): Swaziland 2001 - 2011			
Year	Swaziland	% of Region	% of Globe
2001	1.42	0.26%	0.01%
2002	1.56	0.26%	0.01%
2003	1.69	0.26%	0.01%
2004	1.75	0.26%	0.01%
2005	1.82	0.26%	0.01%
2006	1.93	0.26%	0.01%
2007	2.05	0.26%	0.01%
2008	2.17	0.26%	0.01%
2009	2.31	0.26%	0.01%
2010	2.45	0.26%	0.01%
2011	2.60	0.26%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Swaziland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Mbabane	1,270	0.91	46.99	0.12	0.00
Manzini	1,551	0.42	21.69	0.06	0.00
Big Bend	1,718	0.23	12.05	0.03	0.00
Mhlume	1,786	0.16	8.43	0.02	0.00
Nhlangano	1,881	0.09	4.82	0.01	0.00
Pigg's Peak	1,914	0.07	3.61	0.01	0.00
Siteki	1,964	0.05	2.41	0.01	0.00
Total		1.93	100.00	0.26	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.47 TANZANIA

DVD Players (US \$ mln): Tanzania 2001 - 2011			
Year	Tanzania	% of Region	% of Globe
2001	8.57	1.56%	0.06%
2002	9.32	1.54%	0.06%
2003	9.90	1.53%	0.06%
2004	10.15	1.52%	0.06%
2005	10.42	1.51%	0.06%
2006	11.15	1.52%	0.06%
2007	11.99	1.53%	0.06%
2008	12.90	1.54%	0.06%
2009	13.88	1.55%	0.06%
2010	14.94	1.57%	0.06%
2011	16.07	1.58%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Tanzania: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dar es Salaam	429	6.41	57.47	0.87	0.03
Mwanza	1,262	0.92	8.30	0.13	0.00
Zanzibar	1,265	0.92	8.22	0.12	0.00
Tanga	1,294	0.86	7.70	0.12	0.00
Mbeya	1,417	0.64	5.75	0.09	0.00
Tabora	1,459	0.56	5.01	0.08	0.00
Arusha	1,530	0.46	4.11	0.06	0.00
Dodoma	1,574	0.38	3.44	0.05	0.00
Total		11.15	100.00	1.52	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.48 THE GAMBIA

DVD Players (US \$ mln): The Gambia 2001 - 2011			
Year	The Gambia	% of Region	% of Globe
2001	0.51	0.09%	0.00%
2002	0.55	0.09%	0.00%
2003	0.59	0.09%	0.00%
2004	0.61	0.09%	0.00%
2005	0.62	0.09%	0.00%
2006	0.67	0.09%	0.00%
2007	0.71	0.09%	0.00%
2008	0.77	0.09%	0.00%
2009	0.83	0.09%	0.00%
2010	0.89	0.09%	0.00%
2011	0.95	0.09%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

The Gambia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Serrekunda	1,627	0.32	47.69	0.04	0.00
Banjul	1,823	0.14	20.37	0.02	0.00
Brikama	1,927	0.06	9.26	0.01	0.00
Bakau	1,930	0.06	8.80	0.01	0.00
Farefenni	2,003	0.03	4.63	0.00	0.00
Gunjur	2,027	0.02	3.24	0.00	0.00
Sukuta	2,028	0.02	3.24	0.00	0.00
Georgetown	2,062	0.01	1.39	0.00	0.00
Basse Santa Su	2,063	0.01	1.39	0.00	0.00
Total		0.67	100.00	0.09	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.49 TOGO

DVD Players (US \$ mln): Togo 2001 - 2011			
Year	Togo	% of Region	% of Globe
2001	2.40	0.44%	0.02%
2002	2.64	0.44%	0.02%
2003	2.83	0.44%	0.02%
2004	2.93	0.44%	0.02%
2005	3.02	0.44%	0.02%
2006	3.21	0.44%	0.02%
2007	3.43	0.44%	0.02%
2008	3.66	0.44%	0.02%
2009	3.90	0.44%	0.02%
2010	4.17	0.44%	0.02%
2011	4.44	0.44%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Togo: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Lome	890	2.12	66.06	0.29	0.01
Sokodé	1,661	0.28	8.66	0.04	0.00
Palimé	1,760	0.19	5.78	0.03	0.00
Atakpamé	1,792	0.16	4.87	0.02	0.00
Bassari	1,835	0.13	3.97	0.02	0.00
Tsévié	1,874	0.10	3.07	0.01	0.00
Anécho	1,898	0.08	2.53	0.01	0.00
Mango	1,906	0.08	2.35	0.01	0.00
Bafilo	1,932	0.06	1.81	0.01	0.00
Tabligbo	2,006	0.03	0.90	0.00	0.00
Total		3.21	100.00	0.44	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.50 TUNISIA

DVD Players (US \$ mln): Tunisia 2001 - 2011			
Year	Tunisia	% of Region	% of Globe
2001	21.34	3.88%	0.16%
2002	23.25	3.85%	0.16%
2003	24.72	3.82%	0.15%
2004	25.37	3.79%	0.15%
2005	26.07	3.77%	0.15%
2006	27.86	3.79%	0.15%
2007	29.95	3.82%	0.15%
2008	32.19	3.84%	0.15%
2009	34.61	3.87%	0.15%
2010	37.20	3.90%	0.14%
2011	39.99	3.92%	0.14%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Tunisia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tunis	270	11.19	40.17	1.52	0.06
Sfax	586	4.35	15.61	0.59	0.02
Ariana	958	1.86	6.66	0.25	0.01
Bizerte	977	1.78	6.39	0.24	0.01
Gabes	990	1.72	6.19	0.23	0.01
Djerba	991	1.72	6.19	0.23	0.01
Sousse	1,025	1.57	5.65	0.21	0.01
Kairouan	1,078	1.35	4.85	0.18	0.01
La Goulette	1,144	1.16	4.17	0.16	0.01
Gafsa	1,157	1.14	4.10	0.16	0.01
Total		27.86	100.00	3.79	0.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.51 UGANDA

DVD Players (US \$ mln): Uganda 2001 - 2011			
Year	Uganda	% of Region	% of Globe
2001	9.09	1.65%	0.07%
2002	9.85	1.63%	0.07%
2003	10.42	1.61%	0.06%
2004	10.64	1.59%	0.06%
2005	10.89	1.57%	0.06%
2006	11.68	1.59%	0.06%
2007	12.61	1.61%	0.06%
2008	13.62	1.63%	0.06%
2009	14.71	1.65%	0.06%
2010	15.89	1.66%	0.06%
2011	17.16	1.68%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Uganda: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kampala	358	8.26	70.72	1.12	0.04
Jinja	1,244	0.95	8.17	0.13	0.01
Masaka	1,484	0.52	4.47	0.07	0.00
Mbale	1,494	0.50	4.31	0.07	0.00
Mbarara	1,555	0.41	3.54	0.06	0.00
Entebbe	1,577	0.38	3.24	0.05	0.00
Gulu	1,621	0.32	2.77	0.04	0.00
Tororo	1,622	0.32	2.77	0.04	0.00
Total		11.68	100.00	1.59	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.52 WESTERN SAHARA

Year	DVD Players (US \$ mln): Western Sahara 2001 - 2011		
	Western Sahara	% of Region	% of Globe
2001	0.02	0.00%	0.00%
2002	0.03	0.00%	0.00%
2003	0.03	0.00%	0.00%
2004	0.03	0.00%	0.00%
2005	0.03	0.00%	0.00%
2006	0.03	0.00%	0.00%
2007	0.03	0.00%	0.00%
2008	0.03	0.00%	0.00%
2009	0.04	0.00%	0.00%
2010	0.04	0.00%	0.00%
2011	0.04	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Western Sahara: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Laayoune	2,022	0.02	72.31	0.00	0.00
Dakhla	2,071	0.00	13.85	0.00	0.00
Semara	2,072	0.00	13.85	0.00	0.00
Total		0.03	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.53 ZAMBIA

Year	DVD Players (US \$ mln): Zambia 2001 - 2011		
	Zambia	% of Region	% of Globe
2001	2.83	0.51%	0.02%
2002	3.10	0.51%	0.02%
2003	3.31	0.51%	0.02%
2004	3.42	0.51%	0.02%
2005	3.52	0.51%	0.02%
2006	3.75	0.51%	0.02%
2007	4.02	0.51%	0.02%
2008	4.30	0.51%	0.02%
2009	4.60	0.51%	0.02%
2010	4.92	0.52%	0.02%
2011	5.26	0.52%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Zambia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Lusaka	1,146	1.16	30.87	0.16	0.01
Kitwe	1,425	0.63	16.75	0.09	0.00
Ndola	1,444	0.59	15.72	0.08	0.00
Kabwe	1,674	0.27	7.10	0.04	0.00
Mufulira	1,675	0.27	7.06	0.04	0.00
Chingola	1,683	0.26	6.88	0.04	0.00
Luanshya	1,732	0.22	5.89	0.03	0.00
Livingstone	1,828	0.13	3.48	0.02	0.00
Kalulushi	1,838	0.13	3.34	0.02	0.00
Chililabombwe	1,860	0.11	2.91	0.01	0.00
Total		3.75	100.00	0.51	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3.54 ZIMBABWE

DVD Players (US \$ mln): Zimbabwe 2001 - 2011			
Year	Zimbabwe	% of Region	% of Globe
2001	7.55	1.37%	0.06%
2002	8.75	1.45%	0.06%
2003	9.89	1.53%	0.06%
2004	10.75	1.61%	0.06%
2005	11.55	1.67%	0.07%
2006	11.86	1.61%	0.06%
2007	12.09	1.54%	0.06%
2008	12.32	1.47%	0.06%
2009	12.56	1.41%	0.05%
2010	12.81	1.34%	0.05%
2011	13.06	1.28%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Zimbabwe: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Harare	563	4.74	40.01	0.64	0.03
Bulawayo	744	2.99	25.21	0.41	0.02
Chitungwiza	1,061	1.41	11.87	0.19	0.01
Gweru	1,467	0.55	4.64	0.07	0.00
Mutare	1,507	0.49	4.11	0.07	0.00
Kwekwe	1,610	0.33	2.82	0.05	0.00
Kadoma	1,632	0.31	2.64	0.04	0.00
Hwange	1,669	0.27	2.29	0.04	0.00
Masvingo	1,736	0.22	1.82	0.03	0.00
Chegutu	1,757	0.19	1.59	0.03	0.00
Zvishavane	1,758	0.19	1.59	0.03	0.00
Chinhoyi	1,780	0.17	1.41	0.02	0.00
Total		11.86	100.00	1.61	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4 ASIA

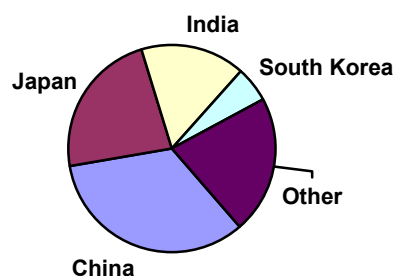
4.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in Asia (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of Asia
China	2,024.63	33.73%
Japan	1,372.93	22.87%
India	980.56	16.33%
South Korea	345.62	5.76%
Indonesia	289.84	4.83%
Thailand	182.52	3.04%
Taiwan	172.29	2.87%
Philippines	136.61	2.28%
Malaysia	100.93	1.68%
Bangladesh	90.18	1.50%
Hong Kong	82.20	1.37%
Vietnam	68.65	1.14%
Singapore	49.89	0.83%
Burma	28.24	0.47%
Sri Lanka	27.89	0.46%
Nepal	14.86	0.25%
North Korea	9.39	0.16%
Cambodia	7.11	0.12%
Papua New Guinea	5.36	0.09%
Laos	3.97	0.07%
Macau	3.42	0.06%
Brunei	2.59	0.04%
Mongolia	2.03	0.03%
Bhutan	1.03	0.02%
Maldives	0.27	0.00%
Other	0.27	0.00%
Total	6,003.26	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in Asia (US \$ mln): 2006



The Market for DVD Players in Asia: 2001 - 2011

Year	US \$ mln	% of Globe
2001	4,654.16	35.25
2002	5,048.86	34.12
2003	5,346.95	33.13
2004	5,468.15	32.41
2005	5,605.91	31.80
2006	6,003.26	31.68
2007	6,474.24	31.65
2008	6,983.34	31.61
2009	7,533.72	31.57
2010	8,128.82	31.53
2011	8,772.36	31.49

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.2 BANGLADESH**DVD Players (US \$ mln): Bangladesh 2001 - 2011**

Year	Bangladesh	% of Region	% of Globe
2001	69.43	1.49%	0.53%
2002	75.51	1.50%	0.51%
2003	80.15	1.50%	0.50%
2004	82.13	1.50%	0.49%
2005	84.32	1.50%	0.48%
2006	90.18	1.50%	0.48%
2007	97.08	1.50%	0.47%
2008	104.51	1.50%	0.47%
2009	112.50	1.49%	0.47%
2010	121.11	1.49%	0.47%
2011	130.37	1.49%	0.47%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bangladesh: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dhaka	116	37.68	41.79	0.63	0.20
Chittagong	212	15.61	17.31	0.26	0.08
Khulna	286	10.29	11.41	0.17	0.05
Narayanganj	591	4.32	4.79	0.07	0.02
Rajshahi	621	4.05	4.49	0.07	0.02
Mymensingh	739	3.04	3.37	0.05	0.02
Comilla	755	2.93	3.25	0.05	0.02
Barisal	782	2.76	3.06	0.05	0.01
Sylhet	796	2.68	2.97	0.04	0.01
Rangpur	834	2.44	2.70	0.04	0.01
Jessore	840	2.37	2.63	0.04	0.01
Saidpur	915	2.02	2.24	0.03	0.01
Total		90.18	100.00	1.50	0.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.3 BHUTAN

DVD Players (US \$ mln): Bhutan 2001 - 2011			
Year	Bhutan	% of Region	% of Globe
2001	0.80	0.02%	0.01%
2002	0.86	0.02%	0.01%
2003	0.91	0.02%	0.01%
2004	0.93	0.02%	0.01%
2005	0.96	0.02%	0.01%
2006	1.03	0.02%	0.01%
2007	1.11	0.02%	0.01%
2008	1.20	0.02%	0.01%
2009	1.29	0.02%	0.01%
2010	1.39	0.02%	0.01%
2011	1.51	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bhutan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Thimphu	1,678	0.26	25.32	0.00	0.00
Taga Dzong	1,696	0.25	24.05	0.00	0.00
Punakha	1,774	0.17	16.46	0.00	0.00
Bumthang	1,811	0.14	13.92	0.00	0.00
Phuntsholing	1,830	0.13	12.66	0.00	0.00
Tongsa Dzong	1,984	0.04	3.80	0.00	0.00
Paro	1,985	0.04	3.80	0.00	0.00
Total		1.03	100.00	0.02	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.4 BRUNEI

DVD Players (US \$ mln): Brunei 2001 - 2011			
Year	Brunei	% of Region	% of Globe
2001	1.92	0.04%	0.01%
2002	2.12	0.04%	0.01%
2003	2.28	0.04%	0.01%
2004	2.36	0.04%	0.01%
2005	2.44	0.04%	0.01%
2006	2.59	0.04%	0.01%
2007	2.76	0.04%	0.01%
2008	2.94	0.04%	0.01%
2009	3.13	0.04%	0.01%
2010	3.34	0.04%	0.01%
2011	3.55	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Brunei: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bandar Seri Begawan	1,059	1.42	54.74	0.02	0.01
Seria	1,410	0.65	25.26	0.01	0.00
Kuala Belait	1,486	0.52	20.00	0.01	0.00
Total		2.59	100.00	0.04	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.5 BURMA

DVD Players (US \$ mln): Burma 2001 - 2011			
Year	Burma	% of Region	% of Globe
2001	21.61	0.46%	0.16%
2002	23.55	0.47%	0.16%
2003	25.05	0.47%	0.16%
2004	25.72	0.47%	0.15%
2005	26.44	0.47%	0.15%
2006	28.24	0.47%	0.15%
2007	30.35	0.47%	0.15%
2008	32.61	0.47%	0.15%
2009	35.04	0.47%	0.15%
2010	37.65	0.46%	0.15%
2011	40.45	0.46%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Burma: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Yangon	192	18.14	64.22	0.30	0.10
Mandalay	641	3.93	13.92	0.07	0.02
Moulmein	1,015	1.62	5.75	0.03	0.01
Pegu	1,174	1.11	3.92	0.02	0.01
Bassein	1,194	1.06	3.76	0.02	0.01
Sittwe	1,326	0.80	2.82	0.01	0.00
Taunggye	1,327	0.80	2.82	0.01	0.00
Monywa	1,333	0.79	2.79	0.01	0.00
Total		28.24	100.00	0.47	0.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.6 CAMBODIA

DVD Players (US \$ mln): Cambodia 2001 - 2011			
Year	Cambodia	% of Region	% of Globe
2001	5.36	0.12%	0.04%
2002	5.87	0.12%	0.04%
2003	6.27	0.12%	0.04%
2004	6.47	0.12%	0.04%
2005	6.68	0.12%	0.04%
2006	7.11	0.12%	0.04%
2007	7.61	0.12%	0.04%
2008	8.14	0.12%	0.04%
2009	8.71	0.12%	0.04%
2010	9.32	0.11%	0.04%
2011	9.97	0.11%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cambodia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bhnom Penh	481	5.54	77.88	0.09	0.03
Kompong Cham	1,028	1.57	22.12	0.03	0.01
Total		7.11	100.00	0.12	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.7 CHINA

Year	DVD Players (US \$ mln): China 2001 - 2011		
	China	% of Region	% of Globe
2001	1,627.54	34.97%	12.33%
2002	1,744.63	34.55%	11.79%
2003	1,825.89	34.15%	11.31%
2004	1,845.62	33.75%	10.94%
2005	1,875.35	33.45%	10.64%
2006	2,024.63	33.73%	10.69%
2007	2,206.85	34.09%	10.79%
2008	2,405.47	34.45%	10.89%
2009	2,621.96	34.80%	10.99%
2010	2,857.93	35.16%	11.09%
2011	3,115.15	35.51%	11.18%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	China: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Shanghai	5	289.90	14.32	4.83	1.53
Beijing	6	241.60	11.93	4.02	1.28
Chongqing	9	204.47	10.10	3.41	1.08
Guangzhou	11	186.52	9.21	3.11	0.98
Chengdu	14	171.66	8.48	2.86	0.91
Tianjin	18	148.50	7.33	2.47	0.78
Harbin	30	97.96	4.84	1.63	0.52
Nanjing	31	97.14	4.80	1.62	0.51
Wuhan	32	96.72	4.78	1.61	0.51
Jinan	36	89.73	4.43	1.49	0.47
Shenyang	38	82.36	4.07	1.37	0.43
Changchun	41	78.71	3.89	1.31	0.42
Xi'an	43	77.97	3.85	1.30	0.41
Dalian	49	74.19	3.66	1.24	0.39
Shenzhen	79	51.50	2.54	0.86	0.27
Others		35.69	1.76	0.59	0.19
Total		2024.63	100.00	33.73	10.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.8 HONG KONG

Year	DVD Players (US \$ mln): Hong Kong 2001 - 2011		
	Hong Kong	% of Region	% of Globe
2001	68.20	1.47%	0.52%
2002	72.33	1.43%	0.49%
2003	74.93	1.40%	0.46%
2004	74.98	1.37%	0.44%
2005	75.62	1.35%	0.43%
2006	82.20	1.37%	0.43%
2007	90.42	1.40%	0.44%
2008	99.46	1.42%	0.45%
2009	109.41	1.45%	0.46%
2010	120.35	1.48%	0.47%
2011	132.38	1.51%	0.48%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Hong Kong: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Hong Kong	39	82.20	100.00	1.37	0.43
Total		82.20	100.00	1.37	0.43

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.9 INDIA

Year	DVD Players (US \$ mln): India 2001 - 2011		
	India	% of Region	% of Globe
2001	763.47	16.40%	5.78%
2002	827.20	16.38%	5.59%
2003	874.82	16.36%	5.42%
2004	893.26	16.34%	5.29%
2005	914.57	16.31%	5.19%
2006	980.56	16.33%	5.18%
2007	1,059.00	16.36%	5.18%
2008	1,143.72	16.38%	5.18%
2009	1,235.22	16.40%	5.18%
2010	1,334.03	16.41%	5.17%
2011	1,440.76	16.42%	5.17%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

India: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Maharashtra State	16	169.12	17.25	2.82	0.89
Uttar Pradesh State	26	116.14	11.84	1.93	0.61
West Bengal State	42	78.36	7.99	1.31	0.41
Andhra Pradesh State	47	75.27	7.68	1.25	0.40
Tamil Nadu State	55	67.61	6.89	1.13	0.36
Gujarat State	61	61.13	6.23	1.02	0.32
Madhya Pradesh State	62	61.00	6.22	1.02	0.32
Karnataka State	70	55.38	5.65	0.92	0.29
Bihar State	71	55.26	5.64	0.92	0.29
Rajasthan State	100	43.22	4.41	0.72	0.23
Punjab State	101	42.95	4.38	0.72	0.23
Haryana State	133	30.85	3.15	0.51	0.16
Kerala State	142	28.75	2.93	0.48	0.15
Orissa State	164	24.47	2.50	0.41	0.13
Union Territories	170	22.61	2.31	0.38	0.12
Others		48.45	4.94	0.81	0.26
Total		980.56	100.00	16.33	5.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.10 INDONESIA

DVD Players (US \$ mln): Indonesia 2001 - 2011			
Year	Indonesia	% of Region	% of Globe
2001	221.36	4.76%	1.68%
2002	241.39	4.78%	1.63%
2003	256.91	4.80%	1.59%
2004	263.93	4.83%	1.56%
2005	271.47	4.84%	1.54%
2006	289.84	4.83%	1.53%
2007	311.29	4.81%	1.52%
2008	334.33	4.79%	1.51%
2009	359.07	4.77%	1.50%
2010	385.64	4.74%	1.50%
2011	414.18	4.72%	1.49%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Indonesia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Jawa Barat	76	52.48	18.11	0.87	0.28
DKI Jakarta	93	46.20	15.94	0.77	0.24
Jawa Timur	96	44.39	15.31	0.74	0.23
Jawa Tengah	139	29.97	10.34	0.50	0.16
Sumatra Utara	207	16.30	5.62	0.27	0.09
Riau	237	13.29	4.58	0.22	0.07
Kalimantan Timur	283	10.38	3.58	0.17	0.05
Sumatra Selatan	295	10.03	3.46	0.17	0.05
Daerah Istimewa Aceh	341	8.59	2.97	0.14	0.05
Sulawesi Selatan	418	6.81	2.35	0.11	0.04
Sumatra Barat	492	5.40	1.86	0.09	0.03
Lampung	507	5.30	1.83	0.09	0.03
Kalimantan Barat	519	5.16	1.78	0.09	0.03
Bali	539	5.00	1.72	0.08	0.03
Irian Jaya	566	4.73	1.63	0.08	0.02
Others		25.82	8.91	0.43	0.14
Total		289.84	100.00	4.83	1.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.11 JAPAN

DVD Players (US \$ mln): Japan 2001 - 2011			
Year	Japan	% of Region	% of Globe
2001	990.37	21.28%	7.50%
2002	1,100.90	21.80%	7.44%
2003	1,193.70	22.32%	7.40%
2004	1,248.66	22.84%	7.40%
2005	1,301.87	23.22%	7.38%
2006	1,372.93	22.87%	7.25%
2007	1,450.50	22.40%	7.09%
2008	1,532.45	21.94%	6.94%
2009	1,619.04	21.49%	6.79%
2010	1,710.51	21.04%	6.64%
2011	1,807.16	20.60%	6.49%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Japan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tokyo	7	229.98	16.75	3.83	1.21
Yokohama	34	93.18	6.79	1.55	0.49
Nagoya	74	53.30	3.88	0.89	0.28
Osaka	81	50.81	3.70	0.85	0.27
Sapporo	119	36.58	2.66	0.61	0.19
Kawasaki	131	33.09	2.41	0.55	0.17
Kyoto	136	30.18	2.20	0.50	0.16
Kobe	143	28.63	2.09	0.48	0.15
Fukuoka	151	27.07	1.97	0.45	0.14
Hiroshima	155	25.79	1.88	0.43	0.14
Chiba	177	21.82	1.59	0.36	0.12
Sendai	178	21.74	1.58	0.36	0.11
Kitakyushu	196	17.77	1.29	0.30	0.09
Sakai	203	16.93	1.23	0.28	0.09
Sagamihara	217	14.77	1.08	0.25	0.08
Others		671.29	48.89	11.18	3.54
Total		1372.93	100.00	22.87	7.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.12 LAOS

DVD Players (US \$ mln): Laos 2001 - 2011			
Year	Laos	% of Region	% of Globe
2001	3.00	0.06%	0.02%
2002	3.28	0.06%	0.02%
2003	3.51	0.07%	0.02%
2004	3.62	0.07%	0.02%
2005	3.73	0.07%	0.02%
2006	3.97	0.07%	0.02%
2007	4.25	0.07%	0.02%
2008	4.55	0.07%	0.02%
2009	4.87	0.06%	0.02%
2010	5.21	0.06%	0.02%
2011	5.57	0.06%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Laos: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Vientiane	783	2.75	69.30	0.05	0.01
Savannakhet	1,581	0.37	9.38	0.01	0.00
Pakse	1,613	0.33	8.27	0.01	0.00
Luang Prabang	1,624	0.32	8.09	0.01	0.00
Sayaboury	1,869	0.10	2.57	0.00	0.00
Khammouane	1,877	0.09	2.39	0.00	0.00
Total		3.97	100.00	0.07	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.13 MACAU

DVD Players (US \$ mln): Macau 2001 - 2011			
Year	Macau	% of Region	% of Globe
2001	2.50	0.05%	0.02%
2002	2.76	0.05%	0.02%
2003	2.98	0.06%	0.02%
2004	3.11	0.06%	0.02%
2005	3.23	0.06%	0.02%
2006	3.42	0.06%	0.02%
2007	3.62	0.06%	0.02%
2008	3.84	0.06%	0.02%
2009	4.07	0.05%	0.02%
2010	4.32	0.05%	0.02%
2011	4.58	0.05%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Macau: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Macau	715	3.22	94.12	0.05	0.02
Taipa	1,793	0.15	4.52	0.00	0.00
Coloane	1,965	0.05	1.36	0.00	0.00
Total		3.42	100.00	0.06	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.14 MALAYSIA

DVD Players (US \$ mln): Malaysia 2001 - 2011			
Year	Malaysia	% of Region	% of Globe
2001	81.91	1.76%	0.62%
2002	87.52	1.73%	0.59%
2003	91.31	1.71%	0.57%
2004	92.02	1.68%	0.55%
2005	93.29	1.66%	0.53%
2006	100.93	1.68%	0.53%
2007	110.32	1.70%	0.54%
2008	120.58	1.73%	0.55%
2009	131.79	1.75%	0.55%
2010	144.05	1.77%	0.56%
2011	157.44	1.79%	0.57%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Malaysia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kuala Lumpur	173	22.29	22.08	0.37	0.12
Ipoh	395	7.45	7.38	0.12	0.04
Johor Baharu	433	6.40	6.34	0.11	0.03
Melaka	467	5.76	5.71	0.10	0.03
Petaling Jaya	545	4.96	4.92	0.08	0.03
Tawai	560	4.76	4.72	0.08	0.03
Kelang	564	4.74	4.70	0.08	0.03
Kuala Terengganu	581	4.45	4.41	0.07	0.02
Sandakan	587	4.35	4.31	0.07	0.02
Kota Baharu	596	4.28	4.24	0.07	0.02
George Town	597	4.27	4.23	0.07	0.02
Kota Kinabalu	620	4.06	4.02	0.07	0.02
Kuantan	649	3.86	3.83	0.06	0.02
Taiping	677	3.57	3.53	0.06	0.02
Seremban	680	3.55	3.52	0.06	0.02
Others		12.18	12.06	0.20	0.06
Total		100.93	100.00	1.68	0.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.15 MALDIVES

DVD Players (US \$ mln): Maldives 2001 - 2011			
Year	Maldives	% of Region	% of Globe
2001	0.21	0.00%	0.00%
2002	0.23	0.00%	0.00%
2003	0.24	0.00%	0.00%
2004	0.24	0.00%	0.00%
2005	0.25	0.00%	0.00%
2006	0.27	0.00%	0.00%
2007	0.29	0.00%	0.00%
2008	0.32	0.00%	0.00%
2009	0.34	0.00%	0.00%
2010	0.37	0.00%	0.00%
2011	0.41	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Maldives: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Male	1,673	0.27	100.00	0.00	0.00
Total		0.27	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.16 MONGOLIA

DVD Players (US \$ mln): Mongolia 2001 - 2011			
Year	Mongolia	% of Region	% of Globe
2001	1.41	0.03%	0.01%
2002	1.58	0.03%	0.01%
2003	1.74	0.03%	0.01%
2004	1.84	0.03%	0.01%
2005	1.94	0.03%	0.01%
2006	2.03	0.03%	0.01%
2007	2.12	0.03%	0.01%
2008	2.21	0.03%	0.01%
2009	2.31	0.03%	0.01%
2010	2.42	0.03%	0.01%
2011	2.52	0.03%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Mongolia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Ulaanbaatar	1,038	1.50	74.25	0.03	0.01
Darhan	1,734	0.22	10.84	0.00	0.00
Erdenedalay	1,849	0.12	5.83	0.00	0.00
Choybalsan	1,924	0.06	3.12	0.00	0.00
Ulaangom	1,980	0.04	2.03	0.00	0.00
Nalayh	1,981	0.04	2.03	0.00	0.00
Uliastay	1,987	0.04	1.90	0.00	0.00
Total		2.03	100.00	0.03	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.17 NEPAL

DVD Players (US \$ mln): Nepal 2001 - 2011			
Year	Nepal	% of Region	% of Globe
2001	11.15	0.24%	0.08%
2002	12.23	0.24%	0.08%
2003	13.09	0.24%	0.08%
2004	13.52	0.25%	0.08%
2005	13.97	0.25%	0.08%
2006	14.86	0.25%	0.08%
2007	15.88	0.25%	0.08%
2008	16.96	0.24%	0.08%
2009	18.12	0.24%	0.08%
2010	19.37	0.24%	0.08%
2011	20.69	0.24%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Nepal: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kathmandu	642	3.93	26.43	0.07	0.02
Sallyan	817	2.54	17.10	0.04	0.01
Pyuthan	828	2.47	16.65	0.04	0.01
Jumla	874	2.21	14.85	0.04	0.01
Biratnagar	1,029	1.57	10.57	0.03	0.01
Lalitpur	1,081	1.34	9.00	0.02	0.01
Bhaktapur	1,323	0.80	5.40	0.01	0.00
Total		14.86	100.00	0.25	0.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.18 NORTH KOREA

Year	DVD Players (US \$ mln): North Korea 2001 - 2011		
	North Korea	% of Region	% of Globe
2001	6.31	0.14%	0.05%
2002	7.18	0.14%	0.05%
2003	7.97	0.15%	0.05%
2004	8.53	0.16%	0.05%
2005	9.04	0.16%	0.05%
2006	9.39	0.16%	0.05%
2007	9.72	0.15%	0.05%
2008	10.06	0.14%	0.05%
2009	10.41	0.14%	0.04%
2010	10.78	0.13%	0.04%
2011	11.15	0.13%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	North Korea: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Pyongyang	658	3.74	39.81	0.06	0.02
Chongjin	1,189	1.07	11.37	0.02	0.01
Nampo	1,234	0.98	10.42	0.02	0.01
Sinuiju	1,373	0.71	7.54	0.01	0.00
Hungnam	1,455	0.57	6.03	0.01	0.00
Wonsan	1,502	0.50	5.28	0.01	0.00
Kaesong	1,503	0.49	5.22	0.01	0.00
Hamhung	1,524	0.46	4.90	0.01	0.00
Kimchaek	1,566	0.40	4.24	0.01	0.00
Haeju	1,642	0.30	3.21	0.01	0.00
Sariwon	1,765	0.18	1.96	0.00	0.00
Total		9.39	100.00	0.16	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.19 PAPUA NEW GUINEA

DVD Players (US \$ mln): Papua New Guinea 2001 - 2011			
Year	Papua New Guinea	% of Region	% of Globe
2001	3.97	0.09%	0.03%
2002	4.37	0.09%	0.03%
2003	4.70	0.09%	0.03%
2004	4.88	0.09%	0.03%
2005	5.05	0.09%	0.03%
2006	5.36	0.09%	0.03%
2007	5.70	0.09%	0.03%
2008	6.07	0.09%	0.03%
2009	6.46	0.09%	0.03%
2010	6.88	0.08%	0.03%
2011	7.32	0.08%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Papua New Guinea: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Port Moresby	831	2.46	45.92	0.04	0.01
Lae	1,096	1.30	24.17	0.02	0.01
Madang	1,561	0.40	7.55	0.01	0.00
Wewak	1,582	0.37	6.95	0.01	0.00
Goroka	1,594	0.36	6.65	0.01	0.00
Rabaul	1,679	0.26	4.83	0.00	0.00
Mount Hagen	1,738	0.21	3.93	0.00	0.00
Total		5.36	100.00	0.09	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.20 PHILIPPINES

DVD Players (US \$ mln): Philippines 2001 - 2011			
Year	Philippines	% of Region	% of Globe
2001	102.32	2.20%	0.78%
2002	112.31	2.22%	0.76%
2003	120.29	2.25%	0.75%
2004	124.34	2.27%	0.74%
2005	128.49	2.29%	0.73%
2006	136.61	2.28%	0.72%
2007	145.90	2.25%	0.71%
2008	155.82	2.23%	0.71%
2009	166.41	2.21%	0.70%
2010	177.73	2.19%	0.69%
2011	189.81	2.16%	0.68%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Philippines: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Manila	23	120.85	88.46	2.01	0.64
Quezon City	771	2.80	2.05	0.05	0.01
Davao	1,020	1.61	1.18	0.03	0.01
Cebu	1,153	1.15	0.84	0.02	0.01
Caloocan	1,187	1.07	0.79	0.02	0.01
Makati	1,350	0.76	0.55	0.01	0.00
Zamboanga	1,355	0.74	0.54	0.01	0.00
Cagayan de Oro	1,386	0.69	0.51	0.01	0.00
Pasig	1,407	0.66	0.49	0.01	0.00
Pasay	1,412	0.65	0.48	0.01	0.00
Las Pinas	1,420	0.64	0.47	0.01	0.00
Bacolod	1,452	0.57	0.42	0.01	0.00
Valenzuela	1,454	0.57	0.42	0.01	0.00
Marikina	1,485	0.52	0.38	0.01	0.00
Paranaque	1,487	0.52	0.38	0.01	0.00
Others		2.81	2.06	0.05	0.01
Total		136.61	100.00	2.28	0.72

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.21 SEYCHELLES

DVD Players (US \$ mln): Seychelles 2001 - 2011			
Year	Seychelles	% of Region	% of Globe
2001	0.19	0.00%	0.00%
2002	0.21	0.00%	0.00%
2003	0.23	0.00%	0.00%
2004	0.24	0.00%	0.00%
2005	0.25	0.00%	0.00%
2006	0.27	0.00%	0.00%
2007	0.28	0.00%	0.00%
2008	0.30	0.00%	0.00%
2009	0.31	0.00%	0.00%
2010	0.33	0.00%	0.00%
2011	0.35	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Seychelles: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Victoria	1,761	0.19	69.70	0.00	0.00
Anse Boileau	2,002	0.03	12.12	0.00	0.00
Cascade	2,016	0.02	9.09	0.00	0.00
Anse Royale	2,017	0.02	9.09	0.00	0.00
Total		0.27	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.22 SINGAPORE

Year	DVD Players (US \$ mln): Singapore 2001 - 2011		
	Singapore	% of Region	% of Globe
2001	41.46	0.89%	0.31%
2002	43.95	0.87%	0.30%
2003	45.50	0.85%	0.28%
2004	45.51	0.83%	0.27%
2005	45.88	0.82%	0.26%
2006	49.89	0.83%	0.26%
2007	54.90	0.85%	0.27%
2008	60.42	0.87%	0.27%
2009	66.49	0.88%	0.28%
2010	73.17	0.90%	0.28%
2011	80.53	0.92%	0.29%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Singapore: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Singapore	83	49.89	100.00	0.83	0.26
Total		49.89	100.00	0.83	0.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.23 SOUTH KOREA

Year	DVD Players (US \$ mln): South Korea 2001 - 2011		
	South Korea	% of Region	% of Globe
2001	282.27	6.06%	2.14%
2002	300.97	5.96%	2.03%
2003	313.36	5.86%	1.94%
2004	315.17	5.76%	1.87%
2005	319.04	5.69%	1.81%
2006	345.62	5.76%	1.82%
2007	378.45	5.85%	1.85%
2008	414.41	5.93%	1.88%
2009	453.78	6.02%	1.90%
2010	496.89	6.11%	1.93%
2011	544.09	6.20%	1.95%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

South Korea: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Seoul	17	168.82	48.85	2.81	0.89
Pusan	103	42.48	12.29	0.71	0.22
Inchon	138	29.99	8.68	0.50	0.16
Taegu	165	24.37	7.05	0.41	0.13
Taejon	221	14.37	4.16	0.24	0.08
Kwangju	222	14.37	4.16	0.24	0.08
Ulsan	234	13.81	3.99	0.23	0.07
Suwon	248	12.52	3.62	0.21	0.07
Masan	361	8.21	2.37	0.14	0.04
Chonju	414	6.89	1.99	0.11	0.04
Cheju	443	6.25	1.81	0.10	0.03
Mokpo	682	3.55	1.03	0.06	0.02
Total		345.62	100.00	5.76	1.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.24 SRI LANKA

DVD Players (US \$ mln): Sri Lanka 2001 - 2011			
Year	Sri Lanka	% of Region	% of Globe
2001	21.58	0.46%	0.16%
2002	23.43	0.46%	0.16%
2003	24.83	0.46%	0.15%
2004	25.41	0.46%	0.15%
2005	26.05	0.46%	0.15%
2006	27.89	0.46%	0.15%
2007	30.07	0.46%	0.15%
2008	32.41	0.46%	0.15%
2009	34.94	0.46%	0.15%
2010	37.67	0.46%	0.15%
2011	40.61	0.46%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Sri Lanka: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Colombo	245	12.71	45.56	0.21	0.07
Dehiwala	681	3.55	12.74	0.06	0.02
Jaffna	797	2.66	9.54	0.04	0.01
Moratuwa	809	2.57	9.21	0.04	0.01
Kandy	838	2.42	8.67	0.04	0.01
Galle	913	2.03	7.27	0.03	0.01
Negombo	1,161	1.14	4.07	0.02	0.01
Trincomalee	1,314	0.82	2.94	0.01	0.00
Total		27.89	100.00	0.46	0.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.25 TAIWAN

DVD Players (US \$ mln): Taiwan 2001 - 2011			
Year	Taiwan	% of Region	% of Globe
2001	134.79	2.90%	1.02%
2002	145.81	2.89%	0.99%
2003	153.96	2.88%	0.95%
2004	156.96	2.87%	0.93%
2005	160.53	2.86%	0.91%
2006	172.29	2.87%	0.91%
2007	186.33	2.88%	0.91%
2008	201.51	2.89%	0.91%
2009	217.94	2.89%	0.91%
2010	235.70	2.90%	0.91%
2011	254.91	2.91%	0.92%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Taiwan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Taipei	77	51.61	29.96	0.86	0.27
Kaohsiung	179	21.72	12.60	0.36	0.11
Taichung	219	14.68	8.52	0.24	0.08
Tainan	329	8.86	5.14	0.15	0.05
Panchiao	410	7.01	4.07	0.12	0.04
Hsinchu	521	5.16	2.99	0.09	0.03
Chungho	527	5.11	2.97	0.09	0.03
Sanchung	536	5.03	2.92	0.08	0.03
Keelung	561	4.76	2.77	0.08	0.03
Chungli	633	3.96	2.30	0.07	0.02
Chiayi	651	3.84	2.23	0.06	0.02
Taoyuan	675	3.57	2.07	0.06	0.02
Fengshan	694	3.47	2.01	0.06	0.02
Hsintien	708	3.32	1.92	0.06	0.02
Yungho	731	3.08	1.79	0.05	0.02
Others		27.09	15.72	0.45	0.14
Total		172.29	100.00	2.87	0.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.26 THAILAND

DVD Players (US \$ mln): Thailand 2001 - 2011			
Year	Thailand	% of Region	% of Globe
2001	138.04	2.97%	1.05%
2002	151.03	2.99%	1.02%
2003	161.25	3.02%	1.00%
2004	166.16	3.04%	0.98%
2005	171.31	3.06%	0.97%
2006	182.52	3.04%	0.96%
2007	195.47	3.02%	0.96%
2008	209.35	3.00%	0.95%
2009	224.22	2.98%	0.94%
2010	240.14	2.95%	0.93%
2011	257.19	2.93%	0.92%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Thailand: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bangkok	15	169.93	93.11	2.83	0.90
Chon Buri	439	6.32	3.46	0.11	0.03
Songkhla	941	1.93	1.06	0.03	0.01
Nakhon Ratchasima	1,156	1.14	0.63	0.02	0.01
Chiang Mai	1,173	1.11	0.61	0.02	0.01
Khon Kaen	1,223	1.00	0.55	0.02	0.01
Nakhon Si Thammarat	1,365	0.72	0.40	0.01	0.00
Phitsanulok	1,631	0.31	0.17	0.01	0.00
Hat Yai	1,972	0.04	0.02	0.00	0.00
Total		182.52	100.00	3.04	0.96

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4.27 VIETNAM

DVD Players (US \$ mln): Vietnam 2001 - 2011			
Year	Vietnam	% of Region	% of Globe
2001	53.03	1.14%	0.40%
2002	57.61	1.14%	0.39%
2003	61.09	1.14%	0.38%
2004	62.53	1.14%	0.37%
2005	64.15	1.14%	0.36%
2006	68.65	1.14%	0.36%
2007	73.98	1.14%	0.36%
2008	79.71	1.14%	0.36%
2009	85.89	1.14%	0.36%
2010	92.54	1.14%	0.36%
2011	99.71	1.14%	0.36%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Vietnam: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Ho Chi Minh	181	21.60	31.46	0.36	0.11
Can Tho	190	18.33	26.70	0.31	0.10
Hanoi	250	12.39	18.05	0.21	0.07
Thai Nguyen	494	5.38	7.83	0.09	0.03
Da Nang	497	5.36	7.81	0.09	0.03
Hue	608	4.22	6.15	0.07	0.02
Pleyku	1,072	1.37	2.00	0.02	0.01
Total		68.65	100.00	1.14	0.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5 EUROPE

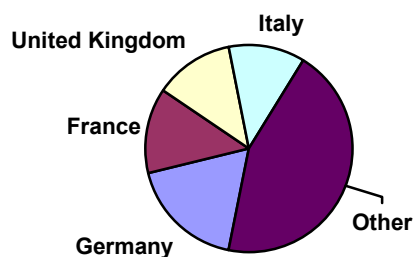
5.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in Europe (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of Europe
Germany	850.70	17.95%
France	636.57	13.43%
United Kingdom	597.60	12.61%
Italy	558.57	11.78%
Spain	318.24	6.71%
Russia	249.95	5.27%
Netherlands	171.48	3.62%
Poland	145.14	3.06%
Belgium	114.49	2.42%
Switzerland	90.96	1.92%
Austria	89.24	1.88%
Sweden	87.10	1.84%
Ukraine	84.42	1.78%
Greece	80.23	1.69%
Portugal	69.77	1.47%
Denmark	59.79	1.26%
Czech Republic	58.04	1.22%
Romania	58.00	1.22%
Norway	54.45	1.15%
Finland	52.63	1.11%
Hungary	50.65	1.07%
Kazakhstan	38.96	0.82%
Ireland	37.18	0.78%
Belarus	34.79	0.73%
Slovakia	24.21	0.51%
Other	127.17	2.68%
Total	4,740.31	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in Europe (US \$ mln): 2006



The Market for DVD Players in Europe: 2001 - 2011

Year	US \$ mln	% of Globe
2001	3,553.26	26.92
2002	3,899.04	26.35
2003	4,174.99	25.87
2004	4,314.76	25.57
2005	4,458.14	25.29
2006	4,740.31	25.02
2007	5,063.51	24.75
2008	5,408.99	24.48
2009	5,778.31	24.22
2010	6,173.15	23.95
2011	6,595.28	23.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.2 ALBANIA

DVD Players (US \$ mln): Albania 2001 - 2011

Year	Albania	% of Region	% of Globe
2001	3.76	0.11%	0.03%
2002	4.04	0.10%	0.03%
2003	4.24	0.10%	0.03%
2004	4.30	0.10%	0.03%
2005	4.37	0.10%	0.02%
2006	4.71	0.10%	0.02%
2007	5.13	0.10%	0.03%
2008	5.57	0.10%	0.03%
2009	6.06	0.10%	0.03%
2010	6.59	0.11%	0.03%
2011	7.17	0.11%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Albania: DVD Players in 2006, US \$ mln

City	World Rank	US \$ mln	%Country	%Region	%World
Tirane	1,035	1.53	32.42	0.03	0.01
Durres	1,479	0.53	11.33	0.01	0.00
Elbasan	1,481	0.53	11.19	0.01	0.00
Shkoder	1,489	0.51	10.90	0.01	0.00
Vlore	1,527	0.46	9.76	0.01	0.00
Korce	1,550	0.42	8.90	0.01	0.00
Berat	1,662	0.28	5.88	0.01	0.00
Fier	1,670	0.27	5.74	0.01	0.00
Lushnje	1,767	0.18	3.87	0.00	0.00
Total		4.71	100.00	0.10	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.3 ANDORRA

Year	DVD Players (US \$ mln): Andorra 2001 - 2011		
	Andorra	% of Region	% of Globe
2001	0.37	0.01%	0.00%
2002	0.41	0.01%	0.00%
2003	0.45	0.01%	0.00%
2004	0.47	0.01%	0.00%
2005	0.50	0.01%	0.00%
2006	0.52	0.01%	0.00%
2007	0.55	0.01%	0.00%
2008	0.57	0.01%	0.00%
2009	0.60	0.01%	0.00%
2010	0.63	0.01%	0.00%
2011	0.66	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Andorra: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Andorra la Vella	1,634	0.31	60.00	0.01	0.00
Les Escaldes	1,741	0.21	40.00	0.00	0.00
Total		0.52	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.4 AUSTRIA

Year	DVD Players (US \$ mln): Austria 2001 - 2011		
	Austria	% of Region	% of Globe
2001	66.30	1.87%	0.50%
2002	72.98	1.87%	0.49%
2003	78.37	1.88%	0.49%
2004	81.22	1.88%	0.48%
2005	84.09	1.89%	0.48%
2006	89.24	1.88%	0.47%
2007	95.09	1.88%	0.46%
2008	101.32	1.87%	0.46%
2009	107.95	1.87%	0.45%
2010	115.02	1.86%	0.45%
2011	122.56	1.86%	0.44%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Austria: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Vienna	73	53.60	60.06	1.13	0.28
Graz	347	8.51	9.53	0.18	0.04
Linz	411	7.00	7.85	0.15	0.04
Salzburg	551	4.87	5.45	0.10	0.03
Innsbruck	619	4.10	4.59	0.09	0.02
Klagenfurt	738	3.05	3.41	0.06	0.02
Villach	959	1.86	2.08	0.04	0.01
Wels	974	1.79	2.00	0.04	0.01
Sankt Poelten	983	1.75	1.96	0.04	0.01
Steyr	1,084	1.33	1.49	0.03	0.01
Bregenz	1,233	0.98	1.10	0.02	0.01
Eisenstadt	1,549	0.42	0.47	0.01	0.00
Total		89.24	100.00	1.88	0.47

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.5 BELARUS

DVD Players (US \$ mln): Belarus 2001 - 2011			
Year	Belarus	% of Region	% of Globe
2001	26.23	0.74%	0.20%
2002	28.73	0.74%	0.19%
2003	30.70	0.74%	0.19%
2004	31.67	0.73%	0.19%
2005	32.68	0.73%	0.19%
2006	34.79	0.73%	0.18%
2007	37.23	0.74%	0.18%
2008	39.83	0.74%	0.18%
2009	42.62	0.74%	0.18%
2010	45.60	0.74%	0.18%
2011	48.80	0.74%	0.18%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Belarus: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Minsk	238	13.19	37.91	0.28	0.07
Gomel	616	4.15	11.93	0.09	0.02
Mogilyov	747	2.95	8.49	0.06	0.02
Vitebsk	758	2.90	8.35	0.06	0.02
Grodno	865	2.24	6.44	0.05	0.01
Brest	887	2.14	6.15	0.05	0.01
Bobruysk	961	1.85	5.32	0.04	0.01
Baranovich	1,087	1.32	3.79	0.03	0.01
Borisov	1,129	1.20	3.44	0.03	0.01
Orsha	1,209	1.02	2.93	0.02	0.01
Pinsk	1,230	0.99	2.84	0.02	0.01
Mozyr	1,305	0.84	2.41	0.02	0.00
Total		34.79	100.00	0.73	0.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.6 BELGIUM

DVD Players (US \$ mln): Belgium 2001 - 2011			
Year	Belgium	% of Region	% of Globe
2001	86.45	2.43%	0.65%
2002	94.64	2.43%	0.64%
2003	101.09	2.42%	0.63%
2004	104.23	2.42%	0.62%
2005	107.50	2.41%	0.61%
2006	114.49	2.42%	0.60%
2007	122.56	2.42%	0.60%
2008	131.21	2.43%	0.59%
2009	140.46	2.43%	0.59%
2010	150.36	2.44%	0.58%
2011	160.96	2.44%	0.58%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Belgium: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Brussels	109	39.95	34.89	0.84	0.21
Antwerp	185	19.60	17.12	0.41	0.10
Ghent	309	9.60	8.38	0.20	0.05
Charleroi	339	8.61	7.52	0.18	0.05
Liege	359	8.24	7.19	0.17	0.04
Bruges	553	4.86	4.24	0.10	0.03
Namur	603	4.24	3.71	0.09	0.02
Mons	663	3.71	3.24	0.08	0.02
Leuven	696	3.46	3.02	0.07	0.02
Aalst	721	3.17	2.77	0.07	0.02
Kortrijk	723	3.13	2.73	0.07	0.02
Mechelen	724	3.13	2.73	0.07	0.02
Oostende	773	2.80	2.45	0.06	0.01
Total		114.49	100.00	2.42	0.60

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.7 BOSNIA AND HERZEGOVINA

DVD Players (US \$ mln): Bosnia and Herzegovina 2001 - 2011			
Year	Bosnia and Herzegovina	% of Region	% of Globe
2001	2.35	0.07%	0.02%
2002	2.52	0.06%	0.02%
2003	2.64	0.06%	0.02%
2004	2.67	0.06%	0.02%
2005	2.71	0.06%	0.02%
2006	2.92	0.06%	0.02%
2007	3.19	0.06%	0.02%
2008	3.47	0.06%	0.02%
2009	3.79	0.07%	0.02%
2010	4.13	0.07%	0.02%
2011	4.50	0.07%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bosnia and Herzegovina: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sarajevo	1,154	1.15	39.33	0.02	0.01
Banja Luca	1,546	0.43	14.57	0.01	0.00
Zenica	1,628	0.32	10.84	0.01	0.00
Tuzla	1,657	0.29	9.80	0.01	0.00
Mostar	1,664	0.28	9.44	0.01	0.00
Prijedor	1,699	0.24	8.37	0.01	0.00
Doboj	1,727	0.22	7.63	0.00	0.00
Total		2.92	100.00	0.06	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.8 BULGARIA

DVD Players (US \$ mln): Bulgaria 2001 - 2011			
Year	Bulgaria	% of Region	% of Globe
2001	16.31	0.46%	0.12%
2002	17.77	0.46%	0.12%
2003	18.89	0.45%	0.12%
2004	19.39	0.45%	0.11%
2005	19.93	0.45%	0.11%
2006	21.29	0.45%	0.11%
2007	22.89	0.45%	0.11%
2008	24.61	0.45%	0.11%
2009	26.45	0.46%	0.11%
2010	28.44	0.46%	0.11%
2011	30.57	0.46%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bulgaria: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sofia	356	8.32	39.05	0.18	0.04
Plovdiv	800	2.63	12.35	0.06	0.01
Varna	863	2.25	10.58	0.05	0.01
Burgas	1,050	1.46	6.85	0.03	0.01
Ruse	1,064	1.40	6.57	0.03	0.01
Stara Zagora	1,155	1.15	5.40	0.02	0.01
Pleven	1,231	0.99	4.64	0.02	0.01
Tolbukhin	1,315	0.82	3.84	0.02	0.00
Sliven	1,335	0.79	3.70	0.02	0.00
Shumen	1,338	0.78	3.67	0.02	0.00
Pernik	1,371	0.71	3.36	0.02	0.00
Total		21.29	100.00	0.45	0.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.9 CROATIA

DVD Players (US \$ mln): Croatia 2001 - 2011			
Year	Croatia	% of Region	% of Globe
2001	8.15	0.23%	0.06%
2002	8.97	0.23%	0.06%
2003	9.62	0.23%	0.06%
2004	9.97	0.23%	0.06%
2005	10.32	0.23%	0.06%
2006	10.95	0.23%	0.06%
2007	11.67	0.23%	0.06%
2008	12.45	0.23%	0.06%
2009	13.27	0.23%	0.06%
2010	14.14	0.23%	0.05%
2011	15.08	0.23%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Croatia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Zagreb	447	6.19	56.52	0.13	0.03
Rijeka	1,205	1.03	9.38	0.02	0.01
Split	1,245	0.95	8.71	0.02	0.01
Osijek	1,306	0.84	7.65	0.02	0.00
Zadar	1,428	0.61	5.58	0.01	0.00
Slavonski Brod	1,458	0.56	5.10	0.01	0.00
Vukovar	1,545	0.43	3.90	0.01	0.00
Dubrovnik	1,599	0.35	3.17	0.01	0.00
Total		10.95	100.00	0.23	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.10 CYPRUS

DVD Players (US \$ mln): Cyprus 2001 - 2011			
Year	Cyprus	% of Region	% of Globe
2001	3.16	0.09%	0.02%
2002	3.48	0.09%	0.02%
2003	3.74	0.09%	0.02%
2004	3.88	0.09%	0.02%
2005	4.02	0.09%	0.02%
2006	4.26	0.09%	0.02%
2007	4.54	0.09%	0.02%
2008	4.83	0.09%	0.02%
2009	5.15	0.09%	0.02%
2010	5.48	0.09%	0.02%
2011	5.84	0.09%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cyprus: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nicosia	955	1.87	43.83	0.04	0.01
Limassol	1,079	1.34	31.50	0.03	0.01
Larnaca	1,442	0.59	13.91	0.01	0.00
Famagusta	1,528	0.46	10.76	0.01	0.00
Total		4.26	100.00	0.09	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.11 CZECH REPUBLIC

DVD Players (US \$ mln): Czech Republic 2001 - 2011			
Year	Czech Republic	% of Region	% of Globe
2001	42.70	1.20%	0.32%
2002	47.15	1.21%	0.32%
2003	50.80	1.22%	0.31%
2004	52.81	1.22%	0.31%
2005	54.80	1.23%	0.31%
2006	58.04	1.22%	0.31%
2007	61.67	1.22%	0.30%
2008	65.52	1.21%	0.30%
2009	69.62	1.20%	0.29%
2010	73.97	1.20%	0.29%
2011	78.59	1.19%	0.28%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Czech Republic: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Prague	153	25.90	44.62	0.55	0.14
Brno	355	8.33	14.35	0.18	0.04
Ostrava	409	7.09	12.21	0.15	0.04
Plzen	657	3.76	6.47	0.08	0.02
Olomouc	854	2.28	3.92	0.05	0.01
Usti nad Labem	862	2.25	3.88	0.05	0.01
Liberec	873	2.21	3.81	0.05	0.01
Hradec Kralove	883	2.15	3.70	0.05	0.01
Ceske Budejovice	907	2.04	3.51	0.04	0.01
Pardubice	908	2.04	3.51	0.04	0.01
Total		58.04	100.00	1.22	0.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.12 DENMARK

DVD Players (US \$ mln): Denmark 2001 - 2011			
Year	Denmark	% of Region	% of Globe
2001	44.20	1.24%	0.33%
2002	48.73	1.25%	0.33%
2003	52.42	1.26%	0.32%
2004	54.41	1.26%	0.32%
2005	56.40	1.26%	0.32%
2006	59.79	1.26%	0.32%
2007	63.62	1.26%	0.31%
2008	67.69	1.25%	0.31%
2009	72.02	1.25%	0.30%
2010	76.63	1.24%	0.30%
2011	81.53	1.24%	0.29%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Denmark: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Copenhagen	130	33.29	55.68	0.70	0.18
Aarhus	436	6.35	10.63	0.13	0.03
Odense	595	4.28	7.17	0.09	0.02
Aalborg	654	3.82	6.38	0.08	0.02
Esbjerg	923	1.99	3.34	0.04	0.01
Randers	1,039	1.50	2.51	0.03	0.01
Helsingor	1,062	1.40	2.35	0.03	0.01
Kolding	1,063	1.40	2.35	0.03	0.01
Herning	1,068	1.38	2.31	0.03	0.01
Horsens	1,077	1.35	2.27	0.03	0.01
Vejle	1,182	1.08	1.81	0.02	0.01
Roskilde	1,232	0.99	1.65	0.02	0.01
Naestved	1,256	0.94	1.57	0.02	0.00
Total		59.79	100.00	1.26	0.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.13 ESTONIA

Year	DVD Players (US \$ mln): Estonia 2001 - 2011		
	Estonia	% of Region	% of Globe
2001	5.14	0.14%	0.04%
2002	5.56	0.14%	0.04%
2003	5.87	0.14%	0.04%
2004	5.98	0.14%	0.04%
2005	6.11	0.14%	0.03%
2006	6.56	0.14%	0.03%
2007	7.10	0.14%	0.03%
2008	7.68	0.14%	0.03%
2009	8.32	0.14%	0.03%
2010	9.00	0.15%	0.03%
2011	9.73	0.15%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Estonia: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Tallinn	660	3.72	56.71	0.08	0.02
Tartu	1,284	0.88	13.41	0.02	0.00
Narva	1,422	0.63	9.65	0.01	0.00
Kohtla-Järve	1,440	0.59	9.06	0.01	0.00
Pärnu	1,552	0.42	6.35	0.01	0.00
Sillamäe	1,787	0.16	2.47	0.00	0.00
Rakvere	1,794	0.15	2.35	0.00	0.00
Total		6.56	100.00	0.14	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.14 FINLAND

Year	DVD Players (US \$ mln): Finland 2001 - 2011		
	Finland	% of Region	% of Globe
2001	40.71	1.15%	0.31%
2002	44.21	1.13%	0.30%
2003	46.85	1.12%	0.29%
2004	47.94	1.11%	0.28%
2005	49.15	1.10%	0.28%
2006	52.63	1.11%	0.28%
2007	56.73	1.12%	0.28%
2008	61.16	1.13%	0.28%
2009	65.93	1.14%	0.28%
2010	71.07	1.15%	0.28%
2011	76.61	1.16%	0.28%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Finland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Helsinki	209	15.96	30.33	0.34	0.08
Tampere	479	5.55	10.54	0.12	0.03
Espoo	488	5.45	10.36	0.11	0.03
Turku	512	5.26	9.99	0.11	0.03
Vantaa	549	4.90	9.31	0.10	0.03
Oulu	716	3.21	6.10	0.07	0.02
Lahti	737	3.05	5.80	0.06	0.02
Pori	806	2.60	4.93	0.05	0.01
Kuopio	810	2.56	4.87	0.05	0.01
Jyvaskyla	886	2.14	4.07	0.05	0.01
Kotka	938	1.95	3.70	0.04	0.01
Total		52.63	100.00	1.11	0.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.15 FRANCE

DVD Players (US \$ mln): France 2001 - 2011			
Year	France	% of Region	% of Globe
2001	472.93	13.31%	3.58%
2002	520.54	13.35%	3.52%
2003	559.00	13.39%	3.46%
2004	579.32	13.43%	3.43%
2005	599.79	13.45%	3.40%
2006	636.57	13.43%	3.36%
2007	678.26	13.40%	3.32%
2008	722.69	13.36%	3.27%
2009	770.03	13.33%	3.23%
2010	820.46	13.29%	3.18%
2011	874.20	13.25%	3.14%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

France: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Paris	2	447.50	70.30	9.44	2.36
Marseille	124	35.86	5.63	0.76	0.19
Lyon	126	35.47	5.57	0.75	0.19
Lille	154	25.80	4.05	0.54	0.14
Toulouse	297	9.93	1.56	0.21	0.05
Nice	345	8.56	1.34	0.18	0.05
Strasbourg	346	8.51	1.34	0.18	0.04
Nantes	403	7.24	1.14	0.15	0.04
Rennes	428	6.45	1.01	0.14	0.03
Bordeaux	440	6.29	0.99	0.13	0.03
Saint-Etienne	452	6.01	0.94	0.13	0.03
Reims	483	5.51	0.87	0.12	0.03
Le Havre	484	5.51	0.87	0.12	0.03
Toulon	509	5.29	0.83	0.11	0.03
Grenoble	520	5.16	0.81	0.11	0.03
Others		17.47	2.75	0.37	0.09
Total		636.57	100.00	13.43	3.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.16 GEORGIA

DVD Players (US \$ mln): Georgia 2001 - 2011			
Year	Georgia	% of Region	% of Globe
2001	7.26	0.20%	0.05%
2002	8.04	0.21%	0.05%
2003	8.69	0.21%	0.05%
2004	9.07	0.21%	0.05%
2005	9.43	0.21%	0.05%
2006	9.97	0.21%	0.05%
2007	10.56	0.21%	0.05%
2008	11.19	0.21%	0.05%
2009	11.85	0.21%	0.05%
2010	12.56	0.20%	0.05%
2011	13.31	0.20%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Georgia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
T'Bilisi	446	6.21	62.35	0.13	0.03
Kutaisi	1,145	1.16	11.63	0.02	0.01
Rustavi	1,336	0.78	7.87	0.02	0.00
Batumi	1,403	0.67	6.73	0.01	0.00
Sukhumi	1,438	0.60	5.99	0.01	0.00
Poti	1,691	0.25	2.52	0.01	0.00
Tskhinvali	1,785	0.16	1.63	0.00	0.00
Chiatura	1,832	0.13	1.29	0.00	0.00
Total		9.97	100.00	0.21	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.17 GERMANY

DVD Players (US \$ mln): Germany 2001 - 2011			
Year	Germany	% of Region	% of Globe
2001	630.98	17.76%	4.78%
2002	694.88	17.82%	4.70%
2003	746.63	17.88%	4.63%
2004	774.16	17.94%	4.59%
2005	801.83	17.99%	4.55%
2006	850.70	17.95%	4.49%
2007	905.99	17.89%	4.43%
2008	964.88	17.84%	4.37%
2009	1,027.60	17.78%	4.31%
2010	1,094.39	17.73%	4.25%
2011	1,165.53	17.67%	4.18%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Germany: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Berlin	13	172.86	20.32	3.65	0.91
Cologne	87	48.17	5.66	1.02	0.25
Dresden	140	29.83	3.51	0.63	0.16
Dusseldorf	144	28.58	3.36	0.60	0.15
Dortmund	145	28.38	3.34	0.60	0.15
Bremen	147	27.44	3.23	0.58	0.14
Duisburg	152	26.64	3.13	0.56	0.14
Cottbus	434	6.40	0.75	0.13	0.03
Dessau	518	5.20	0.61	0.11	0.03
Total		373.50	43.91	7.88	1.97

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.18 GREECE

DVD Players (US \$ mln): Greece 2001 - 2011			
Year	Greece	% of Region	% of Globe
2001	60.29	1.70%	0.46%
2002	66.11	1.70%	0.45%
2003	70.73	1.69%	0.44%
2004	73.04	1.69%	0.43%
2005	75.41	1.69%	0.43%
2006	80.23	1.69%	0.42%
2007	85.77	1.69%	0.42%
2008	91.69	1.70%	0.42%
2009	98.01	1.70%	0.41%
2010	104.78	1.70%	0.41%
2011	112.01	1.70%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Greece: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Athens	127	34.56	43.07	0.73	0.18
Thessaloniki	210	15.84	19.74	0.33	0.08
Piraeus	379	7.68	9.58	0.16	0.04
Patras	480	5.54	6.90	0.12	0.03
Larissa	623	4.02	5.01	0.08	0.02
Iraklion	627	3.98	4.96	0.08	0.02
Volos	779	2.77	3.45	0.06	0.01
Kavalla	869	2.22	2.77	0.05	0.01
Canea	966	1.83	2.28	0.04	0.01
Serrai	972	1.79	2.24	0.04	0.01
Total		80.23	100.00	1.69	0.42

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.19 HUNGARY

DVD Players (US \$ mln): Hungary 2001 - 2011			
Year	Hungary	% of Region	% of Globe
2001	39.12	1.10%	0.30%
2002	42.50	1.09%	0.29%
2003	45.06	1.08%	0.28%
2004	46.13	1.07%	0.27%
2005	47.32	1.06%	0.27%
2006	50.65	1.07%	0.27%
2007	54.57	1.08%	0.27%
2008	58.80	1.09%	0.27%
2009	63.36	1.10%	0.27%
2010	68.27	1.11%	0.26%
2011	73.56	1.12%	0.26%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Hungary: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Budapest	137	30.14	59.51	0.64	0.16
Debrecen	722	3.14	6.19	0.07	0.02
Miskolc	746	2.96	5.85	0.06	0.02
Szeged	793	2.69	5.32	0.06	0.01
Pécs	803	2.61	5.15	0.06	0.01
Győr	950	1.88	3.71	0.04	0.01
Nyiregyha	998	1.70	3.35	0.04	0.01
Szekesfehérvár	1,014	1.62	3.21	0.03	0.01
Kecskemét	1,037	1.51	2.98	0.03	0.01
Szombathely	1,113	1.24	2.45	0.03	0.01
Szolnok	1,149	1.15	2.28	0.02	0.01
Total		50.65	100.00	1.07	0.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.20 ICELAND

DVD Players (US \$ mln): Iceland 2001 - 2011			
Year	Iceland	% of Region	% of Globe
2001	2.29	0.06%	0.02%
2002	2.51	0.06%	0.02%
2003	2.68	0.06%	0.02%
2004	2.76	0.06%	0.02%
2005	2.84	0.06%	0.02%
2006	3.03	0.06%	0.02%
2007	3.25	0.06%	0.02%
2008	3.48	0.06%	0.02%
2009	3.73	0.06%	0.02%
2010	3.99	0.06%	0.02%
2011	4.28	0.06%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Iceland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Reykjavik	980	1.77	58.54	0.04	0.01
Kopavogur	1,663	0.28	9.15	0.01	0.00
Hafnarfjörður	1,681	0.26	8.54	0.01	0.00
Akureyri	1,682	0.26	8.54	0.01	0.00
Keflavik	1,831	0.13	4.27	0.00	0.00
Vestmannaeyjar	1,884	0.09	3.05	0.00	0.00
Akranes	1,885	0.09	3.05	0.00	0.00
Isafjörður	1,938	0.06	1.83	0.00	0.00
Husavik	1,939	0.06	1.83	0.00	0.00
Neskaupstaður	1,991	0.04	1.22	0.00	0.00
Total		3.03	100.00	0.06	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.21 IRELAND

DVD Players (US \$ mln): Ireland 2001 - 2011			
Year	Ireland	% of Region	% of Globe
2001	30.80	0.87%	0.23%
2002	32.68	0.84%	0.22%
2003	33.87	0.81%	0.21%
2004	33.91	0.79%	0.20%
2005	34.21	0.77%	0.19%
2006	37.18	0.78%	0.20%
2007	40.88	0.81%	0.20%
2008	44.94	0.83%	0.20%
2009	49.41	0.86%	0.21%
2010	54.33	0.88%	0.21%
2011	59.74	0.91%	0.21%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ireland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dublin	150	27.17	73.10	0.57	0.14
Cork	523	5.13	13.81	0.11	0.03
Limerick	855	2.27	6.11	0.05	0.01
Galway	1,066	1.39	3.73	0.03	0.01
Waterford	1,122	1.21	3.25	0.03	0.01
Total		37.18	100.00	0.78	0.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.22 ITALY

DVD Players (US \$ mln): Italy 2001 - 2011			
Year	Italy	% of Region	% of Globe
2001	412.28	11.60%	3.12%
2002	454.78	11.66%	3.07%
2003	489.43	11.72%	3.03%
2004	508.26	11.78%	3.01%
2005	527.04	11.82%	2.99%
2006	558.57	11.78%	2.95%
2007	594.04	11.73%	2.90%
2008	631.76	11.68%	2.86%
2009	671.87	11.63%	2.82%
2010	714.54	11.57%	2.77%
2011	759.91	11.52%	2.73%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Italy: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Rome	19	141.58	25.35	2.99	0.75
Milan	48	74.33	13.31	1.57	0.39
Naples	63	60.36	10.81	1.27	0.32
Turin	78	51.51	9.22	1.09	0.27
Palermo	118	36.64	6.56	0.77	0.19
Genoa	121	36.29	6.50	0.77	0.19
Bologna	182	21.46	3.84	0.45	0.11
Florence	183	21.16	3.79	0.45	0.11
Catania	188	18.70	3.35	0.39	0.10
Bari	193	18.04	3.23	0.38	0.10
Venice	206	16.48	2.95	0.35	0.09
Messina	235	13.62	2.44	0.29	0.07
Verona	241	13.02	2.33	0.27	0.07
Taranto	251	12.31	2.20	0.26	0.06
Trieste	259	11.91	2.13	0.25	0.06
Others		11.16	2.00	0.24	0.06
Total		558.57	100.00	11.78	2.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.23 KAZAKHSTAN

DVD Players (US \$ mln): Kazakhstan 2001 - 2011			
Year	Kazakhstan	% of Region	% of Globe
2001	32.58	0.92%	0.25%
2002	34.47	0.88%	0.23%
2003	35.61	0.85%	0.22%
2004	35.55	0.82%	0.21%
2005	35.78	0.80%	0.20%
2006	38.96	0.82%	0.21%
2007	42.96	0.85%	0.21%
2008	47.36	0.88%	0.21%
2009	52.22	0.90%	0.22%
2010	57.57	0.93%	0.22%
2011	63.47	0.96%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Kazakhstan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Almaty	377	7.72	19.81	0.16	0.04
Karaganda	610	4.20	10.78	0.09	0.02
Chimkent	794	2.69	6.90	0.06	0.01
Semipalatinsk	851	2.29	5.86	0.05	0.01
Pavlodar	859	2.26	5.81	0.05	0.01
Ust-Kamenogorsk	872	2.22	5.69	0.05	0.01
Dzhambul	896	2.10	5.39	0.04	0.01
Tselinograd	946	1.90	4.86	0.04	0.01
Aktyubinsk	985	1.73	4.44	0.04	0.01
Petropavlovsk	1,008	1.65	4.23	0.03	0.01
Kustanay	1,034	1.53	3.93	0.03	0.01
Temirtau	1,051	1.45	3.72	0.03	0.01
Uralsk	1,073	1.37	3.51	0.03	0.01
Shevchenko	1,180	1.09	2.79	0.02	0.01
Kzyl-Orda	1,198	1.05	2.69	0.02	0.01
Others		3.73	9.57	0.08	0.02
Total		38.96	100.00	0.82	0.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.24 LATVIA

DVD Players (US \$ mln): Latvia 2001 - 2011			
Year	Latvia	% of Region	% of Globe
2001	5.94	0.17%	0.05%
2002	6.45	0.17%	0.04%
2003	6.84	0.16%	0.04%
2004	7.01	0.16%	0.04%
2005	7.19	0.16%	0.04%
2006	7.69	0.16%	0.04%
2007	8.29	0.16%	0.04%
2008	8.93	0.17%	0.04%
2009	9.62	0.17%	0.04%
2010	10.37	0.17%	0.04%
2011	11.17	0.17%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Latvia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Riga	532	5.06	65.78	0.11	0.03
Daugavpils	1,375	0.71	9.18	0.01	0.00
Liepaja	1,421	0.63	8.25	0.01	0.00
Jelgava	1,554	0.41	5.38	0.01	0.00
Jurmala	1,587	0.36	4.73	0.01	0.00
Ventspils	1,665	0.28	3.59	0.01	0.00
Rezekne	1,714	0.24	3.08	0.01	0.00
Total		7.69	100.00	0.16	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.25 LIECHTENSTEIN

DVD Players (US \$ mln): Liechtenstein 2001 - 2011			
Year	Liechtenstein	% of Region	% of Globe
2001	0.22	0.01%	0.00%
2002	0.25	0.01%	0.00%
2003	0.27	0.01%	0.00%
2004	0.29	0.01%	0.00%
2005	0.30	0.01%	0.00%
2006	0.32	0.01%	0.00%
2007	0.33	0.01%	0.00%
2008	0.35	0.01%	0.00%
2009	0.37	0.01%	0.00%
2010	0.38	0.01%	0.00%
2011	0.40	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Liechtenstein: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Vaduz	1,922	0.06	20.00	0.00	0.00
Schaan	1,923	0.06	20.00	0.00	0.00
Balzers	1,948	0.05	16.00	0.00	0.00
Triesen	1,988	0.04	12.00	0.00	0.00
Mauren	1,989	0.04	12.00	0.00	0.00
Eschen	1,990	0.04	12.00	0.00	0.00
Triesenberg	2,012	0.03	8.00	0.00	0.00
Total		0.32	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.26 LITHUANIA

DVD Players (US \$ mln): Lithuania 2001 - 2011			
Year	Lithuania	% of Region	% of Globe
2001	8.59	0.24%	0.07%
2002	9.46	0.24%	0.06%
2003	10.17	0.24%	0.06%
2004	10.55	0.24%	0.06%
2005	10.93	0.25%	0.06%
2006	11.59	0.24%	0.06%
2007	12.34	0.24%	0.06%
2008	13.14	0.24%	0.06%
2009	13.99	0.24%	0.06%
2010	14.89	0.24%	0.06%
2011	15.85	0.24%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Lithuania: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Vilnius	557	4.80	41.37	0.10	0.03
Kaunas	718	3.20	27.56	0.07	0.02
Klaipeda	1,031	1.54	13.24	0.03	0.01
Siauliai	1,175	1.10	9.48	0.02	0.01
Panevezys	1,239	0.97	8.34	0.02	0.01
Total		11.59	100.00	0.24	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.27 LUXEMBOURG

DVD Players (US \$ mln): Luxembourg 2001 - 2011			
Year	Luxembourg	% of Region	% of Globe
2001	5.48	0.15%	0.04%
2002	5.95	0.15%	0.04%
2003	6.30	0.15%	0.04%
2004	6.45	0.15%	0.04%
2005	6.61	0.15%	0.04%
2006	7.08	0.15%	0.04%
2007	7.63	0.15%	0.04%
2008	8.23	0.15%	0.04%
2009	8.88	0.15%	0.04%
2010	9.57	0.16%	0.04%
2011	10.33	0.16%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Luxembourg: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Luxembourg	686	3.52	49.68	0.07	0.02
Esch	1,177	1.10	15.48	0.02	0.01
Differdange	1,359	0.73	10.32	0.02	0.00
Dudelange	1,418	0.64	9.03	0.01	0.00
Remich	1,470	0.55	7.74	0.01	0.00
Petange	1,471	0.55	7.74	0.01	0.00
Total		7.08	100.00	0.15	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.28 MALTA

DVD Players (US \$ mln): Malta 2001 - 2011			
Year	Malta	% of Region	% of Globe
2001	1.84	0.05%	0.01%
2002	2.02	0.05%	0.01%
2003	2.17	0.05%	0.01%
2004	2.24	0.05%	0.01%
2005	2.32	0.05%	0.01%
2006	2.47	0.05%	0.01%
2007	2.63	0.05%	0.01%
2008	2.81	0.05%	0.01%
2009	2.99	0.05%	0.01%
2010	3.20	0.05%	0.01%
2011	3.41	0.05%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Malta: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Birkirkara	1,356	0.74	29.85	0.02	0.00
Qormi	1,380	0.70	28.36	0.01	0.00
Sliema	1,488	0.52	20.90	0.01	0.00
Valletta	1,612	0.33	13.43	0.01	0.00
Victoria	1,766	0.18	7.46	0.00	0.00
Total		2.47	100.00	0.05	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.29 MOLDOVA

DVD Players (US \$ mln): Moldova 2001 - 2011			
Year	Moldova	% of Region	% of Globe
2001	3.35	0.09%	0.03%
2002	3.78	0.10%	0.03%
2003	4.16	0.10%	0.03%
2004	4.41	0.10%	0.03%
2005	4.65	0.10%	0.03%
2006	4.86	0.10%	0.03%
2007	5.07	0.10%	0.02%
2008	5.28	0.10%	0.02%
2009	5.51	0.10%	0.02%
2010	5.74	0.09%	0.02%
2011	5.98	0.09%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Moldova: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Chisinau	767	2.84	58.54	0.06	0.02
Tiraspol	1,339	0.78	16.02	0.02	0.00
Beltsy	1,397	0.68	14.00	0.01	0.00
Bendery	1,464	0.56	11.44	0.01	0.00
Total		4.86	100.00	0.10	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.30 MONACO

DVD Players (US \$ mln): Monaco 2001 - 2011			
Year	Monaco	% of Region	% of Globe
2001	0.27	0.01%	0.00%
2002	0.30	0.01%	0.00%
2003	0.33	0.01%	0.00%
2004	0.34	0.01%	0.00%
2005	0.36	0.01%	0.00%
2006	0.38	0.01%	0.00%
2007	0.40	0.01%	0.00%
2008	0.42	0.01%	0.00%
2009	0.44	0.01%	0.00%
2010	0.46	0.01%	0.00%
2011	0.48	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Monaco: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Monte Carlo	1,617	0.33	86.67	0.01	0.00
Monaco	1,951	0.05	13.33	0.00	0.00
Total		0.38	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.31 NETHERLANDS

DVD Players (US \$ mln): Netherlands 2001 - 2011			
Year	Netherlands	% of Region	% of Globe
2001	129.28	3.64%	0.98%
2002	141.59	3.63%	0.96%
2003	151.33	3.62%	0.94%
2004	156.11	3.62%	0.93%
2005	161.06	3.61%	0.91%
2006	171.48	3.62%	0.91%
2007	183.48	3.62%	0.90%
2008	196.33	3.63%	0.89%
2009	210.07	3.64%	0.88%
2010	224.78	3.64%	0.87%
2011	240.51	3.65%	0.86%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Netherlands: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Rotterdam	107	40.46	23.59	0.85	0.21
Amsterdam - Haarlem	141	29.29	17.08	0.62	0.15
Eindhoven - Tilberg	156	25.60	14.93	0.54	0.14
Gelderland	194	17.78	10.37	0.38	0.09
Utrecht	242	12.87	7.50	0.27	0.07
Limburg	261	11.58	6.75	0.24	0.06
Overijssel	290	10.19	5.94	0.21	0.05
Groningen	388	7.62	4.44	0.16	0.04
Friesland	485	5.49	3.20	0.12	0.03
Zeeland	598	4.26	2.49	0.09	0.02
Drenthe	615	4.15	2.42	0.09	0.02
Flevoland	877	2.19	1.27	0.05	0.01
Total		171.48	100.00	3.62	0.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.32 NORWAY

Year	DVD Players (US \$ mln): Norway 2001 - 2011		
	Norway	% of Region	% of Globe
2001	40.19	1.13%	0.30%
2002	44.33	1.14%	0.30%
2003	47.71	1.14%	0.30%
2004	49.55	1.15%	0.29%
2005	51.38	1.15%	0.29%
2006	54.45	1.15%	0.29%
2007	57.91	1.14%	0.28%
2008	61.59	1.14%	0.28%
2009	65.50	1.13%	0.27%
2010	69.66	1.13%	0.27%
2011	74.08	1.12%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Norway: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Oslo	176	21.86	40.14	0.46	0.12
Bergen	293	10.11	18.57	0.21	0.05
Trondheim	424	6.57	12.06	0.14	0.03
Stavanger	570	4.65	8.54	0.10	0.02
Kristiansand	741	3.02	5.55	0.06	0.02
Drammen	825	2.49	4.58	0.05	0.01
Tromso	844	2.35	4.31	0.05	0.01
Alesund	989	1.73	3.17	0.04	0.01
Bodo	1,003	1.68	3.08	0.04	0.01
Total		54.45	100.00	1.15	0.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.33 POLAND

Year	DVD Players (US \$ mln): Poland 2001 - 2011		
	Poland	% of Region	% of Globe
2001	110.85	3.12%	0.84%
2002	120.88	3.10%	0.82%
2003	128.65	3.08%	0.80%
2004	132.17	3.06%	0.78%
2005	135.94	3.05%	0.77%
2006	145.14	3.06%	0.77%
2007	155.88	3.08%	0.76%
2008	167.42	3.10%	0.76%
2009	179.81	3.11%	0.75%
2010	193.11	3.13%	0.75%
2011	207.40	3.14%	0.74%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Poland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Warsaw	122	36.27	24.99	0.77	0.19
Lodz	189	18.34	12.64	0.39	0.10
Krakow	208	16.17	11.14	0.34	0.09
Wroclaw	233	13.89	9.57	0.29	0.07
Poznan	244	12.72	8.76	0.27	0.07
Gdansk	291	10.18	7.01	0.21	0.05
Szczecin	340	8.60	5.92	0.18	0.05
Bydgoszcz	363	8.10	5.58	0.17	0.04
Katowice	369	8.01	5.52	0.17	0.04
Lublin	405	7.23	4.98	0.15	0.04
Sosnowiec	474	5.64	3.89	0.12	0.03
Total		145.14	100.00	3.06	0.77

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.34 PORTUGAL

DVD Players (US \$ mln): Portugal 2001 - 2011			
Year	Portugal	% of Region	% of Globe
2001	51.49	1.45%	0.39%
2002	56.80	1.46%	0.38%
2003	61.13	1.46%	0.38%
2004	63.48	1.47%	0.38%
2005	65.83	1.48%	0.37%
2006	69.77	1.47%	0.37%
2007	74.20	1.47%	0.36%
2008	78.91	1.46%	0.36%
2009	83.92	1.45%	0.35%
2010	89.25	1.45%	0.35%
2011	94.91	1.44%	0.34%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Portugal: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Lisbon	129	34.28	49.14	0.72	0.18
Oporto	223	14.33	20.54	0.30	0.08
Amadora	632	3.97	5.68	0.08	0.02
Setubal	714	3.22	4.62	0.07	0.02
Coimbra	729	3.10	4.44	0.07	0.02
Braga	804	2.60	3.73	0.05	0.01
Vila Nova de Gaia	811	2.56	3.67	0.05	0.01
Barreiro	892	2.11	3.02	0.04	0.01
Funchal	968	1.82	2.61	0.04	0.01
Almada	979	1.78	2.55	0.04	0.01
Total		69.77	100.00	1.47	0.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.35 ROMANIA

Year	DVD Players (US \$ mln): Romania 2001 - 2011		
	Romania	% of Region	% of Globe
2001	42.46	1.19%	0.32%
2002	46.97	1.20%	0.32%
2003	50.68	1.21%	0.31%
2004	52.77	1.22%	0.31%
2005	54.82	1.23%	0.31%
2006	58.00	1.22%	0.31%
2007	61.54	1.22%	0.30%
2008	65.29	1.21%	0.30%
2009	69.27	1.20%	0.29%
2010	73.50	1.19%	0.29%
2011	77.98	1.18%	0.28%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Romania: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Bucharest	167	23.66	40.80	0.50	0.12
Brasov	613	4.17	7.20	0.09	0.02
Constanta	645	3.90	6.72	0.08	0.02
Timisoara	648	3.86	6.66	0.08	0.02
Iasi	661	3.72	6.42	0.08	0.02
Cluj-Napoca	667	3.69	6.36	0.08	0.02
Galati	688	3.51	6.05	0.07	0.02
Craiova	706	3.34	5.76	0.07	0.02
Braila	770	2.81	4.84	0.06	0.01
Ploiesti	775	2.79	4.82	0.06	0.01
Oradea	815	2.54	4.39	0.05	0.01
Total		58.00	100.00	1.22	0.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.36 RUSSIA

DVD Players (US \$ mln): Russia 2001 - 2011			
Year	Russia	% of Region	% of Globe
2001	195.55	5.50%	1.48%
2002	211.53	5.43%	1.43%
2003	223.36	5.35%	1.38%
2004	227.72	5.28%	1.35%
2005	232.89	5.22%	1.32%
2006	249.95	5.27%	1.32%
2007	270.32	5.34%	1.32%
2008	292.35	5.40%	1.32%
2009	316.18	5.47%	1.33%
2010	341.95	5.54%	1.33%
2011	369.82	5.61%	1.33%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Russia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Moscow	46	75.38	30.16	1.59	0.40
Saint Petersburg	104	42.20	16.88	0.89	0.22
Nizhni Novgorod	254	12.09	4.84	0.26	0.06
Novosibirsk	255	12.07	4.83	0.25	0.06
Yekaterinburg	263	11.49	4.60	0.24	0.06
Kuybyshev	278	10.57	4.23	0.22	0.06
Omsk	305	9.65	3.86	0.20	0.05
Chelyabinsk	307	9.61	3.84	0.20	0.05
Kazan	320	9.20	3.68	0.19	0.05
Rostov-on-Don	343	8.57	3.43	0.18	0.05
Volgograd	354	8.40	3.36	0.18	0.04
Krasnoyark	383	7.67	3.07	0.16	0.04
Saratov	390	7.61	3.04	0.16	0.04
Vladivostok	489	5.45	2.18	0.11	0.03
Irkutsk	511	5.26	2.11	0.11	0.03
Others		14.74	5.90	0.31	0.08
Total		249.95	100.00	5.27	1.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.37 SAN MARINO

Year	DVD Players (US \$ mln): San Marino 2001 - 2011		
	San Marino	% of Region	% of Globe
2001	0.31	0.01%	0.00%
2002	0.33	0.01%	0.00%
2003	0.35	0.01%	0.00%
2004	0.35	0.01%	0.00%
2005	0.36	0.01%	0.00%
2006	0.39	0.01%	0.00%
2007	0.42	0.01%	0.00%
2008	0.46	0.01%	0.00%
2009	0.50	0.01%	0.00%
2010	0.55	0.01%	0.00%
2011	0.60	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	San Marino: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Serravalle	1,697	0.25	63.64	0.01	0.00
San Marino	1,814	0.14	36.36	0.00	0.00
Total		0.39	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.38 SLOVAKIA

Year	DVD Players (US \$ mln): Slovakia 2001 - 2011		
	Slovakia	% of Region	% of Globe
2001	17.72	0.50%	0.13%
2002	19.60	0.50%	0.13%
2003	21.15	0.51%	0.13%
2004	22.02	0.51%	0.13%
2005	22.88	0.51%	0.13%
2006	24.21	0.51%	0.13%
2007	25.68	0.51%	0.13%
2008	27.25	0.50%	0.12%
2009	28.91	0.50%	0.12%
2010	30.68	0.50%	0.12%
2011	32.55	0.49%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Slovakia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bratislava	211	15.79	65.25	0.33	0.08
Kosice	353	8.41	34.75	0.18	0.04
Total		24.21	100.00	0.51	0.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.39 SLOVENIA

DVD Players (US \$ mln): Slovenia 2001 - 2011			
Year	Slovenia	% of Region	% of Globe
2001	7.70	0.22%	0.06%
2002	8.41	0.22%	0.06%
2003	8.97	0.21%	0.06%
2004	9.23	0.21%	0.05%
2005	9.50	0.21%	0.05%
2006	10.13	0.21%	0.05%
2007	10.87	0.21%	0.05%
2008	11.66	0.22%	0.05%
2009	12.50	0.22%	0.05%
2010	13.41	0.22%	0.05%
2011	14.38	0.22%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Slovenia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Ljubljana	555	4.83	47.66	0.10	0.03
Maribor	752	2.95	29.06	0.06	0.02
Koper	1,406	0.67	6.56	0.01	0.00
Kranj	1,476	0.54	5.31	0.01	0.00
Celje	1,483	0.52	5.16	0.01	0.00
Jesenice	1,629	0.32	3.13	0.01	0.00
Trbovlje	1,630	0.32	3.13	0.01	0.00
Total		10.13	100.00	0.21	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.40 SPAIN

Year	DVD Players (US \$ mln): Spain 2001 - 2011		
	Spain	% of Region	% of Globe
2001	239.91	6.75%	1.82%
2002	262.77	6.74%	1.78%
2003	280.84	6.73%	1.74%
2004	289.71	6.71%	1.72%
2005	298.90	6.70%	1.70%
2006	318.24	6.71%	1.68%
2007	340.51	6.72%	1.66%
2008	364.35	6.74%	1.65%
2009	389.85	6.75%	1.63%
2010	417.14	6.76%	1.62%
2011	446.34	6.77%	1.60%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Spain: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Madrid	35	91.61	28.79	1.93	0.48
Barcelona	82	50.34	15.82	1.06	0.27
Valencia	180	21.63	6.80	0.46	0.11
Sevilla	186	19.35	6.08	0.41	0.10
Zaragoza	201	16.99	5.34	0.36	0.09
Malaga	205	16.72	5.25	0.35	0.09
Bilbao	267	11.29	3.55	0.24	0.06
Las Palmas	277	10.58	3.32	0.22	0.06
Valladolid	301	9.72	3.05	0.21	0.05
Palma	323	9.07	2.85	0.19	0.05
Murcia	324	9.01	2.83	0.19	0.05
Cordoba	331	8.80	2.77	0.19	0.05
Hospitalet	360	8.21	2.58	0.17	0.04
Alicante	387	7.62	2.40	0.16	0.04
Granada	391	7.59	2.39	0.16	0.04
Others		19.71	6.19	0.42	0.10
Total		318.24	100.00	6.71	1.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.41 SWEDEN

Year	DVD Players (US \$ mln): Sweden 2001 - 2011		
	Sweden	% of Region	% of Globe
2001	65.98	1.86%	0.50%
2002	72.15	1.85%	0.49%
2003	76.99	1.84%	0.48%
2004	79.30	1.84%	0.47%
2005	81.72	1.83%	0.46%
2006	87.10	1.84%	0.46%
2007	93.33	1.84%	0.46%
2008	100.00	1.85%	0.45%
2009	107.15	1.85%	0.45%
2010	114.81	1.86%	0.45%
2011	123.02	1.87%	0.44%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Sweden: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Stockholm	174	22.13	25.41	0.47	0.12
Göteborg	226	14.26	16.37	0.30	0.08
Malmö	382	7.67	8.81	0.16	0.04
Uppsala	498	5.36	6.15	0.11	0.03
Örebro	631	3.97	4.56	0.08	0.02
Norrköping	636	3.94	4.52	0.08	0.02
Linköping	637	3.94	4.52	0.08	0.02
Västerås	638	3.94	4.52	0.08	0.02
Jönköping	668	3.64	4.18	0.08	0.02
Helsingborg	684	3.54	4.06	0.07	0.02
Boras	705	3.34	3.84	0.07	0.02
Sundsvall	733	3.08	3.53	0.06	0.02
Umeå	753	2.94	3.38	0.06	0.02
Gävle	757	2.91	3.34	0.06	0.02
Skellefteå	833	2.45	2.81	0.05	0.01
Total		87.10	100.00	1.84	0.46

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.42 SWITZERLAND

Year	DVD Players (US \$ mln): Switzerland 2001 - 2011		
	Switzerland	% of Region	% of Globe
2001	67.47	1.90%	0.51%
2002	74.30	1.91%	0.50%
2003	79.83	1.91%	0.49%
2004	82.77	1.92%	0.49%
2005	85.73	1.92%	0.49%
2006	90.96	1.92%	0.48%
2007	96.87	1.91%	0.47%
2008	103.17	1.91%	0.47%
2009	109.87	1.90%	0.46%
2010	117.01	1.90%	0.45%
2011	124.62	1.89%	0.45%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Switzerland: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Zürich	162	24.65	27.10	0.52	0.13
Basel	253	12.22	13.44	0.26	0.06
Geneva	262	11.52	12.66	0.24	0.06
Bern	303	9.69	10.66	0.20	0.05
Lausanne	330	8.85	9.73	0.19	0.05
Winterthur	455	5.97	6.56	0.13	0.03
Saint Gallen	524	5.13	5.64	0.11	0.03
Luzern	609	4.21	4.63	0.09	0.02
Biel	674	3.58	3.94	0.08	0.02
Thun	805	2.60	2.86	0.05	0.01
Koniz	818	2.53	2.78	0.05	0.01
Total		90.96	100.00	1.92	0.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.43 UKRAINE

DVD Players (US \$ mln): Ukraine 2001 - 2011			
Year	Ukraine	% of Region	% of Globe
2001	65.73	1.85%	0.50%
2002	71.21	1.83%	0.48%
2003	75.31	1.80%	0.47%
2004	76.90	1.78%	0.46%
2005	78.74	1.77%	0.45%
2006	84.42	1.78%	0.45%
2007	91.17	1.80%	0.45%
2008	98.46	1.82%	0.45%
2009	106.34	1.84%	0.45%
2010	114.85	1.86%	0.45%
2011	124.04	1.88%	0.45%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ukraine: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kiev	213	15.56	18.44	0.33	0.08
Kharkiv	304	9.69	11.48	0.20	0.05
Dnipropetrovsk	408	7.09	8.40	0.15	0.04
Odessa	421	6.71	7.95	0.14	0.04
Donetsk	422	6.68	7.91	0.14	0.04
Zaporozhye	503	5.32	6.30	0.11	0.03
Lviv	562	4.75	5.63	0.10	0.03
Krivoy Rog	594	4.29	5.08	0.09	0.02
Mariupol (Zhdanov)	727	3.11	3.68	0.07	0.02
Nikolayev	740	3.03	3.58	0.06	0.02
Lugansk	743	2.99	3.54	0.06	0.02
Makeyevka	807	2.59	3.06	0.05	0.01
Vinnitsa	864	2.25	2.67	0.05	0.01
Sevastopol	885	2.14	2.54	0.05	0.01
Kherson	888	2.14	2.53	0.05	0.01
Others		6.08	7.20	0.13	0.03
Total		84.42	100.00	1.78	0.45

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5.44 UNITED KINGDOM

Year	DVD Players (US \$ mln): United Kingdom 2001 - 2011		
	United Kingdom	% of Region	% of Globe
2001	443.25	12.47%	3.36%
2002	488.14	12.52%	3.30%
2003	524.49	12.56%	3.25%
2004	543.83	12.60%	3.22%
2005	563.27	12.63%	3.19%
2006	597.60	12.61%	3.15%
2007	636.44	12.57%	3.11%
2008	677.81	12.53%	3.07%
2009	721.87	12.49%	3.03%
2010	768.79	12.45%	2.98%
2011	818.76	12.41%	2.94%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	United Kingdom: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
London	8	209.35	35.03	4.42	1.10
Birmingham	64	58.18	9.73	1.23	0.31
Manchester	66	57.79	9.67	1.22	0.30
Leeds	85	48.34	8.09	1.02	0.26
Bradford	86	48.34	8.09	1.02	0.26
Liverpool	132	31.16	5.21	0.66	0.16
Sheffield	146	27.81	4.65	0.59	0.15
Bristol	157	25.41	4.25	0.54	0.13
Coventry	160	25.21	4.22	0.53	0.13
Nottingham	168	23.61	3.95	0.50	0.12
Leicester	172	22.31	3.73	0.47	0.12
Hull	184	20.10	3.36	0.42	0.11
Total		597.60	100.00	12.61	3.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6 LATIN AMERICA

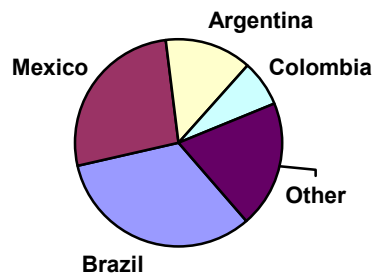
6.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in Latin America (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of Latin America
Brazil	499.38	32.68%
Mexico	409.94	26.83%
Argentina	206.97	13.54%
Colombia	109.85	7.19%
Chile	68.08	4.45%
Venezuela	64.30	4.21%
Peru	54.20	3.55%
Guatemala	20.30	1.33%
Ecuador	16.17	1.06%
Uruguay	13.36	0.87%
Paraguay	11.40	0.75%
Costa Rica	10.99	0.72%
El Salvador	10.52	0.69%
Bolivia	9.16	0.60%
Honduras	7.54	0.49%
Panama	7.28	0.48%
Nicaragua	5.81	0.38%
Guyana	1.49	0.10%
Suriname	0.64	0.04%
French Guiana	0.43	0.03%
Belize	0.35	0.02%
Falkland Islands	0.02	0.00%
Total	1,528.18	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in Latin America (US \$ mln): 2006



The Market for DVD Players in Latin America: 2001 - 2011

Year	US \$ mln	% of Globe
2001	1,157.55	8.77
2002	1,265.65	8.55
2003	1,350.60	8.37
2004	1,391.29	8.25
2005	1,434.09	8.13
2006	1,528.18	8.07
2007	1,637.20	8.00
2008	1,754.17	7.94
2009	1,879.68	7.88
2010	2,014.38	7.81
2011	2,158.94	7.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.2 ARGENTINA**DVD Players (US \$ mln): Argentina 2001 - 2011**

Year	Argentina	% of Region	% of Globe
2001	148.07	12.79%	1.12%
2002	165.05	13.04%	1.12%
2003	179.45	13.29%	1.11%
2004	188.20	13.53%	1.12%
2005	196.60	13.71%	1.12%
2006	206.97	13.54%	1.09%
2007	218.14	13.32%	1.07%
2008	229.92	13.11%	1.04%
2009	242.34	12.89%	1.02%
2010	255.43	12.68%	0.99%
2011	269.22	12.47%	0.97%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Argentina: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Buenos Aires	158	25.27	12.21	1.65	0.13
Santa Fe	159	25.25	12.20	1.65	0.13
Cordoba	161	25.16	12.15	1.65	0.13
Mendoza	240	13.03	6.30	0.85	0.07
Tucumán	280	10.50	5.07	0.69	0.06
Entre Rios	322	9.11	4.40	0.60	0.05
Salta	348	8.50	4.11	0.56	0.04
Rosario	371	7.95	3.84	0.52	0.04
Misiones	373	7.90	3.82	0.52	0.04
Chaco	375	7.73	3.73	0.51	0.04
Corrientes	394	7.45	3.60	0.49	0.04
Santiago del Estero	458	5.95	2.87	0.39	0.03
Río Negro	546	4.94	2.39	0.32	0.03
Jujuy	554	4.86	2.35	0.32	0.03
San Juan	565	4.73	2.29	0.31	0.02
Others		38.65	18.67	2.53	0.20
Total		206.97	100.00	13.54	1.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.3 BELIZE

DVD Players (US \$ mln): Belize 2001 - 2011			
Year	Belize	% of Region	% of Globe
2001	0.26	0.02%	0.00%
2002	0.29	0.02%	0.00%
2003	0.31	0.02%	0.00%
2004	0.32	0.02%	0.00%
2005	0.33	0.02%	0.00%
2006	0.35	0.02%	0.00%
2007	0.37	0.02%	0.00%
2008	0.40	0.02%	0.00%
2009	0.43	0.02%	0.00%
2010	0.46	0.02%	0.00%
2011	0.49	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Belize: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Belize City	1,739	0.21	60.00	0.01	0.00
Corozal	1,974	0.04	12.50	0.00	0.00
Orange Walk	1,975	0.04	12.50	0.00	0.00
Dangriga	1,994	0.03	10.00	0.00	0.00
Belmopan	2,036	0.02	5.00	0.00	0.00
Total		0.35	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.4 BOLIVIA

DVD Players (US \$ mln): Bolivia 2001 - 2011			
Year	Bolivia	% of Region	% of Globe
2001	6.74	0.58%	0.05%
2002	7.44	0.59%	0.05%
2003	8.02	0.59%	0.05%
2004	8.34	0.60%	0.05%
2005	8.65	0.60%	0.05%
2006	9.16	0.60%	0.05%
2007	9.73	0.59%	0.05%
2008	10.34	0.59%	0.05%
2009	10.99	0.58%	0.05%
2010	11.68	0.58%	0.05%
2011	12.41	0.57%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bolivia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
La Paz	655	3.82	41.65	0.25	0.02
Santa Cruz	857	2.27	24.74	0.15	0.01
Cochabamba	1,070	1.38	15.01	0.09	0.01
Oruro	1,374	0.71	7.72	0.05	0.00
Potosi	1,557	0.41	4.49	0.03	0.00
Sucre	1,600	0.35	3.78	0.02	0.00
Tarija	1,712	0.24	2.60	0.02	0.00
Total		9.16	100.00	0.60	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.5 BRAZIL

DVD Players (US \$ mln): Brazil 2001 - 2011			
Year	Brazil	% of Region	% of Globe
2001	377.69	32.63%	2.86%
2002	413.23	32.65%	2.79%
2003	441.18	32.67%	2.73%
2004	454.64	32.68%	2.69%
2005	468.71	32.68%	2.66%
2006	499.38	32.68%	2.64%
2007	534.83	32.67%	2.61%
2008	572.80	32.65%	2.59%
2009	613.47	32.64%	2.57%
2010	657.03	32.62%	2.55%
2011	703.68	32.59%	2.53%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Brazil: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sao Paulo	57	66.68	13.35	4.36	0.35
Rio de Janeiro	117	37.58	7.53	2.46	0.20
Salvador	218	14.73	2.95	0.96	0.08
Belo Horizonte	231	13.96	2.80	0.91	0.07
Fortaleza	249	12.51	2.51	0.82	0.07
Brasilia	252	12.31	2.47	0.81	0.06
Curitiba	317	9.24	1.85	0.60	0.05
Recife	328	8.91	1.78	0.58	0.05
Belem	333	8.79	1.76	0.58	0.05
Pôrto Alegre	336	8.67	1.74	0.57	0.05
Manaus	399	7.31	1.46	0.48	0.04
Goiânia	426	6.49	1.30	0.42	0.03
Campinas	457	5.95	1.19	0.39	0.03
Guarulhos	476	5.63	1.13	0.37	0.03
Sao Gonçalo	486	5.47	1.10	0.36	0.03
Others		275.12	55.09	18.00	1.45
Total		499.38	100.00	32.68	2.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.6 CHILE

DVD Players (US \$ mln): Chile 2001 - 2011			
Year	Chile	% of Region	% of Globe
2001	52.58	4.54%	0.40%
2002	57.12	4.51%	0.39%
2003	60.57	4.48%	0.38%
2004	62.01	4.46%	0.37%
2005	63.61	4.44%	0.36%
2006	68.08	4.45%	0.36%
2007	73.35	4.48%	0.36%
2008	79.04	4.51%	0.36%
2009	85.16	4.53%	0.36%
2010	91.76	4.56%	0.36%
2011	98.87	4.58%	0.35%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Chile: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Santiago	99	43.66	64.14	2.86	0.23
Concepcion	702	3.35	4.92	0.22	0.02
Viña del Mar	732	3.08	4.53	0.20	0.02
Valparaiso	764	2.86	4.21	0.19	0.02
Talcahuano	820	2.52	3.70	0.16	0.01
Temuco	829	2.47	3.62	0.16	0.01
Antofagasta	846	2.31	3.40	0.15	0.01
Rancagua	945	1.90	2.79	0.12	0.01
Talca	984	1.74	2.55	0.11	0.01
Arica	993	1.72	2.52	0.11	0.01
Puerto Montt	1,088	1.32	1.93	0.09	0.01
Punta Arenas	1,152	1.15	1.69	0.08	0.01
Total		68.08	100.00	4.45	0.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.7 COLOMBIA

DVD Players (US \$ mln): Colombia 2001 - 2011			
Year	Colombia	% of Region	% of Globe
2001	81.48	7.04%	0.62%
2002	89.73	7.09%	0.61%
2003	96.41	7.14%	0.60%
2004	99.97	7.19%	0.59%
2005	103.54	7.22%	0.59%
2006	109.85	7.19%	0.58%
2007	116.99	7.15%	0.57%
2008	124.60	7.10%	0.56%
2009	132.70	7.06%	0.56%
2010	141.32	7.02%	0.55%
2011	150.51	6.97%	0.54%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Colombia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bogota	84	49.83	45.36	3.26	0.26
Cali	220	14.39	13.10	0.94	0.08
Medellin	228	14.08	12.81	0.92	0.07
Barranquilla	469	5.72	5.21	0.37	0.03
Cartagena	472	5.67	5.16	0.37	0.03
Bucaramanga	745	2.98	2.71	0.20	0.02
Cucuta	778	2.78	2.53	0.18	0.01
Pereira	823	2.50	2.28	0.16	0.01
Manizales	878	2.18	1.99	0.14	0.01
Ibague	894	2.10	1.91	0.14	0.01
Armenia	1,019	1.61	1.46	0.11	0.01
Santa Marta	1,115	1.23	1.12	0.08	0.01
Neiva	1,183	1.08	0.99	0.07	0.01
Pasto	1,212	1.02	0.92	0.07	0.01
Monteria	1,246	0.95	0.87	0.06	0.01
Others		1.74	1.58	0.11	0.01
Total		109.85	100.00	7.19	0.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.8 COSTA RICA

DVD Players (US \$ mln): Costa Rica 2001 - 2011			
Year	Costa Rica	% of Region	% of Globe
2001	8.15	0.70%	0.06%
2002	8.97	0.71%	0.06%
2003	9.64	0.71%	0.06%
2004	10.00	0.72%	0.06%
2005	10.35	0.72%	0.06%
2006	10.99	0.72%	0.06%
2007	11.70	0.71%	0.06%
2008	12.46	0.71%	0.06%
2009	13.27	0.71%	0.06%
2010	14.13	0.70%	0.05%
2011	15.05	0.70%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Costa Rica: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
San Jose	630	3.97	36.14	0.26	0.02
Alajuela	898	2.09	19.04	0.14	0.01
Cartago	1,056	1.44	13.08	0.09	0.01
Puntarenas	1,116	1.22	11.14	0.08	0.01
Heredia	1,275	0.90	8.16	0.06	0.00
Limon	1,276	0.90	8.16	0.06	0.00
Liberia	1,518	0.47	4.27	0.03	0.00
Total		10.99	100.00	0.72	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.9 ECUADOR

DVD Players (US \$ mln): Ecuador 2001 - 2011			
Year	Ecuador	% of Region	% of Globe
2001	11.57	1.00%	0.09%
2002	12.90	1.02%	0.09%
2003	14.02	1.04%	0.09%
2004	14.71	1.06%	0.09%
2005	15.36	1.07%	0.09%
2006	16.17	1.06%	0.09%
2007	17.05	1.04%	0.08%
2008	17.97	1.02%	0.08%
2009	18.94	1.01%	0.08%
2010	19.96	0.99%	0.08%
2011	21.04	0.97%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ecuador: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Guayaquil	416	6.88	42.53	0.45	0.04
Quito	541	5.00	30.89	0.33	0.03
Cuenca	1,282	0.88	5.46	0.06	0.00
Machala	1,414	0.64	3.98	0.04	0.00
Portoviejo	1,423	0.63	3.90	0.04	0.00
Riobamba	1,429	0.61	3.75	0.04	0.00
Ambato	1,473	0.54	3.35	0.04	0.00
Manta	1,482	0.53	3.25	0.03	0.00
Esmeraldas	1,522	0.47	2.88	0.03	0.00
Total		16.17	100.00	1.06	0.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.10 EL SALVADOR

Year	DVD Players (US \$ mln): El Salvador 2001 - 2011		
	El Salvador	% of Region	% of Globe
2001	7.74	0.67%	0.06%
2002	8.55	0.68%	0.06%
2003	9.21	0.68%	0.06%
2004	9.57	0.69%	0.06%
2005	9.93	0.69%	0.06%
2006	10.52	0.69%	0.06%
2007	11.18	0.68%	0.05%
2008	11.88	0.68%	0.05%
2009	12.62	0.67%	0.05%
2010	13.41	0.67%	0.05%
2011	14.25	0.66%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	El Salvador: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
San Salvador	459	5.94	56.44	0.39	0.03
Santa Ana	976	1.78	16.93	0.12	0.01
San Miguel	1,169	1.12	10.67	0.07	0.01
Nueva San Salvador	1,402	0.67	6.38	0.04	0.00
Sonsonate	1,430	0.61	5.77	0.04	0.00
Cojutepeque	1,564	0.40	3.80	0.03	0.00
Total		10.52	100.00	0.69	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.11 FALKLAND ISLANDS

Year	DVD Players (US \$ mln): Falkland Islands 2001 - 2011		
	Falkland Islands	% of Region	% of Globe
2001	0.02	0.00%	0.00%
2002	0.02	0.00%	0.00%
2003	0.02	0.00%	0.00%
2004	0.02	0.00%	0.00%
2005	0.02	0.00%	0.00%
2006	0.02	0.00%	0.00%
2007	0.02	0.00%	0.00%
2008	0.03	0.00%	0.00%
2009	0.03	0.00%	0.00%
2010	0.03	0.00%	0.00%
2011	0.03	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Falkland Islands: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Stanley	2,026	0.02	100.00	0.00	0.00
Total		0.02	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.12 FRENCH GUIANA

DVD Players (US \$ mln): French Guiana 2001 - 2011			
Year	French Guiana	% of Region	% of Globe
2001	0.31	0.03%	0.00%
2002	0.34	0.03%	0.00%
2003	0.37	0.03%	0.00%
2004	0.39	0.03%	0.00%
2005	0.41	0.03%	0.00%
2006	0.43	0.03%	0.00%
2007	0.45	0.03%	0.00%
2008	0.48	0.03%	0.00%
2009	0.50	0.03%	0.00%
2010	0.53	0.03%	0.00%
2011	0.55	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

French Guiana: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Cayenne	1,654	0.29	66.67	0.02	0.00
Kourou	1,949	0.05	11.67	0.00	0.00
Remire	1,977	0.04	10.00	0.00	0.00
Saint Laurent	1,992	0.04	8.33	0.00	0.00
Sinnamary	2,044	0.01	3.33	0.00	0.00
Total		0.43	100.00	0.03	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.13 GUATEMALA

Year	DVD Players (US \$ mln): Guatemala 2001 - 2011		
	Guatemala	% of Region	% of Globe
2001	15.06	1.30%	0.11%
2002	16.58	1.31%	0.11%
2003	17.82	1.32%	0.11%
2004	18.47	1.33%	0.11%
2005	19.13	1.33%	0.11%
2006	20.30	1.33%	0.11%
2007	21.62	1.32%	0.11%
2008	23.03	1.31%	0.10%
2009	24.52	1.30%	0.10%
2010	26.12	1.30%	0.10%
2011	27.81	1.29%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Guatemala: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Guatemala City	214	15.03	74.02	0.98	0.08
Escuintla	1,178	1.09	5.39	0.07	0.01
Quezaltenango	1,203	1.04	5.11	0.07	0.01
Puerto Barrios	1,395	0.68	3.36	0.04	0.00
Retalhuleu	1,404	0.67	3.29	0.04	0.00
Coban	1,426	0.63	3.08	0.04	0.00
Chiquimula	1,427	0.61	3.01	0.04	0.00
Mazatenango	1,465	0.55	2.73	0.04	0.00
Total		20.30	100.00	1.33	0.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.14 GUYANA

Year	DVD Players (US \$ mln): Guyana 2001 - 2011		
	Guyana	% of Region	% of Globe
2001	1.11	0.10%	0.01%
2002	1.22	0.10%	0.01%
2003	1.31	0.10%	0.01%
2004	1.36	0.10%	0.01%
2005	1.41	0.10%	0.01%
2006	1.49	0.10%	0.01%
2007	1.59	0.10%	0.01%
2008	1.69	0.10%	0.01%
2009	1.80	0.10%	0.01%
2010	1.92	0.10%	0.01%
2011	2.05	0.09%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Guyana: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Georgetown	1,168	1.12	75.19	0.07	0.01
Linden	1,776	0.17	11.28	0.01	0.00
New Amsterdam	1,855	0.11	7.52	0.01	0.00
Corriverton	1,926	0.06	4.14	0.00	0.00
Mahaicony	2,007	0.03	1.88	0.00	0.00
Total		1.49	100.00	0.10	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.15 HONDURAS

DVD Players (US \$ mln): Honduras 2001 - 2011			
Year	Honduras	% of Region	% of Globe
2001	5.78	0.50%	0.04%
2002	6.29	0.50%	0.04%
2003	6.69	0.50%	0.04%
2004	6.87	0.49%	0.04%
2005	7.06	0.49%	0.04%
2006	7.54	0.49%	0.04%
2007	8.11	0.50%	0.04%
2008	8.71	0.50%	0.04%
2009	9.37	0.50%	0.04%
2010	10.07	0.50%	0.04%
2011	10.83	0.50%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Honduras: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tegucigalpa	701	3.38	44.79	0.22	0.02
San Pedro Sula	861	2.26	29.98	0.15	0.01
La Ceiba	1,598	0.35	4.61	0.02	0.00
Choluteca	1,604	0.34	4.54	0.02	0.00
El Progreso	1,623	0.32	4.26	0.02	0.00
Puerto Cortes	1,730	0.22	2.94	0.01	0.00
Comayagua	1,775	0.17	2.24	0.01	0.00
Tela	1,806	0.15	1.96	0.01	0.00
Siguatopeque	1,821	0.14	1.82	0.01	0.00
Santa Rosa de Copan	1,857	0.11	1.47	0.01	0.00
Danli	1,863	0.11	1.40	0.01	0.00
Total		7.54	100.00	0.49	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.16 MEXICO

Year	DVD Players (US \$ mln): Mexico 2001 - 2011		
	Mexico	% of Region	% of Globe
2001	324.85	28.06%	2.46%
2002	349.90	27.65%	2.36%
2003	367.91	27.24%	2.28%
2004	373.58	26.85%	2.21%
2005	380.90	26.56%	2.16%
2006	409.94	26.83%	2.16%
2007	444.99	27.18%	2.18%
2008	483.04	27.54%	2.19%
2009	524.34	27.89%	2.20%
2010	569.17	28.26%	2.21%
2011	617.83	28.62%	2.22%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Mexico: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Mexico City	25	116.49	28.42	7.62	0.61
Guadalajara	171	22.43	5.47	1.47	0.12
Nezahualcoyotl	202	16.94	4.13	1.11	0.09
Puebla	204	16.79	4.10	1.10	0.09
Monterrey	216	14.94	3.64	0.98	0.08
Leon	225	14.31	3.49	0.94	0.08
Ciudad Juarez	232	13.89	3.39	0.91	0.07
Tijuana	236	13.62	3.32	0.89	0.07
Culiacan	310	9.56	2.33	0.63	0.05
Mexicali	311	9.56	2.33	0.63	0.05
Acapulco	314	9.44	2.30	0.62	0.05
Chihuahua	338	8.62	2.10	0.56	0.05
S. Luis Potosi	342	8.59	2.10	0.56	0.05
Aguascalientes	370	8.00	1.95	0.52	0.04
Morelia	372	7.94	1.94	0.52	0.04
Others		118.83	28.99	7.78	0.63
Total		409.94	100.00	26.83	2.16

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.17 NICARAGUA

DVD Players (US \$ mln): Nicaragua 2001 - 2011			
Year	Nicaragua	% of Region	% of Globe
2001	4.45	0.38%	0.03%
2002	4.85	0.38%	0.03%
2003	5.16	0.38%	0.03%
2004	5.29	0.38%	0.03%
2005	5.44	0.38%	0.03%
2006	5.81	0.38%	0.03%
2007	6.25	0.38%	0.03%
2008	6.72	0.38%	0.03%
2009	7.22	0.38%	0.03%
2010	7.76	0.39%	0.03%
2011	8.34	0.39%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Nicaragua: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Managua	784	2.75	47.30	0.18	0.01
Rosita	1,092	1.31	22.54	0.09	0.01
Leon	1,559	0.41	7.00	0.03	0.00
Granada	1,591	0.36	6.17	0.02	0.00
Masaya	1,641	0.30	5.20	0.02	0.00
Chinandega	1,667	0.27	4.72	0.02	0.00
Matagalpa	1,802	0.15	2.57	0.01	0.00
San Carlos	1,820	0.14	2.36	0.01	0.00
Esteli	1,839	0.12	2.15	0.01	0.00
Total		5.81	100.00	0.38	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.18 PANAMA

DVD Players (US \$ mln): Panama 2001 - 2011			
Year	Panama	% of Region	% of Globe
2001	5.35	0.46%	0.04%
2002	5.91	0.47%	0.04%
2003	6.37	0.47%	0.04%
2004	6.62	0.48%	0.04%
2005	6.87	0.48%	0.04%
2006	7.28	0.48%	0.04%
2007	7.73	0.47%	0.04%
2008	8.21	0.47%	0.04%
2009	8.73	0.46%	0.04%
2010	9.27	0.46%	0.04%
2011	9.85	0.46%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Panama: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Panama	576	4.58	62.90	0.30	0.02
Colon	1,343	0.77	10.55	0.05	0.00
David	1,463	0.56	7.64	0.04	0.00
La Chorrera	1,493	0.51	6.94	0.03	0.00
Penonome	1,614	0.33	4.51	0.02	0.00
Santiago	1,619	0.32	4.46	0.02	0.00
Bocas del Toro	1,853	0.11	1.54	0.01	0.00
Tocumen	1,862	0.11	1.46	0.01	0.00
Total		7.28	100.00	0.48	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.19 PARAGUAY

DVD Players (US \$ mln): Paraguay 2001 - 2011			
Year	Paraguay	% of Region	% of Globe
2001	8.18	0.71%	0.06%
2002	9.11	0.72%	0.06%
2003	9.90	0.73%	0.06%
2004	10.37	0.75%	0.06%
2005	10.82	0.75%	0.06%
2006	11.40	0.75%	0.06%
2007	12.03	0.73%	0.06%
2008	12.69	0.72%	0.06%
2009	13.39	0.71%	0.06%
2010	14.13	0.70%	0.05%
2011	14.90	0.69%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Paraguay: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Asuncion	417	6.82	59.85	0.45	0.04
Puerto Stroessner	1,204	1.03	9.03	0.07	0.01
Pedro Juan Caballero	1,351	0.75	6.57	0.05	0.00
San Lorenzo	1,352	0.75	6.57	0.05	0.00
Fernando de la Mora	1,401	0.67	5.91	0.04	0.00
Encarnacion	1,653	0.29	2.55	0.02	0.00
Concepción	1,701	0.24	2.13	0.02	0.00
Pilar	1,702	0.24	2.13	0.02	0.00
Villarrica	1,743	0.21	1.81	0.01	0.00
Coronel Oviedo	1,744	0.21	1.81	0.01	0.00
Caaguazu	1,759	0.19	1.64	0.01	0.00
Total		11.40	100.00	0.75	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.20 PERU

DVD Players (US \$ mln): Peru 2001 - 2011			
Year	Peru	% of Region	% of Globe
2001	40.60	3.51%	0.31%
2002	44.56	3.52%	0.30%
2003	47.73	3.53%	0.30%
2004	49.34	3.55%	0.29%
2005	50.98	3.55%	0.29%
2006	54.20	3.55%	0.29%
2007	57.89	3.54%	0.28%
2008	61.82	3.52%	0.28%
2009	66.03	3.51%	0.28%
2010	70.52	3.50%	0.27%
2011	75.31	3.49%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Peru: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Lima	135	30.41	56.10	1.99	0.16
Arequipa	643	3.91	7.21	0.26	0.02
Callao	664	3.70	6.82	0.24	0.02
Trujillo	711	3.24	5.98	0.21	0.02
Chiclayo	802	2.61	4.81	0.17	0.01
Piura	933	1.96	3.62	0.13	0.01
Chimbote	963	1.84	3.40	0.12	0.01
Cuzco	1,002	1.68	3.11	0.11	0.01
Iquitos	1,011	1.64	3.02	0.11	0.01
Huancayo	1,091	1.31	2.42	0.09	0.01
Sullana	1,240	0.96	1.78	0.06	0.01
Pucallpa	1,257	0.93	1.72	0.06	0.00
Total		54.20	100.00	3.55	0.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.21 SURINAME

DVD Players (US \$ mln): Suriname 2001 - 2011			
Year	Suriname	% of Region	% of Globe
2001	0.44	0.04%	0.00%
2002	0.50	0.04%	0.00%
2003	0.55	0.04%	0.00%
2004	0.58	0.04%	0.00%
2005	0.61	0.04%	0.00%
2006	0.64	0.04%	0.00%
2007	0.67	0.04%	0.00%
2008	0.70	0.04%	0.00%
2009	0.73	0.04%	0.00%
2010	0.76	0.04%	0.00%
2011	0.80	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Suriname: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Paramaribo	1,462	0.56	87.39	0.04	0.00
Nieuw Nickerie	1,979	0.04	6.72	0.00	0.00
Marienburg	2,029	0.02	3.36	0.00	0.00
Moengo	2,061	0.01	1.68	0.00	0.00
Totness	2,069	0.01	0.84	0.00	0.00
Total		0.64	100.00	0.04	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.22 URUGUAY

DVD Players (US \$ mln): Uruguay 2001 - 2011			
Year	Uruguay	% of Region	% of Globe
2001	9.26	0.80%	0.07%
2002	10.43	0.82%	0.07%
2003	11.46	0.85%	0.07%
2004	12.14	0.87%	0.07%
2005	12.77	0.89%	0.07%
2006	13.36	0.87%	0.07%
2007	13.95	0.85%	0.07%
2008	14.57	0.83%	0.07%
2009	15.22	0.81%	0.06%
2010	15.90	0.79%	0.06%
2011	16.60	0.77%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Uruguay: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Montevideo	296	9.95	74.51	0.65	0.05
Salto	1,413	0.65	4.84	0.04	0.00
Paysandu	1,435	0.60	4.48	0.04	0.00
Las Piedras	1,509	0.49	3.64	0.03	0.00
Rivera	1,537	0.45	3.34	0.03	0.00
Melo	1,609	0.33	2.51	0.02	0.00
Tacuarembó	1,626	0.32	2.39	0.02	0.00
Mercedes	1,648	0.30	2.21	0.02	0.00
Minas	1,659	0.28	2.09	0.02	0.00
Total		13.36	100.00	0.87	0.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6.23 VENEZUELA

DVD Players (US \$ mln): Venezuela 2001 - 2011			
Year	Venezuela	% of Region	% of Globe
2001	47.85	4.13%	0.36%
2002	52.64	4.16%	0.36%
2003	56.50	4.18%	0.35%
2004	58.52	4.21%	0.35%
2005	60.57	4.22%	0.34%
2006	64.30	4.21%	0.34%
2007	68.55	4.19%	0.34%
2008	73.07	4.17%	0.33%
2009	77.89	4.14%	0.33%
2010	83.03	4.12%	0.32%
2011	88.51	4.10%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Venezuela: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Caracas	198	17.17	26.70	1.12	0.09
Maracaibo	425	6.52	10.15	0.43	0.03
Valencia	465	5.79	9.01	0.38	0.03
Maracay	584	4.37	6.80	0.29	0.02
Barquisimeto	669	3.64	5.65	0.24	0.02
Petare	812	2.55	3.97	0.17	0.01
Ciudad Guayana	824	2.50	3.89	0.16	0.01
San Cristobal	997	1.70	2.65	0.11	0.01
La Guaira	1,018	1.61	2.51	0.11	0.01
Baruta	1,082	1.33	2.08	0.09	0.01
Ciudad Bolivar	1,090	1.31	2.04	0.09	0.01
Maturin	1,099	1.28	1.99	0.08	0.01
Merida	1,104	1.27	1.98	0.08	0.01
Cumana	1,112	1.25	1.95	0.08	0.01
Barcelona	1,143	1.16	1.81	0.08	0.01
Others		10.82	16.83	0.71	0.06
Total		64.30	100.00	4.21	0.34

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7 NORTH AMERICA & THE CARIBBEAN

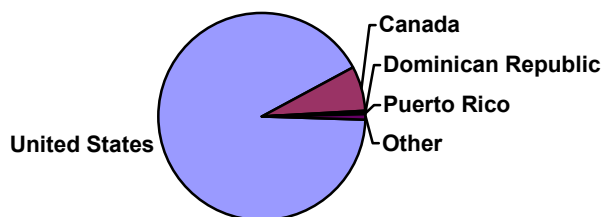
7.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in North America & the Caribbean (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of North America & the Caribbean
United States	4,524.60	91.55%
Canada	342.52	6.93%
Dominican Republic	21.73	0.44%
Puerto Rico	17.12	0.35%
Cuba	8.54	0.17%
Haiti	5.53	0.11%
Trinidad and Tobago	4.97	0.10%
Jamaica	4.21	0.09%
Bahamas	1.99	0.04%
Martinique	1.90	0.04%
Barbados	1.76	0.04%
Guadeloupe	1.60	0.03%
Netherlands Antilles	1.02	0.02%
Bermuda	0.92	0.02%
Aruba	0.88	0.02%
Virgin Islands, US	0.78	0.02%
Greenland	0.48	0.01%
Cayman Islands	0.41	0.01%
St. Lucia	0.30	0.01%
Antigua and Barbuda	0.24	0.00%
Grenada	0.18	0.00%
St. Vincent and the Grenadines	0.14	0.00%
British Virgin Islands	0.14	0.00%
Dominica	0.13	0.00%
St. Kitts and Nevis	0.12	0.00%
Other	0.15	0.00%
Total	4,942.35	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in North America & the Caribbean (US \$ mln): 2006



The Market for DVD Players in North America & the Caribbean: 2001 - 2011

Year	US \$ mln	% of Globe
2001	2,522.24	19.11
2002	3,146.71	21.27
2003	3,732.89	23.13
2004	4,119.67	24.42
2005	4,505.24	25.55
2006	4,942.35	26.08
2007	5,424.68	26.52
2008	5,954.41	26.95
2009	6,536.22	27.39
2010	7,175.25	27.83
2011	7,877.16	28.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.2 ANTIGUA AND BARBUDA**DVD Players (US \$ mln): Antigua and Barbuda 2001 - 2011**

Year	Antigua and Barbuda	% of Region	% of Globe
2001	0.18	0.01%	0.00%
2002	0.20	0.01%	0.00%
2003	0.21	0.01%	0.00%
2004	0.21	0.01%	0.00%
2005	0.22	0.00%	0.00%
2006	0.24	0.00%	0.00%
2007	0.25	0.00%	0.00%
2008	0.27	0.00%	0.00%
2009	0.29	0.00%	0.00%
2010	0.31	0.00%	0.00%
2011	0.34	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Antigua and Barbuda: DVD Players in 2006, US \$ mln

City	World Rank	US \$ mln	%Country	%Region	%World
Saint John's	1,721	0.23	97.30	0.00	0.00
Codrington	2,067	0.01	2.70	0.00	0.00
Total		0.24	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.3 ARUBA

Year	DVD Players (US \$ mln): Aruba 2001 - 2011		
	Aruba	% of Region	% of Globe
2001	0.66	0.03%	0.00%
2002	0.72	0.02%	0.00%
2003	0.78	0.02%	0.00%
2004	0.80	0.02%	0.00%
2005	0.83	0.02%	0.00%
2006	0.88	0.02%	0.00%
2007	0.94	0.02%	0.00%
2008	1.00	0.02%	0.00%
2009	1.07	0.02%	0.00%
2010	1.14	0.02%	0.00%
2011	1.22	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Aruba: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Oranjestad	1,514	0.48	54.05	0.01	0.00
Sint Nicolaas	1,560	0.40	45.95	0.01	0.00
Total		0.88	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.4 BAHAMAS

Year	DVD Players (US \$ mln): Bahamas 2001 - 2011		
	Bahamas	% of Region	% of Globe
2001	1.51	0.06%	0.01%
2002	1.65	0.05%	0.01%
2003	1.76	0.05%	0.01%
2004	1.81	0.04%	0.01%
2005	1.87	0.04%	0.01%
2006	1.99	0.04%	0.01%
2007	2.14	0.04%	0.01%
2008	2.29	0.04%	0.01%
2009	2.46	0.04%	0.01%
2010	2.63	0.04%	0.01%
2011	2.83	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bahamas: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nassau	1,001	1.69	84.91	0.03	0.01
Freeport	1,644	0.30	15.09	0.01	0.00
Total		1.99	100.00	0.04	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.5 BARBADOS

DVD Players (US \$ mln): Barbados 2001 - 2011			
Year	Barbados	% of Region	% of Globe
2001	1.30	0.05%	0.01%
2002	1.43	0.05%	0.01%
2003	1.54	0.04%	0.01%
2004	1.60	0.04%	0.01%
2005	1.66	0.04%	0.01%
2006	1.76	0.04%	0.01%
2007	1.87	0.03%	0.01%
2008	1.99	0.03%	0.01%
2009	2.12	0.03%	0.01%
2010	2.25	0.03%	0.01%
2011	2.39	0.03%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Barbados: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bridgetown	982	1.76	100.00	0.04	0.01
Total		1.76	100.00	0.04	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.6 BERMUDA

DVD Players (US \$ mln): Bermuda 2001 - 2011			
Year	Bermuda	% of Region	% of Globe
2001	0.66	0.03%	0.01%
2002	0.74	0.02%	0.00%
2003	0.80	0.02%	0.00%
2004	0.83	0.02%	0.00%
2005	0.87	0.02%	0.00%
2006	0.92	0.02%	0.00%
2007	0.97	0.02%	0.00%
2008	1.02	0.02%	0.00%
2009	1.08	0.02%	0.00%
2010	1.15	0.02%	0.00%
2011	1.21	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bermuda: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Hamilton	1,468	0.55	60.00	0.01	0.00
Saint George	1,585	0.37	40.00	0.01	0.00
Total		0.92	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.7 BRITISH VIRGIN ISLANDS

DVD Players (US \$ mln): British Virgin Islands 2001 - 2011			
Year	British Virgin Islands	% of Region	% of Globe
2001	0.11	0.00%	0.00%
2002	0.12	0.00%	0.00%
2003	0.12	0.00%	0.00%
2004	0.13	0.00%	0.00%
2005	0.13	0.00%	0.00%
2006	0.14	0.00%	0.00%
2007	0.15	0.00%	0.00%
2008	0.16	0.00%	0.00%
2009	0.17	0.00%	0.00%
2010	0.19	0.00%	0.00%
2011	0.20	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

British Virgin Islands: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Road Town	1,817	0.14	100.00	0.00	0.00
Total		0.14	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.8 CANADA

DVD Players (US \$ mln): Canada 2001 - 2011			
Year	Canada	% of Region	% of Globe
2001	259.48	10.29%	1.97%
2002	283.74	9.02%	1.92%
2003	302.77	8.11%	1.88%
2004	311.85	7.57%	1.85%
2005	321.37	7.13%	1.82%
2006	342.52	6.93%	1.81%
2007	367.01	6.77%	1.79%
2008	393.25	6.60%	1.78%
2009	421.37	6.45%	1.77%
2010	451.50	6.29%	1.75%
2011	483.78	6.14%	1.74%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Canada: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Toronto	29	102.43	29.90	2.07	0.54
Montreal	37	87.30	25.49	1.77	0.46
Vancouver	106	41.28	12.05	0.84	0.22
Ottawa	163	24.48	7.15	0.50	0.13
Calgary	187	19.01	5.55	0.38	0.10
Winnipeg	195	17.78	5.19	0.36	0.09
Edmonton	199	17.16	5.01	0.35	0.09
Hamilton	321	9.18	2.68	0.19	0.05
Regina	513	5.23	1.53	0.11	0.03
Quebec	547	4.93	1.44	0.10	0.03
Halifax	699	3.41	0.99	0.07	0.02
Thunder Bay	704	3.35	0.98	0.07	0.02
Saint John's	762	2.87	0.84	0.06	0.02
Niagara Falls	882	2.15	0.63	0.04	0.01
Victoria	930	1.97	0.58	0.04	0.01
Total		342.52	100.00	6.93	1.81

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.9 CAYMAN ISLANDS

Year	DVD Players (US \$ mln): Cayman Islands 2001 - 2011		
	Cayman Islands	% of Region	% of Globe
2001	0.32	0.01%	0.00%
2002	0.34	0.01%	0.00%
2003	0.37	0.01%	0.00%
2004	0.38	0.01%	0.00%
2005	0.39	0.01%	0.00%
2006	0.41	0.01%	0.00%
2007	0.44	0.01%	0.00%
2008	0.48	0.01%	0.00%
2009	0.51	0.01%	0.00%
2010	0.55	0.01%	0.00%
2011	0.59	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Cayman Islands: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
George Town	1,709	0.24	58.33	0.00	0.00
West Bay	1,845	0.12	29.17	0.00	0.00
Savannah	1,996	0.03	8.33	0.00	0.00
Bodden Town	2,037	0.02	4.17	0.00	0.00
Total		0.41	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.10 CUBA

Year	DVD Players (US \$ mln): Cuba 2001 - 2011		
	Cuba	% of Region	% of Globe
2001	6.61	0.26%	0.05%
2002	7.17	0.23%	0.05%
2003	7.60	0.20%	0.05%
2004	7.78	0.19%	0.05%
2005	7.98	0.18%	0.05%
2006	8.54	0.17%	0.05%
2007	9.21	0.17%	0.05%
2008	9.93	0.17%	0.04%
2009	10.70	0.16%	0.04%
2010	11.53	0.16%	0.04%
2011	12.43	0.16%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Cuba: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Havana	577	4.52	52.92	0.09	0.02
Santiago de Cuba	1,295	0.86	10.02	0.02	0.00
Camagüey	1,434	0.60	7.07	0.01	0.00
Holguin	1,513	0.48	5.60	0.01	0.00
Guantanamo	1,548	0.42	4.96	0.01	0.00
Santa Clara	1,556	0.41	4.83	0.01	0.00
Bayamo	1,677	0.26	3.06	0.01	0.00
Cienfuegos	1,687	0.25	2.98	0.01	0.00
Pinar del Rio	1,698	0.25	2.88	0.00	0.00
Las Tunas	1,700	0.24	2.85	0.00	0.00
Matanzas	1,704	0.24	2.83	0.00	0.00
Total		8.54	100.00	0.17	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.11 DOMINICA

DVD Players (US \$ mln): Dominica 2001 - 2011			
Year	Dominica	% of Region	% of Globe
2001	0.09	0.00%	0.00%
2002	0.10	0.00%	0.00%
2003	0.11	0.00%	0.00%
2004	0.11	0.00%	0.00%
2005	0.12	0.00%	0.00%
2006	0.13	0.00%	0.00%
2007	0.13	0.00%	0.00%
2008	0.14	0.00%	0.00%
2009	0.15	0.00%	0.00%
2010	0.15	0.00%	0.00%
2011	0.16	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Dominica: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Roseau	1,897	0.08	64.71	0.00	0.00
Saint Joseph	2,057	0.01	8.82	0.00	0.00
Portsmouth	2,058	0.01	8.82	0.00	0.00
Marigot	2,059	0.01	8.82	0.00	0.00
Berekua	2,060	0.01	8.82	0.00	0.00
Total		0.13	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.12 DOMINICAN REPUBLIC

DVD Players (US \$ mln): Dominican Republic 2001 - 2011			
Year	Dominican Republic	% of Region	% of Globe
2001	17.47	0.69%	0.13%
2002	18.73	0.60%	0.13%
2003	19.60	0.53%	0.12%
2004	19.81	0.48%	0.12%
2005	20.13	0.45%	0.11%
2006	21.73	0.44%	0.11%
2007	23.69	0.44%	0.12%
2008	25.82	0.43%	0.12%
2009	28.14	0.43%	0.12%
2010	30.68	0.43%	0.12%
2011	33.44	0.42%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Dominican Republic: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Santo Domingo	229	14.06	64.68	0.28	0.07
Santiago	769	2.84	13.07	0.06	0.01
La Romana	1,219	1.01	4.63	0.02	0.01
San Pedro de Macoris	1,274	0.90	4.13	0.02	0.00
San Francisco de Macoris	1,307	0.84	3.85	0.02	0.00
La Vega	1,419	0.64	2.94	0.01	0.00
Barahona	1,500	0.50	2.29	0.01	0.00
San Juan	1,501	0.50	2.29	0.01	0.00
Puerto Plata	1,529	0.46	2.11	0.01	0.00
Total		21.73	100.00	0.44	0.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.13 GREENLAND

DVD Players (US \$ mln): Greenland 2001 - 2011			
Year	Greenland	% of Region	% of Globe
2001	0.34	0.01%	0.00%
2002	0.38	0.01%	0.00%
2003	0.41	0.01%	0.00%
2004	0.43	0.01%	0.00%
2005	0.45	0.01%	0.00%
2006	0.48	0.01%	0.00%
2007	0.50	0.01%	0.00%
2008	0.53	0.01%	0.00%
2009	0.55	0.01%	0.00%
2010	0.58	0.01%	0.00%
2011	0.61	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Greenland: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nuuk	1,822	0.14	28.57	0.00	0.00
Holsteinsborg	1,933	0.06	11.90	0.00	0.00
Jakobshavn	1,969	0.05	9.52	0.00	0.00
Julianehab	1,997	0.03	7.14	0.00	0.00
Sukkertoppen	1,998	0.03	7.14	0.00	0.00
Egedesminde	1,999	0.03	7.14	0.00	0.00
Christianshab	2,023	0.02	4.76	0.00	0.00
Frederikshab	2,024	0.02	4.76	0.00	0.00
Narsarsuaq	2,025	0.02	4.76	0.00	0.00
Scoresbysund	2,050	0.01	2.38	0.00	0.00
Thule	2,051	0.01	2.38	0.00	0.00
Uppernavik	2,052	0.01	2.38	0.00	0.00
Godhavn	2,053	0.01	2.38	0.00	0.00
Ammassalik	2,054	0.01	2.38	0.00	0.00
Nanortalik	2,055	0.01	2.38	0.00	0.00
Total		0.48	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.14 GRENADA

DVD Players (US \$ mln): Grenada 2001 - 2011			
Year	Grenada	% of Region	% of Globe
2001	0.14	0.01%	0.00%
2002	0.15	0.00%	0.00%
2003	0.16	0.00%	0.00%
2004	0.16	0.00%	0.00%
2005	0.16	0.00%	0.00%
2006	0.18	0.00%	0.00%
2007	0.19	0.00%	0.00%
2008	0.21	0.00%	0.00%
2009	0.23	0.00%	0.00%
2010	0.24	0.00%	0.00%
2011	0.27	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Grenada: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Saint George's	1,813	0.14	80.00	0.00	0.00
Gouyave	1,993	0.04	20.00	0.00	0.00
Total		0.18	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.15 GUADELOUPE

Year	DVD Players (US \$ mln): Guadeloupe 2001 - 2011		
	Guadeloupe	% of Region	% of Globe
2001	1.13	0.04%	0.01%
2002	1.27	0.04%	0.01%
2003	1.38	0.04%	0.01%
2004	1.46	0.04%	0.01%
2005	1.53	0.03%	0.01%
2006	1.60	0.03%	0.01%
2007	1.68	0.03%	0.01%
2008	1.77	0.03%	0.01%
2009	1.86	0.03%	0.01%
2010	1.95	0.03%	0.01%
2011	2.05	0.03%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Guadeloupe: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Les Abymes	1,516	0.47	29.44	0.01	0.00
Pointe-a-Pitre	1,751	0.19	12.15	0.00	0.00
Le Gosier	1,791	0.16	9.81	0.00	0.00
Moule	1,825	0.13	8.41	0.00	0.00
Sainte Anne	1,836	0.13	7.94	0.00	0.00
Morne-a-l'Eau	1,847	0.12	7.48	0.00	0.00
Petit Bourg	1,854	0.11	7.01	0.00	0.00
Sainte Rose	1,864	0.10	6.54	0.00	0.00
Basse-Terre	1,865	0.10	6.54	0.00	0.00
Saint-Claude	1,907	0.07	4.67	0.00	0.00
Total		1.60	100.00	0.03	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.16 HAITI

Year	DVD Players (US \$ mln): Haiti 2001 - 2011		
	Haiti	% of Region	% of Globe
2001	3.98	0.16%	0.03%
2002	4.43	0.14%	0.03%
2003	4.81	0.13%	0.03%
2004	5.03	0.12%	0.03%
2005	5.25	0.12%	0.03%
2006	5.53	0.11%	0.03%
2007	5.84	0.11%	0.03%
2008	6.17	0.10%	0.03%
2009	6.52	0.10%	0.03%
2010	6.88	0.10%	0.03%
2011	7.27	0.09%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Haiti: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Port-au-Prince	646	3.89	70.39	0.08	0.02
Cap-Haitien	1,457	0.56	10.12	0.01	0.00
Petionville	1,639	0.30	5.51	0.01	0.00
Gonaives	1,646	0.30	5.36	0.01	0.00
Les Cayes	1,647	0.30	5.36	0.01	0.00
Port-de-Paix	1,769	0.18	3.27	0.00	0.00
Total		5.53	100.00	0.11	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.17 JAMAICA

DVD Players (US \$ mln): Jamaica 2001 - 2011			
Year	Jamaica	% of Region	% of Globe
2001	2.98	0.12%	0.02%
2002	3.33	0.11%	0.02%
2003	3.63	0.10%	0.02%
2004	3.82	0.09%	0.02%
2005	4.00	0.09%	0.02%
2006	4.21	0.09%	0.02%
2007	4.42	0.08%	0.02%
2008	4.65	0.08%	0.02%
2009	4.88	0.07%	0.02%
2010	5.13	0.07%	0.02%
2011	5.39	0.07%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Jamaica: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	765	2.85	67.83	0.06	0.02
Spanish Town	1,510	0.48	11.50	0.01	0.00
Montego Bay	1,576	0.38	9.04	0.01	0.00
May Pen	1,729	0.22	5.30	0.00	0.00
Mandeville	1,755	0.19	4.52	0.00	0.00
Savanna-la-Mar	1,903	0.08	1.81	0.00	0.00
Total		4.21	100.00	0.09	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.18 MARTINIQUE

DVD Players (US \$ mln): Martinique 2001 - 2011			
Year	Martinique	% of Region	% of Globe
2001	1.34	0.05%	0.01%
2002	1.50	0.05%	0.01%
2003	1.64	0.04%	0.01%
2004	1.73	0.04%	0.01%
2005	1.81	0.04%	0.01%
2006	1.90	0.04%	0.01%
2007	2.00	0.04%	0.01%
2008	2.10	0.04%	0.01%
2009	2.20	0.03%	0.01%
2010	2.31	0.03%	0.01%
2011	2.43	0.03%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Martinique: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Fort-de-France	1,210	1.02	53.66	0.02	0.01
Le Lamentin	1,693	0.25	13.17	0.01	0.00
Sainte Marie	1,781	0.17	8.78	0.00	0.00
Schoelcher	1,804	0.15	7.80	0.00	0.00
Le François	1,829	0.13	6.83	0.00	0.00
La Trinité	1,882	0.09	4.88	0.00	0.00
Saint Pierre	1,966	0.05	2.44	0.00	0.00
Ducos	1,967	0.05	2.44	0.00	0.00
Total		1.90	100.00	0.04	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.19 NETHERLANDS ANTILLES

DVD Players (US \$ mln): Netherlands Antilles 2001 - 2011			
Year	Netherlands Antilles	% of Region	% of Globe
2001	0.68	0.03%	0.01%
2002	0.78	0.02%	0.01%
2003	0.86	0.02%	0.01%
2004	0.93	0.02%	0.01%
2005	0.99	0.02%	0.01%
2006	1.02	0.02%	0.01%
2007	1.06	0.02%	0.01%
2008	1.09	0.02%	0.00%
2009	1.12	0.02%	0.00%
2010	1.16	0.02%	0.00%
2011	1.20	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Netherlands Antilles: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Willemstad	1,238	0.97	94.70	0.02	0.01
Philipsburg	1,963	0.05	4.55	0.00	0.00
Kralendijk	2,064	0.01	0.76	0.00	0.00
Total		1.02	100.00	0.02	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.20 PUERTO RICO

DVD Players (US \$ mln): Puerto Rico 2001 - 2011			
Year	Puerto Rico	% of Region	% of Globe
2001	12.66	0.50%	0.10%
2002	13.95	0.44%	0.09%
2003	15.01	0.40%	0.09%
2004	15.58	0.38%	0.09%
2005	16.15	0.36%	0.09%
2006	17.12	0.35%	0.09%
2007	18.22	0.34%	0.09%
2008	19.38	0.33%	0.09%
2009	20.62	0.32%	0.09%
2010	21.94	0.31%	0.09%
2011	23.35	0.30%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Puerto Rico: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
San Juan	639	3.94	22.99	0.08	0.02
Bayamon	893	2.10	12.29	0.04	0.01
Ponce	992	1.72	10.07	0.03	0.01
Carolina	996	1.71	9.99	0.03	0.01
Caguas	1,103	1.27	7.43	0.03	0.01
Guaynabo	1,247	0.95	5.56	0.02	0.01
Mayaguez	1,266	0.92	5.35	0.02	0.00
Arecibo	1,267	0.91	5.34	0.02	0.00
Toa Baja	1,303	0.84	4.91	0.02	0.00
Trujillo Alto	1,400	0.68	3.96	0.01	0.00
Aguadilla	1,443	0.59	3.46	0.01	0.00
Cayey	1,525	0.46	2.69	0.01	0.00
Guayama	1,575	0.38	2.23	0.01	0.00
Fajardo	1,597	0.35	2.03	0.01	0.00
Catano	1,650	0.29	1.72	0.01	0.00
Total		17.12	100.00	0.35	0.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.21 ST. KITTS AND NEVIS

Year	DVD Players (US \$ mln): St. Kitts and Nevis 2001 - 2011		
	St. Kitts and Nevis	% of Region	% of Globe
2001	0.09	0.00%	0.00%
2002	0.10	0.00%	0.00%
2003	0.11	0.00%	0.00%
2004	0.11	0.00%	0.00%
2005	0.11	0.00%	0.00%
2006	0.12	0.00%	0.00%
2007	0.13	0.00%	0.00%
2008	0.14	0.00%	0.00%
2009	0.15	0.00%	0.00%
2010	0.16	0.00%	0.00%
2011	0.17	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	St. Kitts and Nevis: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Basseterre	1,851	0.12	95.00	0.00	0.00
Charlestown	2,068	0.01	5.00	0.00	0.00
Total		0.12	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.22 ST. LUCIA

Year	DVD Players (US \$ mln): St. Lucia 2001 - 2011		
	St. Lucia	% of Region	% of Globe
2001	0.22	0.01%	0.00%
2002	0.24	0.01%	0.00%
2003	0.26	0.01%	0.00%
2004	0.28	0.01%	0.00%
2005	0.29	0.01%	0.00%
2006	0.30	0.01%	0.00%
2007	0.32	0.01%	0.00%
2008	0.34	0.01%	0.00%
2009	0.35	0.01%	0.00%
2010	0.37	0.01%	0.00%
2011	0.39	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

St. Lucia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Castries	1,689	0.25	82.81	0.01	0.00
Vieux Fort	1,943	0.05	17.19	0.00	0.00
Total		0.30	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.23 ST. VINCENT AND THE GRENADINES

DVD Players (US \$ mln): St. Vincent and the Grenadines 2001 - 2011			
Year	St. Vincent and the Grenadines	% of Region	% of Globe
2001	0.10	0.00%	0.00%
2002	0.11	0.00%	0.00%
2003	0.12	0.00%	0.00%
2004	0.13	0.00%	0.00%
2005	0.13	0.00%	0.00%
2006	0.14	0.00%	0.00%
2007	0.15	0.00%	0.00%
2008	0.16	0.00%	0.00%
2009	0.17	0.00%	0.00%
2010	0.18	0.00%	0.00%
2011	0.19	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

St. Vincent and the Grenadines: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kingstown	1,826	0.13	95.00	0.00	0.00
Georgetown	2,065	0.01	5.00	0.00	0.00
Total		0.14	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.24 TRINIDAD AND TOBAGO

DVD Players (US \$ mln): Trinidad and Tobago 2001 - 2011			
Year	Trinidad and Tobago	% of Region	% of Globe
2001	3.81	0.15%	0.03%
2002	4.15	0.13%	0.03%
2003	4.41	0.12%	0.03%
2004	4.52	0.11%	0.03%
2005	4.65	0.10%	0.03%
2006	4.97	0.10%	0.03%
2007	5.34	0.10%	0.03%
2008	5.74	0.10%	0.03%
2009	6.17	0.09%	0.03%
2010	6.64	0.09%	0.03%
2011	7.13	0.09%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Trinidad and Tobago: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Port-of-Spain	856	2.27	45.67	0.05	0.01
San Fernando	1,085	1.33	26.77	0.03	0.01
Arima	1,162	1.13	22.83	0.02	0.01
Scarborough	1,716	0.23	4.72	0.00	0.00
Total		4.97	100.00	0.10	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.25 UNITED STATES

DVD Players (US \$ mln): United States 2001 - 2011			
Year	United States	% of Region	% of Globe
2001	2,205.72	87.45%	16.71%
2002	2,800.63	89.00%	18.93%
2003	3,363.62	90.11%	20.84%
2004	3,739.34	90.77%	22.16%
2005	4,113.27	91.30%	23.33%
2006	4,524.60	91.55%	23.88%
2007	4,977.06	91.75%	24.33%
2008	5,474.77	91.94%	24.78%
2009	6,022.24	92.14%	25.24%
2010	6,624.47	92.32%	25.70%
2011	7,286.91	92.51%	26.16%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

United States: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
New York	1	1,029.27	22.75	20.83	5.43
Los Angeles	3	372.60	8.23	7.54	1.97
Chicago	4	342.49	7.57	6.93	1.81
Houston	10	199.36	4.41	4.03	1.05
Philadelphia	12	176.72	3.91	3.58	0.93
Dallas	20	126.23	2.79	2.55	0.67
San Jose	21	124.78	2.76	2.52	0.66
San Francisco	22	122.84	2.71	2.49	0.65
San Diego	24	119.53	2.64	2.42	0.63
Detroit	27	114.57	2.53	2.32	0.60
Phoenix	28	113.88	2.52	2.30	0.60
San Antonio	33	95.32	2.11	1.93	0.50
Indianapolis	40	81.29	1.80	1.64	0.43
Baltimore	45	75.89	1.68	1.54	0.40
Washington D.C.	50	73.92	1.63	1.50	0.39
Others		1,355.91	29.97	27.43	7.16
Total		4524.60	100.00	91.55	23.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7.26 VIRGIN ISLANDS, US

DVD Players (US \$ mln): Virgin Islands, US 2001 - 2011			
Year	Virgin Islands, US	% of Region	% of Globe
2001	0.55	0.02%	0.00%
2002	0.62	0.02%	0.00%
2003	0.67	0.02%	0.00%
2004	0.71	0.02%	0.00%
2005	0.74	0.02%	0.00%
2006	0.78	0.02%	0.00%
2007	0.82	0.02%	0.00%
2008	0.86	0.01%	0.00%
2009	0.90	0.01%	0.00%
2010	0.95	0.01%	0.00%
2011	1.00	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Virgin Islands, US: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Charlotte Amalie	1,533	0.45	57.58	0.01	0.00
Road Town	1,878	0.09	12.12	0.00	0.00
Frederiksted	1,879	0.09	12.12	0.00	0.00
Christiansted	1,912	0.07	9.09	0.00	0.00
Cruz Bay	1,961	0.05	6.06	0.00	0.00
Spanish Town	2,021	0.02	3.03	0.00	0.00
Total		0.78	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8 OCEANA

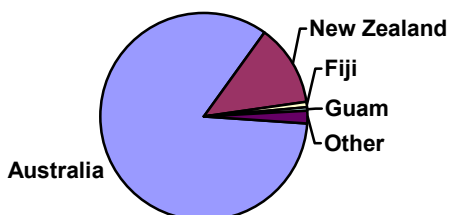
8.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in Oceana (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of Oceana
Australia	197.48	83.89%
New Zealand	29.79	12.65%
Fiji	2.46	1.04%
Guam	1.39	0.59%
New Caledonia	1.32	0.56%
French Polynesia	1.14	0.48%
Solomon Islands	0.39	0.17%
Northern Mariana Island	0.39	0.17%
Western Samoa	0.26	0.11%
American Samoa	0.22	0.09%
Micronesia Federation	0.11	0.05%
Vanuatu	0.10	0.04%
Tonga	0.10	0.04%
Palau	0.06	0.02%
Marshall Islands	0.04	0.02%
Cook Islands	0.04	0.02%
Kiribati	0.03	0.01%
Nauru	0.03	0.01%
Norfolk Island	0.02	0.01%
Christmas Island	0.02	0.01%
Wallis and Futuna	0.01	0.01%
Tuvalu	0.01	0.00%
Niue	0.00	0.00%
Tokelau	0.00	0.00%
Cocos (Keeling) Island	0.00	0.00%
Other	0.00	0.00%
Total	235.40	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in Oceana (US \$ mln): 2006



The Market for DVD Players in Oceana: 2001 - 2011

Year	US \$ mln	% of Globe
2001	178.52	1.35
2002	195.13	1.32
2003	208.15	1.29
2004	214.32	1.27
2005	220.83	1.25
2006	235.40	1.24
2007	252.30	1.23
2008	270.42	1.22
2009	289.86	1.21
2010	310.70	1.21
2011	333.06	1.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.2 AMERICAN SAMOA**DVD Players (US \$ mln): American Samoa 2001 - 2011**

Year	American Samoa	% of Region	% of Globe
2001	0.15	0.09%	0.00%
2002	0.17	0.09%	0.00%
2003	0.19	0.09%	0.00%
2004	0.20	0.09%	0.00%
2005	0.21	0.09%	0.00%
2006	0.22	0.09%	0.00%
2007	0.23	0.09%	0.00%
2008	0.24	0.09%	0.00%
2009	0.25	0.09%	0.00%
2010	0.26	0.08%	0.00%
2011	0.28	0.08%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

American Samoa: DVD Players in 2006, US \$ mln

City	World Rank	US \$ mln	%Country	%Region	%World
Pago Pago	1,911	0.07	33.33	0.03	0.00
Fagatogo	1,958	0.05	22.22	0.02	0.00
Leone	1,959	0.05	22.22	0.02	0.00
Vaitogi	2,018	0.02	11.11	0.01	0.00
Utulei	2,019	0.02	11.11	0.01	0.00
Total		0.22	100.00	0.09	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.3 AUSTRALIA

DVD Players (US \$ mln): Australia 2001 - 2011			
Year	Australia	% of Region	% of Globe
2001	150.57	84.34%	1.14%
2002	164.29	84.19%	1.11%
2003	174.94	84.05%	1.08%
2004	179.82	83.90%	1.07%
2005	185.03	83.79%	1.05%
2006	197.48	83.89%	1.04%
2007	211.99	84.02%	1.04%
2008	227.57	84.15%	1.03%
2009	244.30	84.28%	1.02%
2010	262.26	84.41%	1.02%
2011	281.53	84.53%	1.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Australia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sydney	65	57.90	29.32	24.59	0.31
Melbourne	67	57.10	28.92	24.26	0.30
Brisbane	123	36.06	18.26	15.32	0.19
Perth	191	18.20	9.21	7.73	0.10
Adelaide	316	9.28	4.70	3.94	0.05
Canberra	445	6.23	3.15	2.65	0.03
Newcastle	751	2.95	1.49	1.25	0.02
Gold Coast	754	2.93	1.49	1.25	0.02
Hobart	906	2.04	1.03	0.87	0.01
Wollongong	1,055	1.44	0.73	0.61	0.01
Townsville	1,093	1.30	0.66	0.55	0.01
Darwin	1,179	1.09	0.55	0.46	0.01
Geelong	1,243	0.96	0.49	0.41	0.01
Total		197.48	100.00	83.89	1.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.4 CHRISTMAS ISLAND

Year	DVD Players (US \$ mln): Christmas Island 2001 - 2011		
	Christmas Island	% of Region	% of Globe
2001	0.01	0.01%	0.00%
2002	0.01	0.01%	0.00%
2003	0.01	0.01%	0.00%
2004	0.01	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.02	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Christmas Island: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
The Settlement	2,038	0.02	100.00	0.01	0.00
Total		0.02	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.5 COOK ISLANDS

Year	DVD Players (US \$ mln): Cook Islands 2001 - 2011		
	Cook Islands	% of Region	% of Globe
2001	0.03	0.02%	0.00%
2002	0.03	0.02%	0.00%
2003	0.04	0.02%	0.00%
2004	0.04	0.02%	0.00%
2005	0.04	0.02%	0.00%
2006	0.04	0.02%	0.00%
2007	0.05	0.02%	0.00%
2008	0.05	0.02%	0.00%
2009	0.05	0.02%	0.00%
2010	0.05	0.02%	0.00%
2011	0.06	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Cook Islands: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Avarua	1,976	0.04	100.00	0.02	0.00
Total		0.04	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.6 FIJI

DVD Players (US \$ mln): Fiji 2001 - 2011			
Year	Fiji	% of Region	% of Globe
2001	1.52	0.85%	0.01%
2002	1.78	0.91%	0.01%
2003	2.03	0.97%	0.01%
2004	2.23	1.04%	0.01%
2005	2.41	1.09%	0.01%
2006	2.46	1.04%	0.01%
2007	2.48	0.98%	0.01%
2008	2.51	0.93%	0.01%
2009	2.53	0.87%	0.01%
2010	2.56	0.82%	0.01%
2011	2.58	0.78%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Fiji: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Suva	867	2.23	90.91	0.95	0.01
Nadi	1,726	0.22	9.09	0.09	0.00
Total		2.46	100.00	1.04	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.7 FRENCH POLYNESIA

DVD Players (US \$ mln): French Polynesia 2001 - 2011			
Year	French Polynesia	% of Region	% of Globe
2001	0.84	0.47%	0.01%
2002	0.93	0.47%	0.01%
2003	1.00	0.48%	0.01%
2004	1.04	0.48%	0.01%
2005	1.08	0.49%	0.01%
2006	1.14	0.48%	0.01%
2007	1.21	0.48%	0.01%
2008	1.29	0.48%	0.01%
2009	1.37	0.47%	0.01%
2010	1.45	0.47%	0.01%
2011	1.54	0.46%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

French Polynesia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Papeete	1,439	0.59	52.17	0.25	0.00
Mahina	1,695	0.25	21.74	0.11	0.00
Papara	1,803	0.15	13.04	0.06	0.00
Mataiea	1,908	0.07	6.52	0.03	0.00
Afareaitu	1,952	0.05	4.35	0.02	0.00
Teahupoo	2,015	0.02	2.17	0.01	0.00
Total		1.14	100.00	0.48	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.8 GUAM

DVD Players (US \$ mln): Guam 2001 - 2011			
Year	Guam	% of Region	% of Globe
2001	0.98	0.55%	0.01%
2002	1.10	0.56%	0.01%
2003	1.20	0.57%	0.01%
2004	1.26	0.59%	0.01%
2005	1.32	0.60%	0.01%
2006	1.39	0.59%	0.01%
2007	1.46	0.58%	0.01%
2008	1.53	0.57%	0.01%
2009	1.60	0.55%	0.01%
2010	1.68	0.54%	0.01%
2011	1.77	0.53%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Guam: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dededo	1,388	0.69	49.80	0.29	0.00
Tamuning	1,589	0.36	26.17	0.15	0.00
Santa Rita	1,684	0.26	18.61	0.11	0.00
Talofofo	1,950	0.05	3.63	0.02	0.00
Agana	2,014	0.02	1.79	0.01	0.00
Total		1.39	100.00	0.59	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.9 KIRIBATI

Year	DVD Players (US \$ mln): Kiribati 2001 - 2011		
	Kiribati	% of Region	% of Globe
2001	0.02	0.01%	0.00%
2002	0.03	0.01%	0.00%
2003	0.03	0.01%	0.00%
2004	0.03	0.01%	0.00%
2005	0.03	0.01%	0.00%
2006	0.03	0.01%	0.00%
2007	0.03	0.01%	0.00%
2008	0.04	0.01%	0.00%
2009	0.04	0.01%	0.00%
2010	0.04	0.01%	0.00%
2011	0.04	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Kiribati: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Tarawa	2,001	0.03	100.00	0.01	0.00
Total		0.03	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.10 MARSHALL ISLANDS

Year	DVD Players (US \$ mln): Marshall Islands 2001 - 2011		
	Marshall Islands	% of Region	% of Globe
2001	0.03	0.02%	0.00%
2002	0.03	0.02%	0.00%
2003	0.04	0.02%	0.00%
2004	0.04	0.02%	0.00%
2005	0.04	0.02%	0.00%
2006	0.04	0.02%	0.00%
2007	0.05	0.02%	0.00%
2008	0.05	0.02%	0.00%
2009	0.05	0.02%	0.00%
2010	0.05	0.02%	0.00%
2011	0.05	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Marshall Islands: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Majuro	1,971	0.04	100.00	0.02	0.00
Total		0.04	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.11 MICRONESIA FEDERATION

DVD Players (US \$ mln): Micronesia Federation 2001 - 2011			
Year	Micronesia Federation	% of Region	% of Globe
2001	0.08	0.05%	0.00%
2002	0.09	0.05%	0.00%
2003	0.10	0.05%	0.00%
2004	0.10	0.05%	0.00%
2005	0.11	0.05%	0.00%
2006	0.11	0.05%	0.00%
2007	0.12	0.05%	0.00%
2008	0.13	0.05%	0.00%
2009	0.13	0.05%	0.00%
2010	0.14	0.04%	0.00%
2011	0.15	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Micronesia Federation: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Palikir	1,852	0.11	100.00	0.05	0.00
Total		0.11	100.00	0.05	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.12 NAURU

DVD Players (US \$ mln): Nauru 2001 - 2011			
Year	Nauru	% of Region	% of Globe
2001	0.02	0.01%	0.00%
2002	0.02	0.01%	0.00%
2003	0.02	0.01%	0.00%
2004	0.02	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.03	0.01%	0.00%
2007	0.03	0.01%	0.00%
2008	0.03	0.01%	0.00%
2009	0.03	0.01%	0.00%
2010	0.03	0.01%	0.00%
2011	0.03	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Nauru: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Yaren	2,009	0.03	100.00	0.01	0.00
Total		0.03	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.13 NEW CALEDONIA

Year	DVD Players (US \$ mln): New Caledonia 2001 - 2011		
	New Caledonia	% of Region	% of Globe
2001	0.99	0.55%	0.01%
2002	1.09	0.56%	0.01%
2003	1.16	0.56%	0.01%
2004	1.20	0.56%	0.01%
2005	1.24	0.56%	0.01%
2006	1.32	0.56%	0.01%
2007	1.41	0.56%	0.01%
2008	1.51	0.56%	0.01%
2009	1.61	0.55%	0.01%
2010	1.72	0.55%	0.01%
2011	1.83	0.55%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	New Caledonia: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Noumea	1,215	1.01	76.74	0.43	0.01
Dumbea	1,886	0.09	6.98	0.04	0.00
Canala	1,928	0.06	4.65	0.03	0.00
Bourail	1,929	0.06	4.65	0.03	0.00
Thio	1,968	0.05	3.49	0.02	0.00
Hienghene	2,004	0.03	2.33	0.01	0.00
Houailu	2,040	0.02	1.16	0.01	0.00
Total		1.32	100.00	0.56	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.14 NEW ZEALAND

Year	DVD Players (US \$ mln): New Zealand 2001 - 2011		
	New Zealand	% of Region	% of Globe
2001	22.31	12.50%	0.17%
2002	24.49	12.55%	0.17%
2003	26.23	12.60%	0.16%
2004	27.11	12.65%	0.16%
2005	28.02	12.69%	0.16%
2006	29.79	12.65%	0.16%
2007	31.81	12.61%	0.16%
2008	33.98	12.56%	0.15%
2009	36.29	12.52%	0.15%
2010	38.76	12.47%	0.15%
2011	41.39	12.43%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

New Zealand: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Auckland	265	11.32	38.01	4.81	0.06
Wellington	656	3.81	12.80	1.62	0.02
Christchurch	662	3.71	12.46	1.58	0.02
Hamilton	971	1.80	6.06	0.77	0.01
Napier-Hastings	1,098	1.29	4.32	0.55	0.01
Dunedin	1,106	1.26	4.25	0.54	0.01
Waitemata	1,151	1.15	3.87	0.49	0.01
Tauranga	1,252	0.94	3.15	0.40	0.00
Palmerston North	1,302	0.84	2.83	0.36	0.00
Rotorua	1,431	0.60	2.03	0.26	0.00
Nelson	1,449	0.58	1.94	0.25	0.00
Invercargill	1,456	0.56	1.89	0.24	0.00
New Plymouth	1,461	0.56	1.87	0.24	0.00
Whangarei	1,497	0.50	1.69	0.21	0.00
Wanganui	1,519	0.47	1.57	0.20	0.00
Others		0.37	1.25	0.16	0.00
Total		29.79	100.00	12.65	0.16

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.15 NIUE

DVD Players (US \$ mln): Niue 2001 - 2011			
Year	Niue	% of Region	% of Globe
2001	0.00	0.00%	0.00%
2002	0.00	0.00%	0.00%
2003	0.00	0.00%	0.00%
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Niue: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Alofi	2,076	0.00	100.00	0.00	0.00
Total		0.00	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.16 NORFOLK ISLAND

DVD Players (US \$ mln): Norfolk Island 2001 - 2011			
Year	Norfolk Island	% of Region	% of Globe
2001	0.01	0.01%	0.00%
2002	0.02	0.01%	0.00%
2003	0.02	0.01%	0.00%
2004	0.02	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.03	0.01%	0.00%
2011	0.03	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Norfolk Island: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	2,031	0.02	100.00	0.01	0.00
Total		0.02	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.17 NORTHERN MARIANA ISLAND

DVD Players (US \$ mln): Northern Mariana Island 2001 - 2011			
Year	Northern Mariana Island	% of Region	% of Globe
2001	0.28	0.15%	0.00%
2002	0.31	0.16%	0.00%
2003	0.34	0.16%	0.00%
2004	0.35	0.17%	0.00%
2005	0.37	0.17%	0.00%
2006	0.39	0.17%	0.00%
2007	0.41	0.16%	0.00%
2008	0.43	0.16%	0.00%
2009	0.45	0.16%	0.00%
2010	0.47	0.15%	0.00%
2011	0.50	0.15%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Northern Mariana Island: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Saipan	1,571	0.39	100.00	0.17	0.00
Total		0.39	100.00	0.17	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.18 PALAU

Year	DVD Players (US \$ mln): Palau 2001 - 2011		
	Palau	% of Region	% of Globe
2001	0.04	0.02%	0.00%
2002	0.04	0.02%	0.00%
2003	0.05	0.02%	0.00%
2004	0.05	0.02%	0.00%
2005	0.05	0.02%	0.00%
2006	0.06	0.02%	0.00%
2007	0.06	0.02%	0.00%
2008	0.06	0.02%	0.00%
2009	0.06	0.02%	0.00%
2010	0.07	0.02%	0.00%
2011	0.07	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Palau: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Koror	1,936	0.06	100.00	0.02	0.00
Total		0.06	100.00	0.02	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.19 SOLOMON ISLANDS

Year	DVD Players (US \$ mln): Solomon Islands 2001 - 2011		
	Solomon Islands	% of Region	% of Globe
2001	0.28	0.16%	0.00%
2002	0.31	0.16%	0.00%
2003	0.34	0.16%	0.00%
2004	0.36	0.17%	0.00%
2005	0.37	0.17%	0.00%
2006	0.39	0.17%	0.00%
2007	0.41	0.16%	0.00%
2008	0.44	0.16%	0.00%
2009	0.46	0.16%	0.00%
2010	0.49	0.16%	0.00%
2011	0.51	0.15%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Solomon Islands: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Honiara	1,570	0.39	100.00	0.17	0.00
Total		0.39	100.00	0.17	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.20 TOKELAU

DVD Players (US \$ mln): Tokelau 2001 - 2011			
Year	Tokelau	% of Region	% of Globe
2001	0.00	0.00%	0.00%
2002	0.00	0.00%	0.00%
2003	0.00	0.00%	0.00%
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Tokelau: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tokelau	2,077	0.00	100.00	0.00	0.00
Total		0.00	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.21 TONGA

DVD Players (US \$ mln): Tonga 2001 - 2011			
Year	Tonga	% of Region	% of Globe
2001	0.08	0.04%	0.00%
2002	0.08	0.04%	0.00%
2003	0.09	0.04%	0.00%
2004	0.09	0.04%	0.00%
2005	0.09	0.04%	0.00%
2006	0.10	0.04%	0.00%
2007	0.11	0.04%	0.00%
2008	0.12	0.04%	0.00%
2009	0.12	0.04%	0.00%
2010	0.13	0.04%	0.00%
2011	0.14	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Tonga: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Nuku'alofa	1,872	0.10	100.00	0.04	0.00
Total		0.10	100.00	0.04	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.22 TUVALU

DVD Players (US \$ mln): Tuvalu 2001 - 2011			
Year	Tuvalu	% of Region	% of Globe
2001	0.00	0.00%	0.00%
2002	0.00	0.00%	0.00%
2003	0.00	0.00%	0.00%
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.01	0.00%	0.00%
2010	0.01	0.00%	0.00%
2011	0.01	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Tuvalu: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Funafuti	2,070	0.01	100.00	0.00	0.00
Total		0.01	100.00	0.00	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.23 VANUATU

DVD Players (US \$ mln): Vanuatu 2001 - 2011			
Year	Vanuatu	% of Region	% of Globe
2001	0.07	0.04%	0.00%
2002	0.08	0.04%	0.00%
2003	0.09	0.04%	0.00%
2004	0.10	0.04%	0.00%
2005	0.10	0.05%	0.00%
2006	0.10	0.04%	0.00%
2007	0.11	0.04%	0.00%
2008	0.11	0.04%	0.00%
2009	0.12	0.04%	0.00%
2010	0.12	0.04%	0.00%
2011	0.13	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Vanuatu: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Port Vila	1,866	0.10	100.00	0.04	0.00
Total		0.10	100.00	0.04	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.24 WALLIS AND FUTUNA

DVD Players (US \$ mln): Wallis and Futuna 2001 - 2011			
Year	Wallis and Futuna	% of Region	% of Globe
2001	0.01	0.01%	0.00%
2002	0.01	0.01%	0.00%
2003	0.01	0.01%	0.00%
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.02	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Wallis and Futuna: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Mata-utu	2,047	0.01	100.00	0.01	0.00
Total		0.01	100.00	0.01	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8.25 WESTERN SAMOA

DVD Players (US \$ mln): Western Samoa 2001 - 2011			
Year	Western Samoa	% of Region	% of Globe
2001	0.20	0.11%	0.00%
2002	0.22	0.11%	0.00%
2003	0.23	0.11%	0.00%
2004	0.23	0.11%	0.00%
2005	0.24	0.11%	0.00%
2006	0.26	0.11%	0.00%
2007	0.28	0.11%	0.00%
2008	0.30	0.11%	0.00%
2009	0.33	0.11%	0.00%
2010	0.35	0.11%	0.00%
2011	0.38	0.11%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Western Samoa: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Apia	1,686	0.26	100.00	0.11	0.00
Total		0.26	100.00	0.11	0.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9 THE MIDDLE EAST

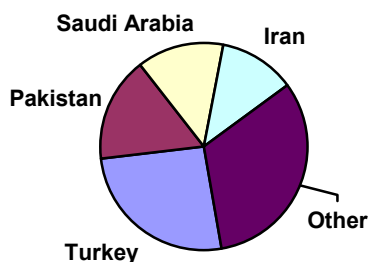
9.1 EXECUTIVE SUMMARY

Market Potential for DVD Players in the Middle East (US \$ mln): 2006

Country	Latent Demand US \$ mln	% of the Middle East
Turkey	197.89	25.95%
Pakistan	124.98	16.39%
Saudi Arabia	102.43	13.43%
Iran	90.74	11.90%
Israel	49.09	6.44%
Iraq	26.49	3.47%
Uzbekistan	26.25	3.44%
United Arab Emirates	23.84	3.13%
Syrian Arab Republic	22.42	2.94%
Kuwait	13.06	1.71%
Azerbaijan	10.74	1.41%
Turkmenistan	9.15	1.20%
Afghanistan	9.10	1.19%
Oman	8.68	1.14%
Lebanon	7.92	1.04%
Jordan	7.57	0.99%
Qatar	6.67	0.87%
Yemen	6.42	0.84%
Kyrgyzstan	5.61	0.74%
Bahrain	4.48	0.59%
Armenia	4.44	0.58%
Tajikistan	3.24	0.42%
Palestine	1.29	0.17%
Total	762.49	100.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Market Potential for DVD Players in the Middle East (US \$ mln): 2006



The Market for DVD Players in the Middle East: 2001 - 2011

Year	US \$ mln	% of Globe
2001	586.23	4.44
2002	637.72	4.31
2003	677.22	4.20
2004	694.40	4.12
2005	713.31	4.05
2006	762.49	4.02
2007	820.34	4.01
2008	882.71	4.00
2009	950.00	3.98
2010	1,022.58	3.97
2011	1,100.91	3.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.2 AFGHANISTAN**DVD Players (US \$ mln): Afghanistan 2001 - 2011**

Year	Afghanistan	% of Region	% of Globe
2001	6.42	1.10%	0.05%
2002	7.19	1.13%	0.05%
2003	7.85	1.16%	0.05%
2004	8.27	1.19%	0.05%
2005	8.67	1.21%	0.05%
2006	9.10	1.19%	0.05%
2007	9.55	1.16%	0.05%
2008	10.03	1.14%	0.05%
2009	10.53	1.11%	0.04%
2010	11.06	1.08%	0.04%
2011	11.61	1.05%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Afghanistan: DVD Players in 2006, US \$ mln

City	World Rank	US \$ mln	%Country	%Region	%World
Kabul	464	5.84	64.17	0.77	0.03
Qandahar	1,261	0.93	10.18	0.12	0.00
Herat	1,362	0.73	7.98	0.10	0.00
Mazar-e-Sharif	1,477	0.54	5.90	0.07	0.00
Jalalabad	1,713	0.24	2.61	0.03	0.00
Qonduz	1,717	0.23	2.57	0.03	0.00
Baghlan	1,777	0.17	1.85	0.02	0.00
Meymaneh	1,784	0.16	1.80	0.02	0.00
Pol-e-Khomri	1,824	0.14	1.49	0.02	0.00
Ghazni	1,827	0.13	1.44	0.02	0.00
Total		9.10	100.00	1.19	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.3 ARMENIA

DVD Players (US \$ mln): Armenia 2001 - 2011			
Year	Armenia	% of Region	% of Globe
2001	3.40	0.58%	0.03%
2002	3.70	0.58%	0.03%
2003	3.94	0.58%	0.02%
2004	4.04	0.58%	0.02%
2005	4.15	0.58%	0.02%
2006	4.44	0.58%	0.02%
2007	4.77	0.58%	0.02%
2008	5.13	0.58%	0.02%
2009	5.51	0.58%	0.02%
2010	5.92	0.58%	0.02%
2011	6.37	0.58%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Armenia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Yerevan	821	2.51	56.57	0.33	0.01
Gyumri	1,553	0.42	9.39	0.05	0.00
Kirovakan	1,602	0.34	7.74	0.05	0.00
Hrazdan	1,833	0.13	2.89	0.02	0.00
Echmiadzin	1,843	0.12	2.75	0.02	0.00
Abovian	1,846	0.12	2.70	0.02	0.00
Kaphan	1,876	0.10	2.15	0.01	0.00
Hoktemberian	1,890	0.09	2.02	0.01	0.00
Charentsavan	1,909	0.07	1.65	0.01	0.00
Artashat	1,917	0.07	1.51	0.01	0.00
Kamo	1,919	0.07	1.47	0.01	0.00
Sevan	1,941	0.05	1.24	0.01	0.00
Goris	1,942	0.05	1.24	0.01	0.00
Others		0.20	4.40	0.03	0.00
Total		4.44	100.00	0.58	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.4 AZERBAIJAN

Year	DVD Players (US \$ mln): Azerbaijan 2001 - 2011		
	Azerbaijan	% of Region	% of Globe
2001	9.11	1.55%	0.07%
2002	9.59	1.50%	0.06%
2003	9.86	1.46%	0.06%
2004	9.80	1.41%	0.06%
2005	9.83	1.38%	0.06%
2006	10.74	1.41%	0.06%
2007	11.89	1.45%	0.06%
2008	13.16	1.49%	0.06%
2009	14.57	1.53%	0.06%
2010	16.13	1.58%	0.06%
2011	17.86	1.62%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Azerbaijan: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Baku	396	7.44	69.28	0.98	0.04
Gyandzha	1,134	1.18	10.96	0.15	0.01
Sumgait	1,235	0.98	9.11	0.13	0.01
Mingechaur	1,645	0.30	2.76	0.04	0.00
Sheki	1,724	0.22	2.09	0.03	0.00
Nakhichevan	1,735	0.22	2.01	0.03	0.00
Lenkoran	1,770	0.18	1.66	0.02	0.00
Stepanakert	1,805	0.15	1.38	0.02	0.00
Shemakha	1,899	0.08	0.75	0.01	0.00
Total		10.74	100.00	1.41	0.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.5 BAHRAIN

Year	DVD Players (US \$ mln): Bahrain 2001 - 2011		
	Bahrain	% of Region	% of Globe
2001	3.43	0.59%	0.03%
2002	3.74	0.59%	0.03%
2003	3.98	0.59%	0.02%
2004	4.08	0.59%	0.02%
2005	4.19	0.59%	0.02%
2006	4.48	0.59%	0.02%
2007	4.82	0.59%	0.02%
2008	5.18	0.59%	0.02%
2009	5.57	0.59%	0.02%
2010	5.98	0.59%	0.02%
2011	6.43	0.58%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Bahrain: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Manama	868	2.23	49.67	0.29	0.01
Muharraq	1,159	1.14	25.49	0.15	0.01
Jidd Hafs	1,378	0.70	15.69	0.09	0.00
Isa Town	1,637	0.31	6.86	0.04	0.00
Al Hidd	1,868	0.10	2.29	0.01	0.00
Total		4.48	100.00	0.59	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.6 IRAN

DVD Players (US \$ mln): Iran 2001 - 2011			
Year	Iran	% of Region	% of Globe
2001	67.30	11.48%	0.51%
2002	74.12	11.62%	0.50%
2003	79.64	11.76%	0.49%
2004	82.57	11.89%	0.49%
2005	85.53	11.99%	0.49%
2006	90.74	11.90%	0.48%
2007	96.64	11.78%	0.47%
2008	102.92	11.66%	0.47%
2009	109.61	11.54%	0.46%
2010	116.73	11.42%	0.45%
2011	124.32	11.29%	0.45%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Iran: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tehran	112	38.89	42.86	5.10	0.21
Mashad	315	9.42	10.38	1.24	0.05
Isfahan	437	6.35	7.00	0.83	0.03
Tabriz	442	6.25	6.89	0.82	0.03
Shiraz	487	5.46	6.01	0.72	0.03
Ahvaz	659	3.73	4.11	0.49	0.02
Bakhtaran	672	3.61	3.98	0.47	0.02
Qom	690	3.49	3.85	0.46	0.02
Karaj	700	3.39	3.74	0.44	0.02
Orumiyeh	940	1.94	2.13	0.25	0.01
Abadan	948	1.89	2.09	0.25	0.01
Rasht	953	1.87	2.06	0.25	0.01
Kerman	1,007	1.65	1.82	0.22	0.01
Yazd	1,046	1.48	1.63	0.19	0.01
Bandar 'Abbas	1,095	1.30	1.43	0.17	0.01
Total		90.74	100.00	11.90	0.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.7 IRAQ

Year	DVD Players (US \$ mln): Iraq 2001 - 2011		% of Globe
	Iraq	% of Region	
2001	23.75	4.05%	0.18%
2002	24.54	3.85%	0.17%
2003	24.79	3.66%	0.15%
2004	24.20	3.49%	0.14%
2005	23.96	3.36%	0.14%
2006	26.49	3.47%	0.14%
2007	29.80	3.63%	0.15%
2008	33.53	3.80%	0.15%
2009	37.72	3.97%	0.16%
2010	42.43	4.15%	0.16%
2011	47.74	4.34%	0.17%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Iraq: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Baghdad	215	14.99	56.60	1.97	0.08
Basra	924	1.99	7.51	0.26	0.01
Mosul	964	1.84	6.95	0.24	0.01
Kirkuk	988	1.73	6.51	0.23	0.01
Irbil	1,186	1.08	4.07	0.14	0.01
As-Sulaymaniyah	1,273	0.90	3.40	0.12	0.00
An-Najaf	1,337	0.78	2.96	0.10	0.00
Al-Hillah	1,383	0.69	2.62	0.09	0.00
Karbala	1,437	0.60	2.25	0.08	0.00
An-Nasiriyah	1,535	0.45	1.69	0.06	0.00
Ar-Ramadi	1,540	0.44	1.67	0.06	0.00
Al-Amarah	1,547	0.43	1.61	0.06	0.00
Ba'qubah	1,584	0.37	1.40	0.05	0.00
Samarra	1,748	0.20	0.75	0.03	0.00
Total		26.49	100.00	3.47	0.14

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.8 ISRAEL

DVD Players (US \$ mln): Israel 2001 - 2011			
Year	Israel	% of Region	% of Globe
2001	38.16	6.51%	0.29%
2002	41.37	6.49%	0.28%
2003	43.78	6.46%	0.27%
2004	44.72	6.44%	0.27%
2005	45.81	6.42%	0.26%
2006	49.09	6.44%	0.26%
2007	53.00	6.46%	0.26%
2008	57.21	6.48%	0.26%
2009	61.76	6.50%	0.26%
2010	66.67	6.52%	0.26%
2011	71.97	6.54%	0.26%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Israel: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Jerusalem	227	14.22	28.97	1.87	0.08
Tel Aviv	302	9.70	19.77	1.27	0.05
Haifa	419	6.76	13.77	0.89	0.04
Holon	602	4.25	8.65	0.56	0.02
Petach-Tikva	629	3.97	8.09	0.52	0.02
Ramat Gan	685	3.52	7.16	0.46	0.02
Beersheba	691	3.49	7.10	0.46	0.02
Bene Beraq	719	3.18	6.49	0.42	0.02
Total		49.09	100.00	6.44	0.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.9 JORDAN

DVD Players (US \$ mln): Jordan 2001 - 2011			
Year	Jordan	% of Region	% of Globe
2001	5.52	0.94%	0.04%
2002	6.11	0.96%	0.04%
2003	6.60	0.98%	0.04%
2004	6.88	0.99%	0.04%
2005	7.16	1.00%	0.04%
2006	7.57	0.99%	0.04%
2007	8.02	0.98%	0.04%
2008	8.50	0.96%	0.04%
2009	9.01	0.95%	0.04%
2010	9.55	0.93%	0.04%
2011	10.12	0.92%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Jordan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Amman	606	4.23	55.97	0.56	0.02
Zarqa	1,054	1.44	19.09	0.19	0.01
Irbid	1,347	0.76	10.07	0.10	0.00
Salt	1,424	0.63	8.33	0.08	0.00
Ajlun	1,731	0.22	2.92	0.03	0.00
Jarash	1,796	0.15	1.99	0.02	0.00
Madaba	1,842	0.12	1.62	0.02	0.00
Total		7.57	100.00	0.99	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.10 KUWAIT

DVD Players (US \$ mln): Kuwait 2001 - 2011			
Year	Kuwait	% of Region	% of Globe
2001	10.17	1.73%	0.08%
2002	11.02	1.73%	0.07%
2003	11.65	1.72%	0.07%
2004	11.90	1.71%	0.07%
2005	12.18	1.71%	0.07%
2006	13.06	1.71%	0.07%
2007	14.10	1.72%	0.07%
2008	15.23	1.73%	0.07%
2009	16.45	1.73%	0.07%
2010	17.77	1.74%	0.07%
2011	19.19	1.74%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Kuwait: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Salmiya	583	4.41	33.77	0.58	0.02
Hawalli	612	4.18	32.01	0.55	0.02
Jahra	717	3.20	24.50	0.42	0.02
Kuwait	1,105	1.27	9.71	0.17	0.01
Total		13.06	100.00	1.71	0.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.11 KYRGYZSTAN

DVD Players (US \$ mln): Kyrgyzstan 2001 - 2011			
Year	Kyrgyzstan	% of Region	% of Globe
2001	4.35	0.74%	0.03%
2002	4.72	0.74%	0.03%
2003	5.00	0.74%	0.03%
2004	5.11	0.74%	0.03%
2005	5.24	0.73%	0.03%
2006	5.61	0.74%	0.03%
2007	6.05	0.74%	0.03%
2008	6.52	0.74%	0.03%
2009	7.04	0.74%	0.03%
2010	7.59	0.74%	0.03%
2011	8.18	0.74%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Kyrgyzstan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Bishkek	692	3.48	62.08	0.46	0.02
Osh	1,137	1.17	20.92	0.15	0.01
Dzhalal-Abad	1,618	0.33	5.80	0.04	0.00
Przhevalsk	1,636	0.31	5.50	0.04	0.00
Kyzyl-Kiya	1,771	0.18	3.14	0.02	0.00
Naryn	1,809	0.14	2.55	0.02	0.00
Total		5.61	100.00	0.74	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.12 LEBANON

DVD Players (US \$ mln): Lebanon 2001 - 2011			
Year	Lebanon	% of Region	% of Globe
2001	5.69	0.97%	0.04%
2002	6.33	0.99%	0.04%
2003	6.88	1.02%	0.04%
2004	7.20	1.04%	0.04%
2005	7.52	1.05%	0.04%
2006	7.92	1.04%	0.04%
2007	8.36	1.02%	0.04%
2008	8.82	1.00%	0.04%
2009	9.30	0.98%	0.04%
2010	9.81	0.96%	0.04%
2011	10.35	0.94%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Lebanon: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Beirut	522	5.13	64.82	0.67	0.03
Tripoli	994	1.71	21.61	0.22	0.01
Zahle	1,391	0.68	8.64	0.09	0.00
Sidon	1,605	0.34	4.32	0.04	0.00
Tyre	1,960	0.05	0.61	0.01	0.00
Total		7.92	100.00	1.04	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.13 OMAN

DVD Players (US \$ mln): Oman 2001 - 2011			
Year	Oman	% of Region	% of Globe
2001	6.61	1.13%	0.05%
2002	7.21	1.13%	0.05%
2003	7.68	1.13%	0.05%
2004	7.90	1.14%	0.05%
2005	8.13	1.14%	0.05%
2006	8.68	1.14%	0.05%
2007	9.31	1.14%	0.05%
2008	9.99	1.13%	0.05%
2009	10.72	1.13%	0.04%
2010	11.50	1.12%	0.04%
2011	12.34	1.12%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Oman: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Muscat	543	4.99	57.47	0.65	0.03
Matrah	999	1.70	19.54	0.22	0.01
Nizwa	1,224	1.00	11.49	0.13	0.01
Salala	1,225	1.00	11.49	0.13	0.01
Total		8.68	100.00	1.14	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.14 PAKISTAN

Year	DVD Players (US \$ mln): Pakistan 2001 - 2011		
	Pakistan	% of Region	% of Globe
2001	95.45	16.28%	0.72%
2002	104.09	16.32%	0.70%
2003	110.78	16.36%	0.69%
2004	113.80	16.39%	0.67%
2005	117.06	16.41%	0.66%
2006	124.98	16.39%	0.66%
2007	134.23	16.36%	0.66%
2008	144.16	16.33%	0.65%
2009	154.83	16.30%	0.65%
2010	166.28	16.26%	0.65%
2011	178.59	16.22%	0.64%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Pakistan: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Karachi	90	47.99	38.40	6.29	0.25
Lahore	149	27.21	21.77	3.57	0.14
Faisalabad	292	10.17	8.14	1.33	0.05
Rawalpindi	398	7.33	5.86	0.96	0.04
Hyderabad	413	6.93	5.54	0.91	0.04
Multan	420	6.73	5.38	0.88	0.04
Gujranwala	450	6.07	4.86	0.80	0.03
Peshawar	516	5.22	4.17	0.68	0.03
Sialkot	777	2.78	2.23	0.36	0.01
Sargodha	795	2.68	2.15	0.35	0.01
Islamabad	952	1.88	1.50	0.25	0.01
Total		124.98	100.00	16.39	0.66

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.15 PALESTINE

Year	DVD Players (US \$ mln): Palestine 2001 - 2011		
	Palestine	% of Region	% of Globe
2001	0.80	0.14%	0.01%
2002	0.94	0.15%	0.01%
2003	1.07	0.16%	0.01%
2004	1.17	0.17%	0.01%
2005	1.27	0.18%	0.01%
2006	1.29	0.17%	0.01%
2007	1.31	0.16%	0.01%
2008	1.33	0.15%	0.01%
2009	1.34	0.14%	0.01%
2010	1.36	0.13%	0.01%
2011	1.38	0.13%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Palestine: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
West Bank	1,311	0.82	63.56	0.11	0.00
Gaza Strip	1,517	0.47	36.44	0.06	0.00
Total		1.29	100.00	0.17	0.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.16 QATAR

Year	DVD Players (US \$ mln): Qatar 2001 - 2011		
	Qatar	% of Region	% of Globe
2001	5.03	0.86%	0.04%
2002	5.50	0.86%	0.04%
2003	5.88	0.87%	0.04%
2004	6.07	0.87%	0.04%
2005	6.26	0.88%	0.04%
2006	6.67	0.87%	0.04%
2007	7.13	0.87%	0.03%
2008	7.63	0.86%	0.03%
2009	8.17	0.86%	0.03%
2010	8.74	0.85%	0.03%
2011	9.35	0.85%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Qatar: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Doha	423	6.67	100.00	0.87	0.04
Total		6.67	100.00	0.87	0.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.17 SAUDI ARABIA

DVD Players (US \$ mln): Saudi Arabia 2001 - 2011			
Year	Saudi Arabia	% of Region	% of Globe
2001	77.22	13.17%	0.58%
2002	84.58	13.26%	0.57%
2003	90.39	13.35%	0.56%
2004	93.25	13.43%	0.55%
2005	96.21	13.49%	0.55%
2006	102.43	13.43%	0.54%
2007	109.60	13.36%	0.54%
2008	117.27	13.29%	0.53%
2009	125.48	13.21%	0.53%
2010	134.26	13.13%	0.52%
2011	143.66	13.05%	0.52%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Saudi Arabia: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Jiddah	115	38.22	37.31	5.01	0.20
Riyadh	200	17.00	16.59	2.23	0.09
Mecca	230	14.01	13.68	1.84	0.07
Taif	384	7.64	7.46	1.00	0.04
Medina	397	7.39	7.21	0.97	0.04
Dammam	529	5.10	4.98	0.67	0.03
Hufuf	808	2.57	2.51	0.34	0.01
Haradh	813	2.55	2.49	0.33	0.01
Tabuk	942	1.91	1.87	0.25	0.01
Buraydah	975	1.78	1.74	0.23	0.01
Al-Mubarraz	1,069	1.38	1.34	0.18	0.01
Khamis-Mushait	1,102	1.27	1.24	0.17	0.01
Jizan	1,304	0.84	0.82	0.11	0.00
Abha	1,346	0.76	0.75	0.10	0.00
Total		102.43	100.00	13.43	0.54

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.18 SYRIAN ARAB REPUBLIC

DVD Players (US \$ mln): Syrian Arab Republic 2001 - 2011			
Year	Syrian Arab Republic	% of Region	% of Globe
2001	16.76	2.86%	0.13%
2002	18.41	2.89%	0.12%
2003	19.73	2.91%	0.12%
2004	20.41	2.94%	0.12%
2005	21.09	2.96%	0.12%
2006	22.42	2.94%	0.12%
2007	23.93	2.92%	0.12%
2008	25.55	2.89%	0.12%
2009	27.27	2.87%	0.11%
2010	29.11	2.85%	0.11%
2011	31.08	2.82%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Syrian Arab Republic: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Damascus	389	7.62	33.99	1.00	0.04
Aleppo	407	7.17	31.99	0.94	0.04
Homs	816	2.54	11.34	0.33	0.01
Latakia	1,058	1.42	6.34	0.19	0.01
Hama	1,108	1.26	5.63	0.17	0.01
Dayr az-Zawr	1,472	0.54	2.42	0.07	0.00
Raqqqa	1,490	0.51	2.29	0.07	0.00
Hasakeh	1,543	0.43	1.92	0.06	0.00
Tartus	1,633	0.31	1.39	0.04	0.00
Idlib	1,638	0.31	1.37	0.04	0.00
Dar'a	1,649	0.29	1.32	0.04	0.00
Total		22.42	100.00	2.94	0.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.19 TAJIKISTAN

Year	DVD Players (US \$ mln): Tajikistan 2001 - 2011		
	Tajikistan	% of Region	% of Globe
2001	2.49	0.42%	0.02%
2002	2.71	0.42%	0.02%
2003	2.88	0.42%	0.02%
2004	2.95	0.42%	0.02%
2005	3.03	0.42%	0.02%
2006	3.24	0.42%	0.02%
2007	3.48	0.42%	0.02%
2008	3.75	0.42%	0.02%
2009	4.03	0.42%	0.02%
2010	4.33	0.42%	0.02%
2011	4.66	0.42%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

City	Tajikistan: DVD Players in 2006, US \$ mln				
	World Rank	US \$ mln	%Country	%Region	%World
Dushanbe	901	2.06	63.64	0.27	0.01
Khodzhent	1,466	0.55	17.11	0.07	0.00
Kulyab	1,737	0.21	6.63	0.03	0.00
Kurgan-Tyube	1,754	0.19	5.88	0.02	0.00
Kanibadam	1,875	0.10	2.99	0.01	0.00
Tursunzade	1,910	0.07	2.25	0.01	0.00
Khorog	1,956	0.05	1.50	0.01	0.00
Total		3.24	100.00	0.42	0.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.20 TURKEY

Year	DVD Players (US \$ mln): Turkey 2001 - 2011		
	Turkey	% of Region	% of Globe
2001	154.08	26.28%	1.17%
2002	166.95	26.18%	1.13%
2003	176.55	26.07%	1.09%
2004	180.28	25.96%	1.07%
2005	184.58	25.88%	1.05%
2006	197.89	25.95%	1.04%
2007	213.73	26.05%	1.04%
2008	230.82	26.15%	1.04%
2009	249.29	26.24%	1.04%
2010	269.23	26.33%	1.04%
2011	290.77	26.41%	1.04%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Turkey: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Istanbul	44	76.04	38.42	9.97	0.40
Izmir	166	23.76	12.01	3.12	0.13
Ankara	169	22.78	11.51	2.99	0.12
Bursa	260	11.76	5.94	1.54	0.06
Adana	279	10.50	5.30	1.38	0.06
Mersin (Icel)	318	9.21	4.65	1.21	0.05
Antalya	325	8.97	4.54	1.18	0.05
Konya	366	8.05	4.07	1.06	0.04
Samsun	558	4.80	2.42	0.63	0.03
Gaziantep	579	4.51	2.28	0.59	0.02
Kayseri	635	3.94	1.99	0.52	0.02
Diyarbakir	647	3.89	1.97	0.51	0.02
Eskisehir	650	3.86	1.95	0.51	0.02
Sanli-Urfa	725	3.12	1.57	0.41	0.02
Malatya	789	2.72	1.37	0.36	0.01
Total		197.89	100.00	25.95	1.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.21 TURKMENISTAN

DVD Players (US \$ mln): Turkmenistan 2001 - 2011			
Year	Turkmenistan	% of Region	% of Globe
2001	8.33	1.42%	0.06%
2002	8.57	1.34%	0.06%
2003	8.61	1.27%	0.05%
2004	8.36	1.20%	0.05%
2005	8.25	1.16%	0.05%
2006	9.15	1.20%	0.05%
2007	10.34	1.26%	0.05%
2008	11.68	1.32%	0.05%
2009	13.20	1.39%	0.06%
2010	14.92	1.46%	0.06%
2011	16.86	1.53%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Turkmenistan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Ashgabat	537	5.02	54.82	0.66	0.03
Chardzhou	912	2.03	22.18	0.27	0.01
Tashauz	1,060	1.41	15.43	0.19	0.01
Krasnovodsk	1,384	0.69	7.58	0.09	0.00
Total		9.15	100.00	1.20	0.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.22 UNITED ARAB EMIRATES

DVD Players (US \$ mln): United Arab Emirates 2001 - 2011			
Year	United Arab Emirates	% of Region	% of Globe
2001	17.97	3.07%	0.14%
2002	19.69	3.09%	0.13%
2003	21.04	3.11%	0.13%
2004	21.70	3.13%	0.13%
2005	22.39	3.14%	0.13%
2006	23.84	3.13%	0.13%
2007	25.51	3.11%	0.12%
2008	27.30	3.09%	0.12%
2009	29.21	3.07%	0.12%
2010	31.25	3.06%	0.12%
2011	33.44	3.04%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

United Arab Emirates: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Dubai	350	8.46	35.47	1.11	0.04
Abu Dhabi	376	7.72	32.40	1.01	0.04
Sharjah	628	3.97	16.67	0.52	0.02
Ras al-Khaimah	666	3.69	15.47	0.48	0.02
Total		23.84	100.00	3.13	0.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.23 UZBEKISTAN

DVD Players (US \$ mln): Uzbekistan 2001 - 2011			
Year	Uzbekistan	% of Region	% of Globe
2001	19.19	3.27%	0.15%
2002	21.23	3.33%	0.14%
2003	22.93	3.39%	0.14%
2004	23.88	3.44%	0.14%
2005	24.82	3.48%	0.14%
2006	26.25	3.44%	0.14%
2007	27.84	3.39%	0.14%
2008	29.52	3.34%	0.13%
2009	31.31	3.30%	0.13%
2010	33.20	3.25%	0.13%
2011	35.21	3.20%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Uzbekistan: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Tashkent	273	10.81	41.18	1.42	0.06
Samarkand	750	2.95	11.24	0.39	0.02
Namangan	1,021	1.61	6.12	0.21	0.01
Andizhan	1,036	1.53	5.82	0.20	0.01
Bukhara	1,139	1.17	4.45	0.15	0.01
Fergana	1,201	1.04	3.97	0.14	0.01
Kokand	1,249	0.95	3.62	0.12	0.01
Nukus	1,283	0.88	3.36	0.12	0.00
Karshi	1,318	0.81	3.10	0.11	0.00
Chirchik	1,319	0.81	3.10	0.11	0.00
Angren	1,394	0.68	2.60	0.09	0.00
Urgench	1,405	0.67	2.54	0.09	0.00
Margilan	1,411	0.65	2.48	0.09	0.00
Almalyk	1,441	0.59	2.26	0.08	0.00
Navoi	1,460	0.56	2.13	0.07	0.00
Others		0.53	2.03	0.07	0.00
Total		26.25	100.00	3.44	0.14

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9.24 YEMEN

DVD Players (US \$ mln): Yemen 2001 - 2011			
Year	Yemen	% of Region	% of Globe
2001	5.00	0.85%	0.04%
2002	5.41	0.85%	0.04%
2003	5.73	0.85%	0.04%
2004	5.85	0.84%	0.03%
2005	5.99	0.84%	0.03%
2006	6.42	0.84%	0.03%
2007	6.93	0.84%	0.03%
2008	7.49	0.85%	0.03%
2009	8.09	0.85%	0.03%
2010	8.73	0.85%	0.03%
2011	9.43	0.86%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Yemen: DVD Players in 2006, US \$ mln					
City	World Rank	US \$ mln	%Country	%Region	%World
Sanaa	884	2.14	33.39	0.28	0.01
Aden	1,023	1.60	24.86	0.21	0.01
Taizz	1,277	0.89	13.92	0.12	0.00
Hodeida	1,340	0.78	12.12	0.10	0.00
Mukalla	1,341	0.77	12.04	0.10	0.00
Dhamar	1,797	0.15	2.35	0.02	0.00
El Beida	1,970	0.05	0.70	0.01	0.00
Hajja	1,982	0.04	0.63	0.01	0.00
Total		6.42	100.00	0.84	0.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

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