Presentation of
Vega Star Invest Company

Film Markets of Ukraine

Kyiv, October 2008

Analysis
of theatrical film distribution
market of Ukraine

Distribution companies

#	Name	Year of foundation	2007	
			Films for the period	Market share
1	B&H (Universal, Paramount, Buena Vista, Sony)	1996	36	34,38%
2	Kinomania/Cinergia (Warner, CP)	2000	47	27,74%
3	Gemini (Fox)	1994	29	21,77%
4	Aurora/Paradise	2006	26	7,12%
5	JRC	1998	16	3,45%
6	IntWestDistribution	2004	14	1,55%
7	Others	-	-	4,48%

Vega Star Invest

- Vega Star Invest distribution company is operating on the Ukrainian market for more than a year.
- Key specialists of the company have 5 to 7 years of experience in the film distribution industry.
- The company is distributing films for movie theaters, for television, and on DVD.
- During the last year the company has successfully released more than 20 films from the leading American and European studios, such as MGM, Europacorp, Pathe and others.

Business approaches

- Individual approach for each project.
- Determining potential of each project and focusing on maximizing income from each project.
- Established working relations with all movie theaters.
- Integrated support and promotion for all projects (movie theaters, TV, printed, internet and out-of-home advertising etc.).
- Established cooperation with all the key mass media.

Presentations and special events

- The company is organizing large-scale presentations and special events in the best movie theater of the country to promote each film. Movie and show business stars are invited, as well as representatives of key mass media, partners and opinion leaders.

Distribution

- The company is cooperating with the most important companies in the Home Video market to distribute projects. In particular, active cooperation is established with the market leader – Media Market company (Universal, Paramount – see Home Video market presentation).

- Active sales of broadcast rights to leading Ukrainian TV channels.

- With the purpose of maximizing the sales for each market, the company has developed the scheme of time periods between theatrical release, DVD release, and sales of broadcast rights for television.

Analysis of television market of Ukraine

Coverage of audience by the Ukrainian TV channels

<table>
<tr><th>Area</th><th>Region</th><th>Area</th><th>Region</th></tr>
<tr><td rowspan="5">East</td><td>Dnipropetrovsk</td><td rowspan="4">North</td><td>Zhytomyr</td></tr>
<tr><td>Donetsk</td><td>Kyiv</td></tr>
<tr><td>Zaporizhzhya</td><td>Sumy</td></tr>
<tr><td>Luhansk</td><td>Chernihiv</td></tr>
<tr><td>Kharkiv</td><td rowspan="4">Center</td><td>Vinnytsya</td></tr>
<tr><td rowspan="8">West</td><td>Volyn</td><td>Kirovohrad</td></tr>
<tr><td>Zakarpattya</td><td>Poltava</td></tr>
<tr><td>Ivano-Frankivsk</td><td>Cherkasy</td></tr>
<tr><td>Lviv</td><td rowspan="4">South</td><td>Crimea</td></tr>
<tr><td>Rivne</td><td>Mykolaiv</td></tr>
<tr><td>Ternopil</td><td>Odesa</td></tr>
<tr><td>Khmelnytsky</td><td>Kherson</td></tr>
<tr><td>Chernivtsi</td><td>Kyiv City</td><td>Kyiv City</td></tr>
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Coverage of audience by the Ukrainian TV channels

	Universe	Center	East	South	West	North	Kyiv City
TV channel	Cov%	Cov%	Cov%	Cov%	Cov%	Cov%	Cov%
Inter	99,03	99,92	99,74	97,75	98,81	96,92	99,10
1+1	98,11	99,22	98,02	98,49	95,51	99,57	99,09
New Channel	95,54	98,51	95,85	93,65	94,11	93,12	97,94
ICTV	95,29	94,29	93,63	95,25	97,82	95,84	98,69
First National	95,17	94,43	94,60	94,54	95,22	96,64	97,36
STB	93,27	96,66	91,56	93,98	92,63	91,71	97,94
Channel Ukraine	90,74	90,89	91,12	92,33	85,71	91,55	92,30
TET	89,32	91,60	87,14	91,17	85,64	94,50	93,86
TRK Era	88,73	90,18	87,53	87,17	89,20	89,42	92,90
5 Channel	86,05	87,35	80,94	85,13	92,03	90,09	95,06
NTN	86,00	85,45	84,20	82,36	84,33	89,20	96,63
M1	80,60	85,83	78,69	86,33	77,92	59,42	93,94
Megasport	76,84	79,63	72,72	81,18	76,88	69,44	89,13

Coverage of audience by the Ukrainian TV channels

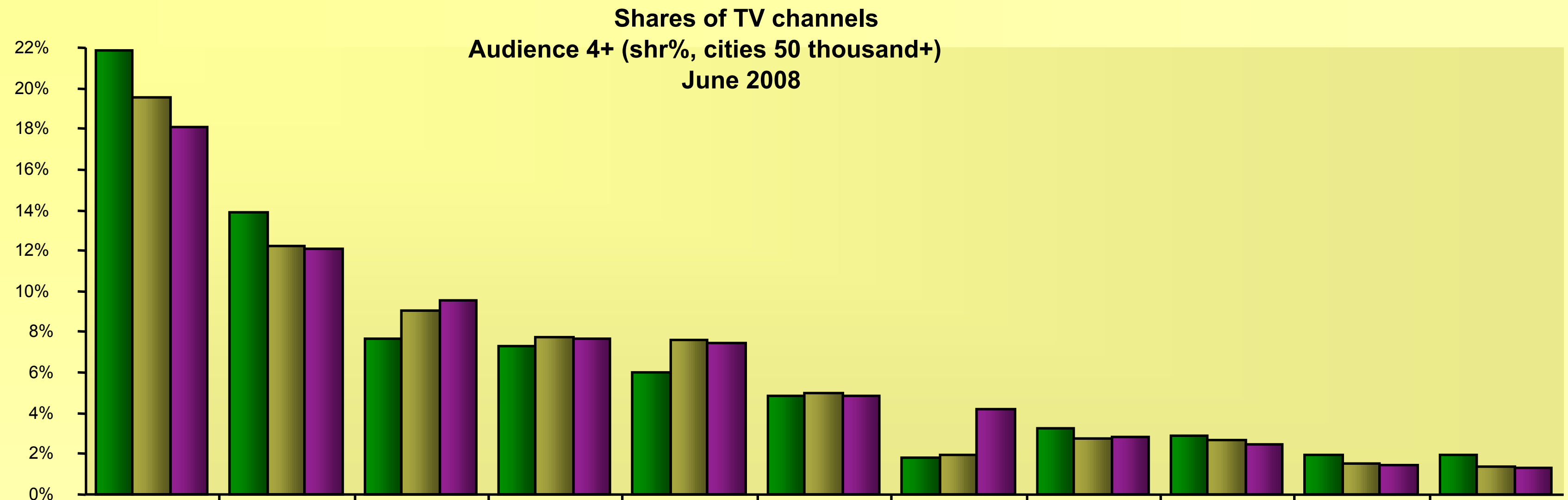
TV channel	Universe	Center	East	South	West	North	Kyiv City
Tonis	72,37	60,43	66,39	78,11	61,55	85,00	97,42
K1	57,32	64,85	65,06	32,96	48,02	51,93	67,65
Kino	52,34	50,91	46,22	39,28	46,77	53,23	95,41
1 Kanal (Russia)	40,09	45,64	38,74	42,02	42,84	49,49	29,82
RTR Planeta	37,06	32,09	38,99	35,54	39,94	47,30	25,50
NTV Mir	36,18	43,81	35,94	35,92	38,31	40,70	27,13
O-TV	34,27	25,48	33,17	39,83	39,16	39,47	28,54
RU MUSIC	34,18	27,17	40,51	34,54	35,80	43,00	8,57
Enter Film	33,28	30,22	33,73	33,34	35,74	38,18	27,79
KRT	30,62	32,97	38,68	18,41	19,04	35,42	24,60
24 Kanal	30,21	23,72	23,91	24,62	58,53	40,57	25,85
TRK Kyiv	29,94	20,33	17,71	8,50	31,42	37,54	97,51
K2	23,90	24,70	21,03	27,46	21,14	36,89	23,58

Coverage of audience by the Ukrainian TV channels

TV channel	Universe	Center	East	South	West	North	Kyiv City
Pervyi Delovoy	23,43	18,95	27,35	23,06	21,58	11,07	23,14
NEWS ONE	22,11	15,55	27,13	17,10	33,55	13,07	8,37
Enter	19,72	23,22	18,21	23,53	21,01	14,05	20,60
CITY	11,76	0,00	0,00	0,00	0,00	10,25	87,88
11 Kanal (Dnipropetrovsk)	11,23	0,00	25,87	0,00	0,00	0,00	0,00
34 Kanal (Dnipropetrovsk)	6,33	0,00	14,59	0,00	0,00	0,00	0,00
OTB (Kharkiv)	6,00	0,00	13,82	0,00	0,00	0,00	0,00
MENU-TV	5,74	6,27	3,91	11,04	10,48	4,12	1,50
Simon (Kharkiv)	5,37	0,00	12,36	0,00	0,00	0,00	0,00
MTV Ukraine	4,62	0,00	6,56	8,04	2,00	3,97	0,00
Chernomorskaya	4,39	0,00	0,00	29,93	0,00	0,00	0,00
Glas	4,26	0,00	0,00	29,09	0,00	0,00	0,00

Source: GFK Ukraine data
Coverage is represented as the percentage of the target audience (Cov%).

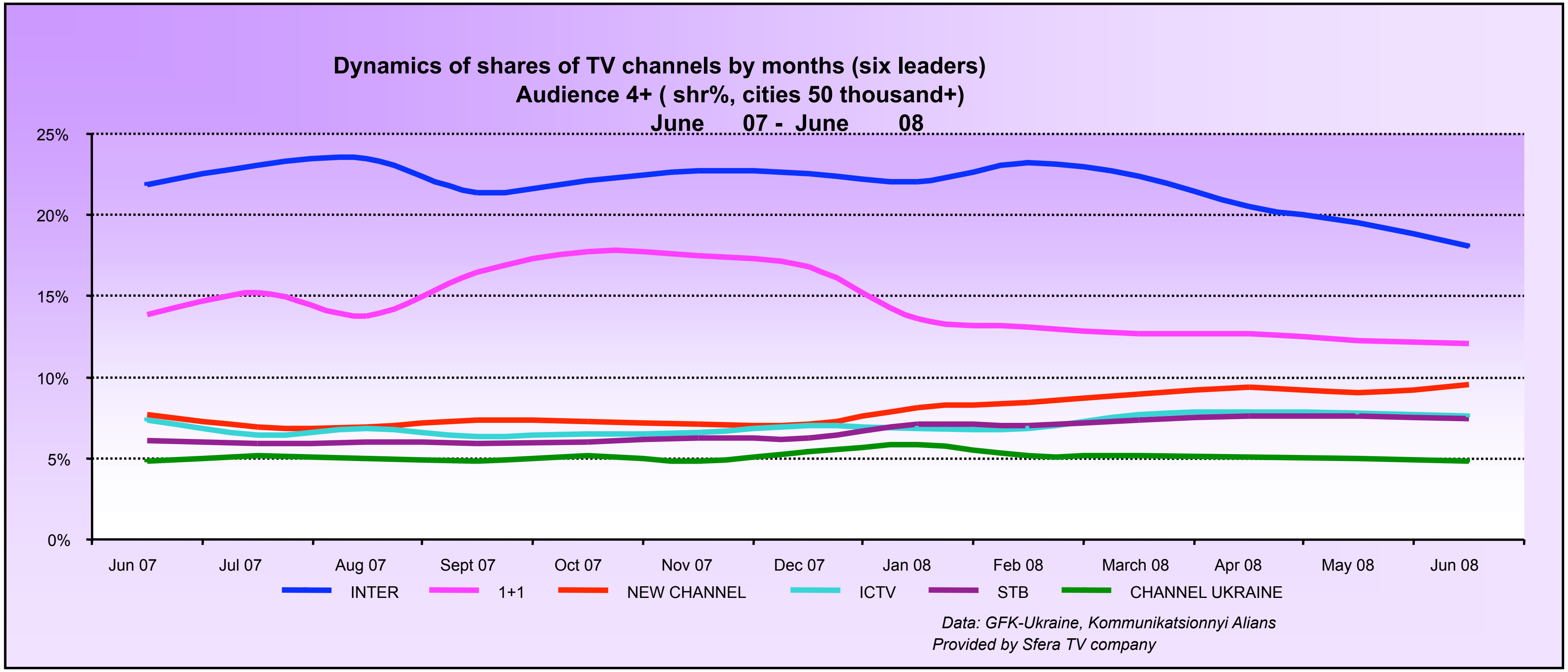
Shares of major TV channels



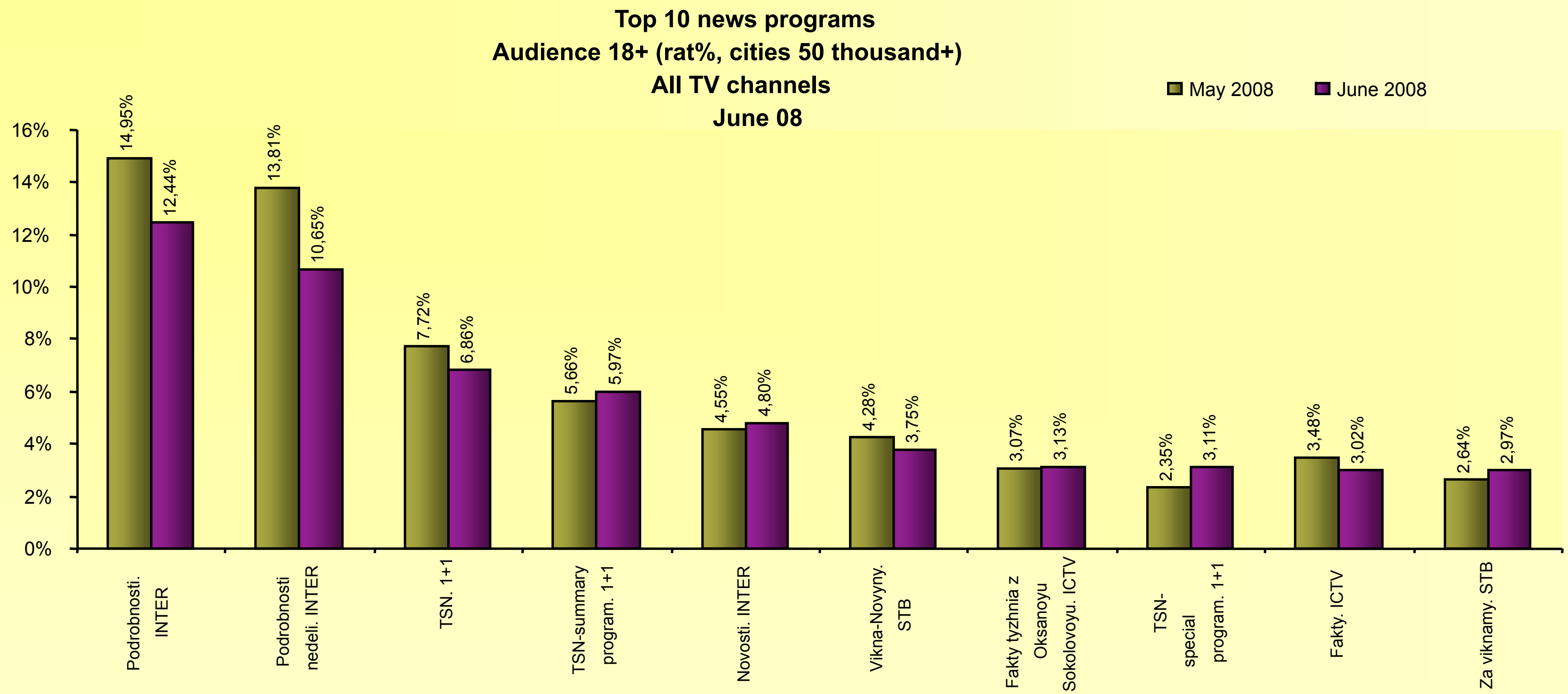
	INTER	1+1	NEW CHANNEL	ICTV	STB	CHANNEL UKRAINE	FIRST NATIONAL	TET	NTN	5 CHANNEL	M1
June 2007	21,89%	13,87%	7,65%	7,34%	6,04%	4,84%	1,84%	3,23%	2,91%	1,95%	1,94%
May 2008	19,51%	12,24%	9,05%	7,77%	7,57%	5,00%	1,99%	2,76%	2,68%	1,51%	1,35%
June 2008	18,08%	12,06%	9,54%	7,64%	7,47%	4,83%	4,17%	2,82%	2,44%	1,48%	1,33%

Source: GFK-Ukraine, Kommunikatsionnyi Alians
Provided by Sfera TV company

Dynamics of changes in shares



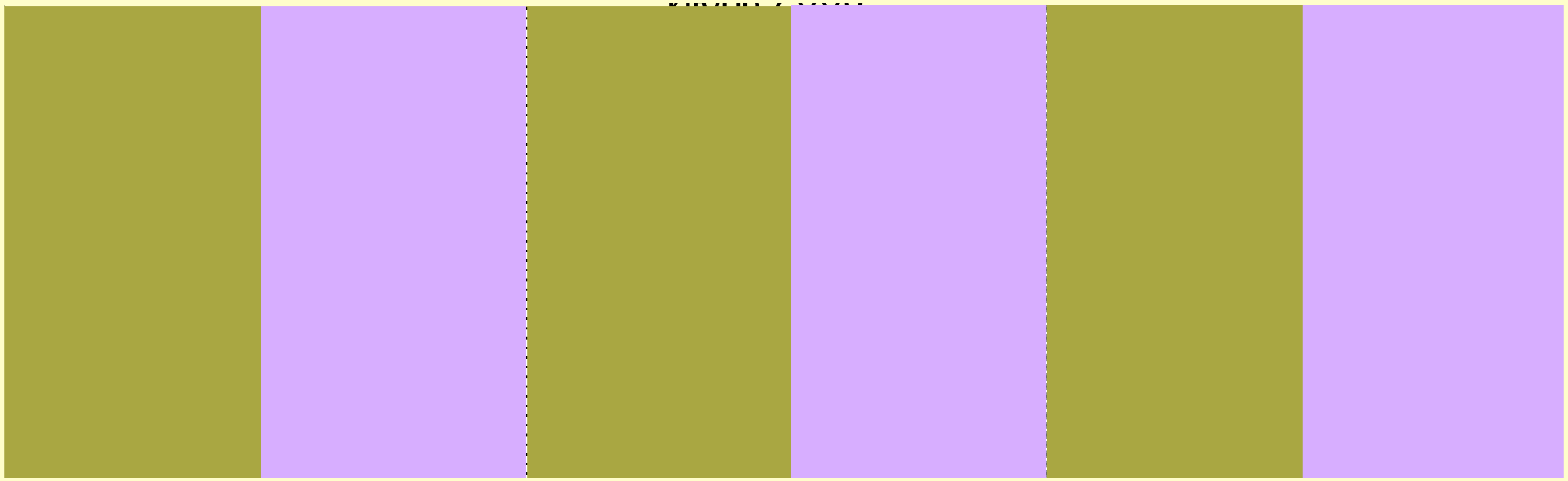
News programs with the highest ratings



** Data provided for programs with the highest ratings during the month*

Data: GFK-Ukraine, Kommunikatsionnyi Alians
Provided by Sfera TV company

Programs and films with the highest ratings



Analysis of Home Video market of Ukraine

General information

- Population: 46 372 700 people

(as of beginning of 2008)

- Number of households: 18 200 567

- Urban population: 67.2%
- Rural population: 32.8%

- Territory: 603.7 thousand sq. km
- 24 administrative regions and 1 Autonomous Republic of Crimea

- Gross domestic product (1st half of 2008): 429 456 million UAH
- Real GDP for January-June 2008 amounted to 106.3% compared to the same period last year

- Real disposable income of the population, with account of price factor, increased by 16.0% for January-May 2008 compared to the same period of 2007.

- 7 key cities: Kyiv, Kharkiv, Dnipropetrovsk, Donetsk, Zaporizhzhya, Lviv, Odesa

Source: State Statistics Committee of Ukraine

General information on Home Video market

- Increase of market volume compared to 2006 – approximately 15%

- Estimated market volume for 2007 – 4.7 million licensed DVDs

- Market volume in monetary value – approximately 42.7 million USD

(according to National Bank of Ukraine exchange rate – 4.84 UAH/USD)

- Level of piracy – 85-90%

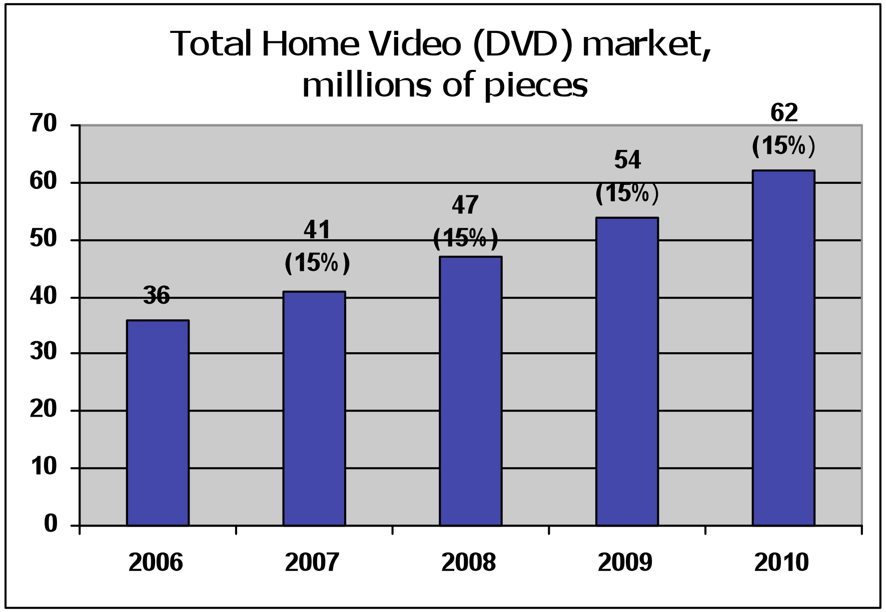
(taking into account only piracy on disks, excluding films downloaded from different networks)

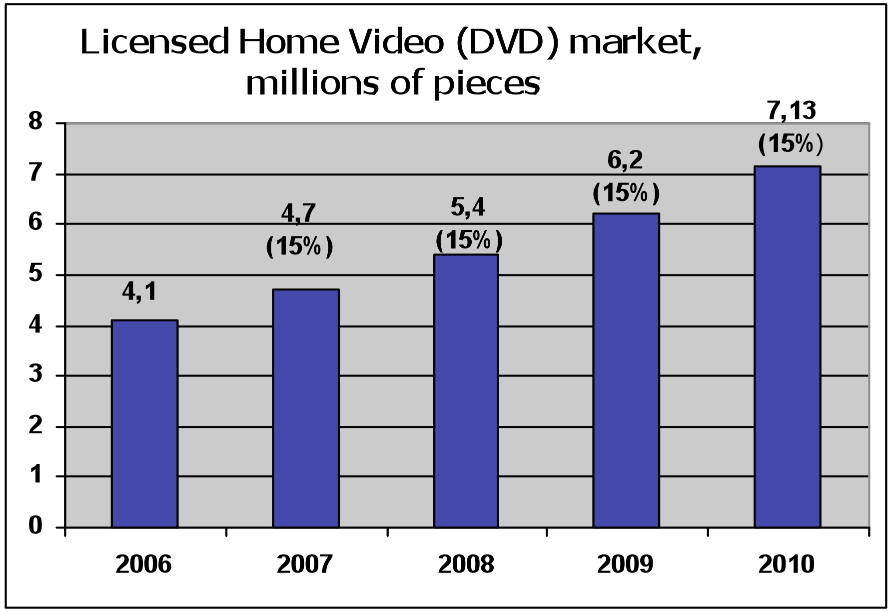
- Penetration of DVD players/recorders – 26%

- Considerable growth of total number of releases and films in the market during last year

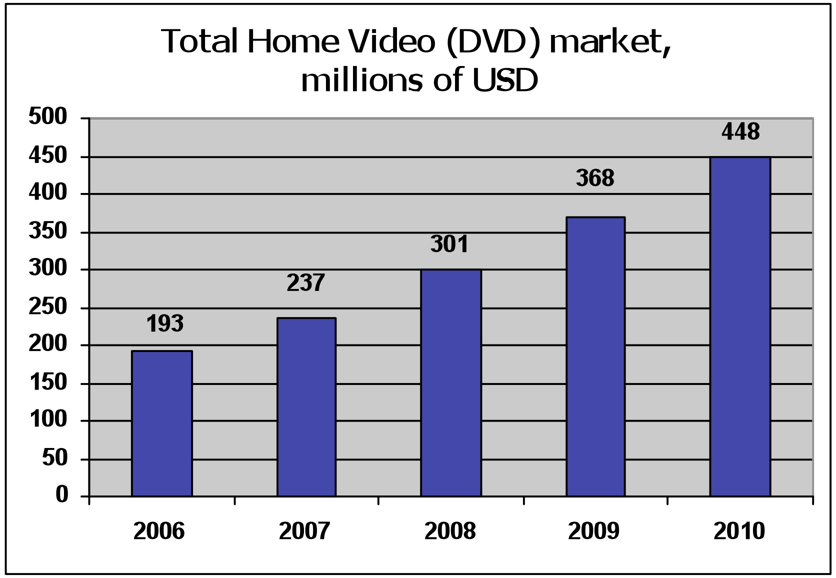
Source: Expert opinions, estimations with account of data on sales volume of some distributors

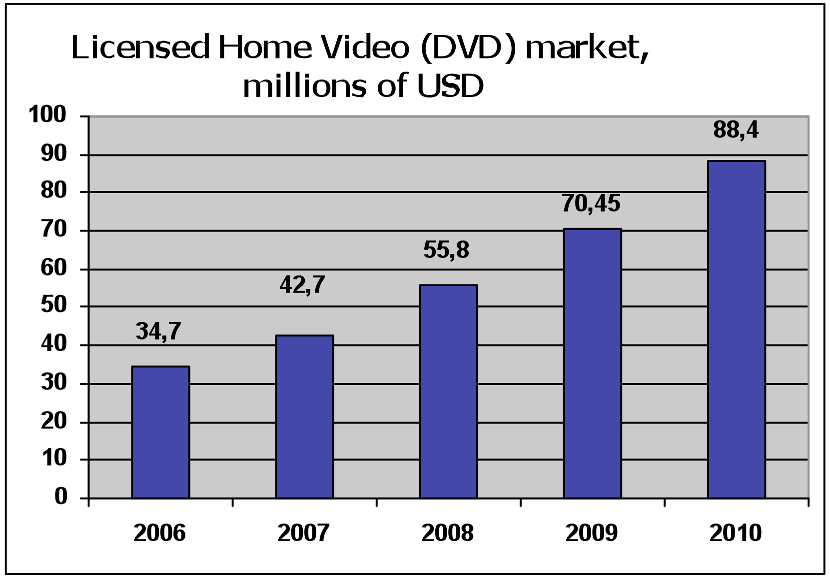
Dynamics of changes in the market volume





Dynamics of changes in the market volume





Notes:

Market volume in retail prices (average for total and licensed markets)

Volumes are estimated by multiplying volume in pieces by price and by the current exchange rate of the National Bank of Ukraine (August 2008 – 4.84 UAH/USD)

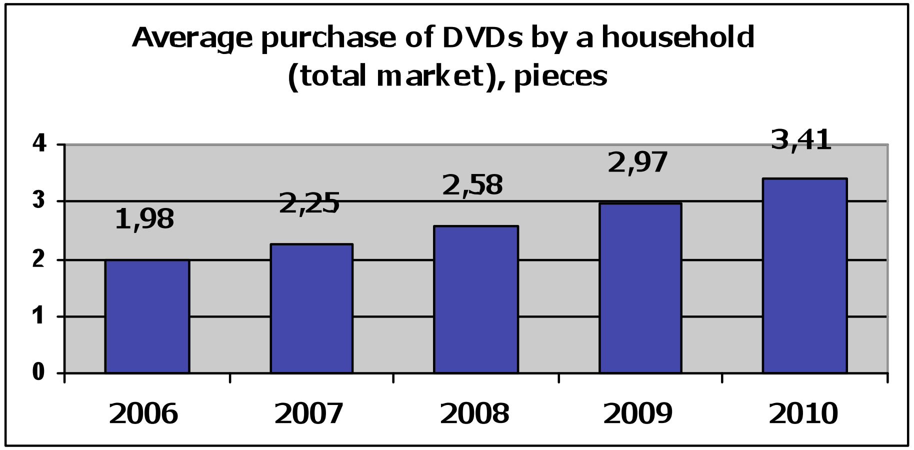
Forecasted price increase – approximately 10% per year (with regard to the general price inflation processes)

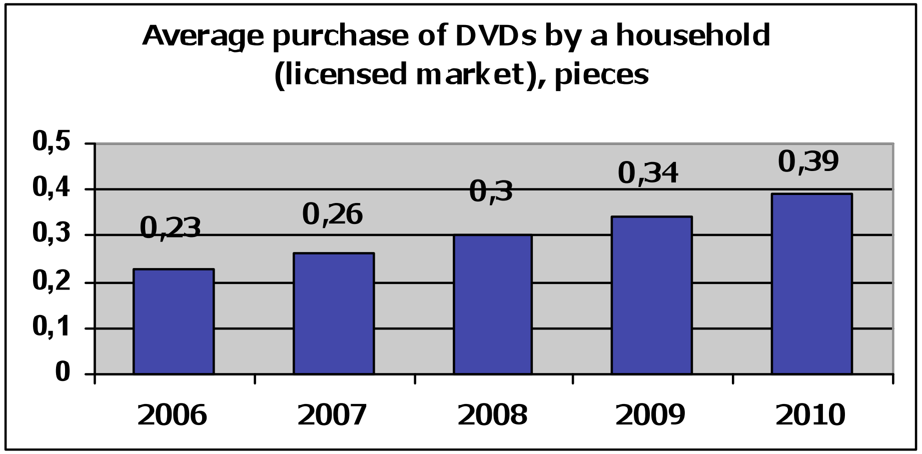
Piracy is the major problem for the market!

Main reasons:

- Lack of real interest from the government to combat piracy (all activities at the moment are populist and have low efficiency).
- Despite the fact that considerable share of consumers is starting to prefer licensed products, piracy products are still very popular, especially with populations with lower incomes.
- Because of the stated above, it can be forecasted that no considerable changes are to be awaited in the situation with the piracy in the nearest years (2008-2010).
- Ukraine’s accession to WTO is only bringing minor hope for some positive changes in the future.

Purchase of DVDs by households



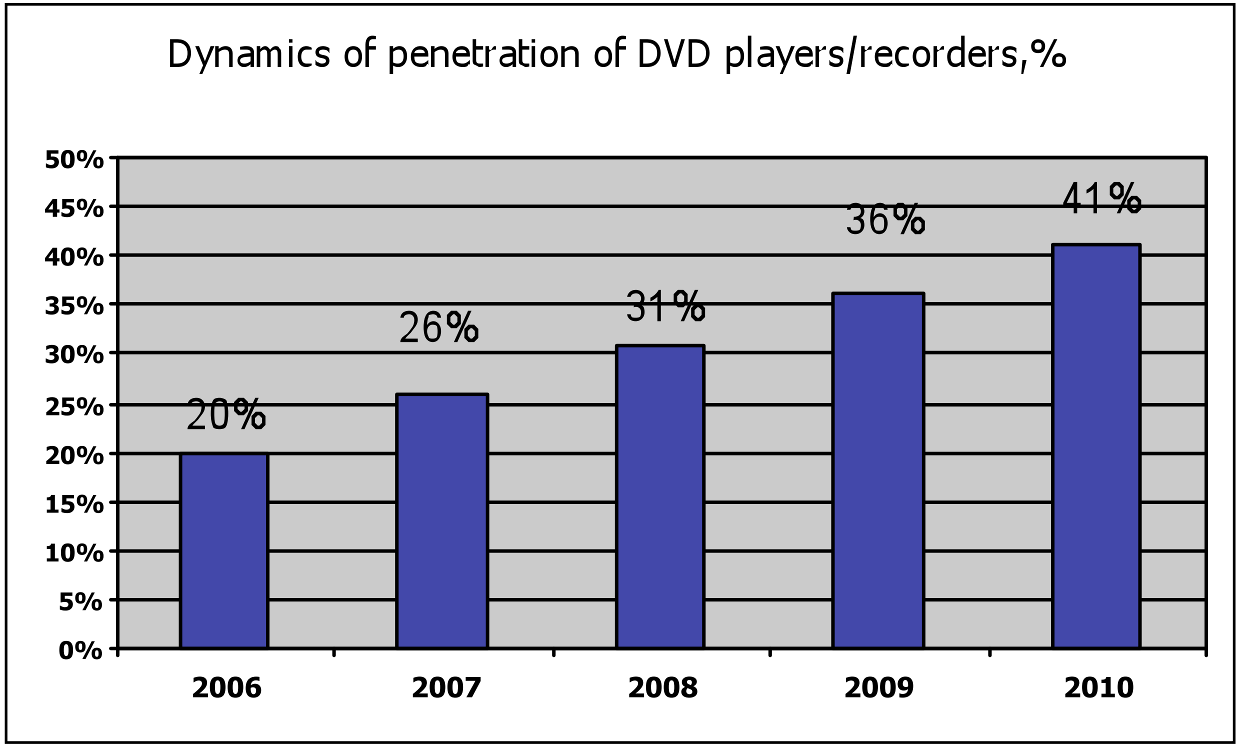


Notes:

For the simplicity of estimations, the current number of households was used for all periods.

At the same time, it is necessary to remember about the long-lasting tendency for the gradual decrease of population in the country.

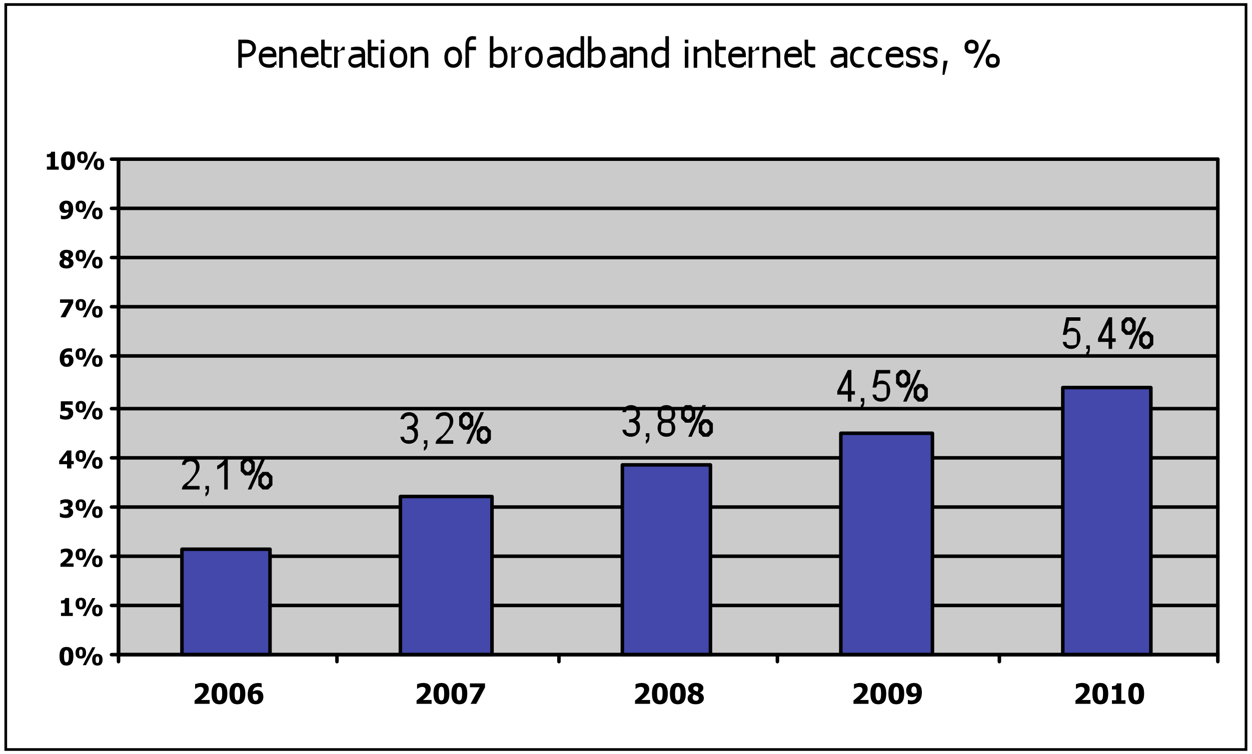
Dynamics of penetration of DVD players/ recorders



Source: GFK Ukraine data

Forecasts are estimated by extrapolating the current tendency

Internet access



Source:

Data from the major broadband internet access providers (in particular, Volia Broadband)

In the context of the market, broadband access is defined as any internet access that allows downloading different films in short time and in relatively high quality (DVD Rip and above). Sharing files through LANs and "from hand to hand" is not taken into account.

Internet access

Penetration of internet access (in particular, broadband access) is certainly a negative tendency that influences the sales volumes in the market. However, despite the forecasts of many experts, the situation is not critical for the Ukrainian Home Video market:

- Ukraine is falling behind in rates of growth of internet users number (even in comparison to CIS countries). According to GFK data, at the moment less than 20% of people have periodic access to internet (at the same time, considerable part of people have access from places of work, and only very small part have access to channels that allow downloading films in good quality in relatively short time).
- Youth (school youth and students) are major consumers of downloaded films. At the same time, youth are minor consumers of DVDs with licensed films (even when purchasing DVDs, they are predominantly preferring piracy products; see the results of the survey further below).

Internet access

- Major consumers of film DVDs are predominantly watching video on DVD players connected to TV sets, and not on computers. The majority of this audience does not consider it convenient to spend time and efforts to find a film in a network, to download it, to write it to a disk and then to watch it. It is much more convenient for them to visit a shop on the way home (especially taking into account non-specialized retail outlets) and to purchase 1-2 disks for evening or weekend.
- Film DVDs are perceived as good presents and are often purchased with this purpose (especially properly designed and packed collector’s editions). And nearly nobody perceives as appropriate to use a film downloaded from a network and written to a DVD as a present.

Market tendencies in 2008

- Forecasted growth of licensed DVDs market volume is expected to amount to approximately 15% and 5.4 million disks (by the year end)

Main reasons for market growth:

- Real increase of welfare of end consumers
- Growth of number of distributors and expansion of the existing ones
- Growth of retail (quantitative and qualitative)
- Changes of psychology of consumers (more and more consumers are preferring licensed products due to the guaranty of quality)

Negative factors for the market growth:

- Growth of rental rates for retail outlets resulting in increase of end prices of disks
- Increase of difference in prices between piracy and licensed products (growth of piracy market)
- Unstable political and economic situation in the country

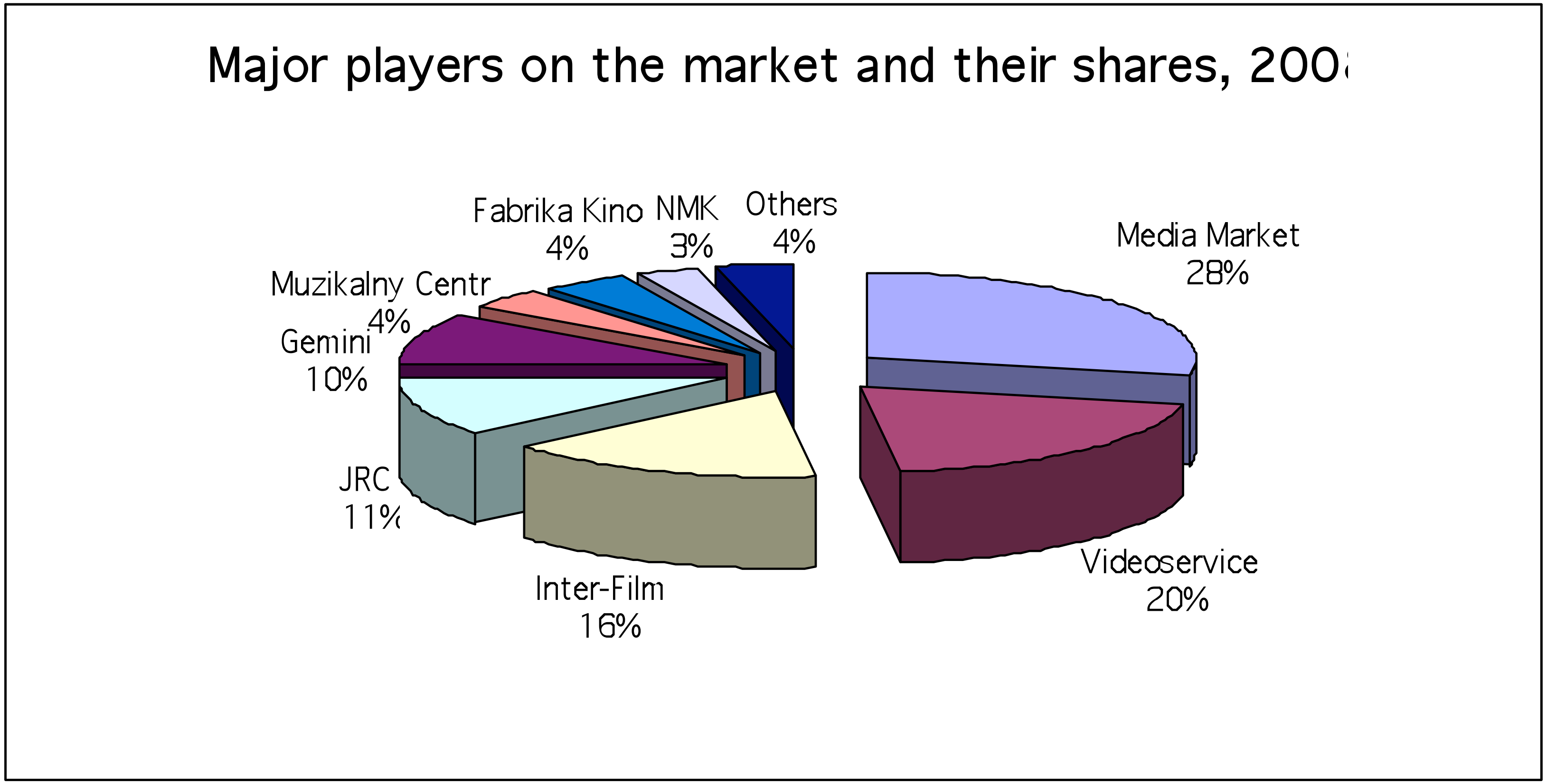
The market is vulnerable to different shocks and it is quickly and very negatively affected by political conflicts and radical increase of basic consumer goods prices

Market tendencies in 2008-09

- Considerable increase of share of non-specialized retail in the total sales volume in the nearest years
- Structuring of the market and strengthening of large players
- Increase of total number of new releases and some decrease of sales of catalogue films (speeding of rotation of films on the market and further shortening of life cycle of a release)
- Growth of product prices due to active price inflation processes in the country (despite the worldwide tendency for price decrease)
- Limited potential for Blue-Ray format (not more than 5%)

Despite the absolute victory of the Blue-Ray over HD-DVD, this format will not probably be able to win a considerable share of the market in the nearest years. Even monetary value of its share will not, most probably, exceed 5% of the total volume. Some qualitative changes can be awaited only with the massive supply of relatively cheap (popular) models of Blue-Ray players to the market. Even after this, more 1.5-2 years will be needed for the active penetration of Blue-Ray players to households due to inertia of the market.

Major player on the market



Source:

Market shares are calculated according to data from several market players and distributors;

due to lack of full information from all the competitors, the data can partially differ from the data of other experts

Short description of major companies

- Major players are altogether representing 6 major studios:
- Sony (Columbia, TriStar, MGM)
- 20^{th} Century Fox
- Warner Bros.
- Paramount (Paramount, DreamWorks, Viacom, Mtv Films)
- Universal
- Buena Vista (Walt Disney, Pixar, Miramax, Touchstone)

- Other players are representing products of minor companies/studios (Central Partnership, Twister, West etc.) and are distributing separate independent projects

- Five leading companies occupy approximately 85% of the market

- Main advantages of the leading companies which are representing the major studios:
- strong catalogues which can support active sales even in the long term (constituting nearly 40% of all sales)
- large-scale releases (blockbusters) with the appropriate level of sales and active presence in retail
- opportunities to actively influence the market and its competitors

Short description of major companies

Videoservice Ukraine

- The company is representing products of Buena Vista and Sony on the market (acquired rights in the middle of 2007).
- The company is operating on the market since August 2005.
- Taking into account that names of distributing company and studio are generally not important for end consumers, the company distributes the products of the only brand distinguished by consumers – catalogue of Walt Disney cartoons. So, the company has the most strong special catalogue.
- On the contrary to the Disney catalogue, Sony products generally have quite good sales upon release and very low level of sales (as for major) from catalogue.
- The company has established quite good cooperation with retail, but at the same time conducts quite strict sales and debt redemption policy toward wholesale traders. In the circumstances of permanent lack of operating assets in the market, this leads to reduction of sales volume and lower loyalty.
- The company offers one of the highest levels of prices on the market – for the products of Buena Vista, and average level of prices – for the products of Sony.
- The company has achieved quite dynamic and stable development, but has quite limited number of new strong releases from Buena Vista.

Short description of major companies

Inter-film

- The company is representing the products of Warner and Central Partnership on the market. Besides, it is quite active in purchasing and releasing different independent projects.
- Historically the company is one of the first players on the licensed market of Ukraine (acquired rights for Columbia since 2002).
- The company was the leader of the market in previous years, but has lost its positions last year – in particular, because of transfer of rights to distribute the products of Sony to Videoservice company.
- The advantage of the company is that it operates not only in Ukraine, but also in some other CIS countries (Belarus, Kazakhstan and others, <u>not in Russia</u>).
- The company distributes the strongest catalogue of a major on the market – catalogue of Warner.
- The company has one of the lowest levels of wholesale prices for the products of the majors.
- The main disadvantage of the company is poor cooperation with retail and lack of general strategy of operation on the market.
- The company offers weak support for promotion of the catalogue.
- The company scatters its resources for many territories.

Short description of major companies

Gemini

- The company is representing the products of 20th Century Fox not only on the Home Video market, but also on theatrical distribution market. And the company has started operating on Home Video market only in late 2006.
- The theatrical distribution is major field of work and source of income for the company. The operation on Home Video market is perceived as addition.
- While 20th Century Fox studio owns strong catalogue, the company is not practically using this advantage, and released only small number of films to the market.
- The company has quite rigid policy for cooperation with wholesale traders, thus reducing the possible sales volumes.
- The company has one of the highest levels of wholesale prices on the market.
- It is possible that the company will be deprived of the rights to distribute the products of the major (the contract will not be prolonged), as recently the legal action was brought against the managing company Gemini Russia by the central office of 20th Century Fox.

Short description of major companies

JRC

- The company represents the products of West and Twister on the markets of theatrical distribution and Home Video. It is the most active in working with independent projects, and regularly releases large numbers of different films to the market.
- The company not only sells it own products, but also actively operates on the market as wholesale and retail distributor. It has its own and partner chain of wholesale warehouses and retail outlets in many regions of the country.
- The main advantages of the company are combination of the operation in theatrical distribution and Home Video markets, and possibility to actively promote own releases through the own distribution system.
- The company has one of the lowest levels of prices on the market. At the same time, the products of the company are often of lower quality (in the level of record, packaging etc.) compared to the products of majors.
- Despite the large number of releases, almost all of them have low or average potential in terms of sales volumes and low level of sales from catalogue.

Very weak sales from catalogue are usual for all companies that are not distributing the products of the major studios.

- The disadvantages of the company are lack of strategy in operations, lack of schedule for releases, periodic problems with debt redemption and non-transparent cash flow.

Short description of major companies

Other Companies

- **Muzikalny Centr (MC).** In general, it is a wholesale and retail trader which is first of all selling different (not own) multimedia products. The company owns two largest wholesale warehouses and retail chains (specialized and non-specialized). It is releasing different independent projects, predominantly of erotic content, and is periodically purchasing different Russian projects after their theatrical release.
- **Fabrika Kino (FK).** In many aspects the company operates similarly to MC. It is releasing only independent projects (predominantly TV series).
- **NMK.** The company also operates similarly to MC and FK. It is periodically purchasing different independent projects – in particular, the company cooperates with Inter-Film and Avrora companies.

All these companies have low or average levels of wholesale prices, and are mainly focused on developing own wholesale and retail structures.

- Other companies worth mentioning are Klassik, DDV, Art-Cinema, Astra.

Media Market company

- The company represents the products of Universal, and since late 2007 – Paramount (Paramount, DreamWorks, Viacom, Mtv Films).
- The company has started active operations in releasing films since April 2006.
- The company owns one of the strongest catalogues on the market (Universal + DreamWorks). After the active inclusion of Paramount films to the catalogue in the nearest future, the company will have the strongest catalogue (combination of two strong major catalogues of Universal and Paramount).
- Recently, the company has started to develop actively the direction of independent releases, which can potentially have the same volume as the releases of the majors.
- The company has strategic approach to operation and is dynamically developing since the start of its work.
- The products of the company have average and high levels of prices.
- The company is flexible in cooperation with wholesale and retail distributors.
- One of the main advantages of the company is the established cooperation with retail outlets in all the regions of the country. It is working locally through the field regional representatives in all key regions.

Overview of the distribution chains of Ukraine

based on the database of Media Market company
(the most complete and organized database on the market)

Map of Ukraine

Key regions

In total, approximately 1500 different retail outlets are trading licensed video products in Ukraine.

Nearly 1000 of these retail outlets are situated in 8 key regions of the country.

Approximately 90% of total sales are accomplished in these key regions.

8 key regional centers of Ukraine:

- Kyiv – 200 retail outlets
- Donetsk – 150 retail outlets
- Dnipropetrovsk – 109 retail outlets
- Kharkiv – 63 retail outlets
- Odesa (+ Ilyichivsk) – 47 retail outlets
- Zaporizhzhya – 89 retail outlets
- Crimea (Simferopol, Sevastopol, Yevpatoriya, Yalta) – 100 retail outlets
- Львов (+ Stryi, Drohobych, Truskavets, Sambir) – 49 retail outlets

Types of retail outlets

There are two general categories of retail – specialized and non-specialized:

- Specialized – retail outlets in separate premises, with separate salesmen and separate check-outs.
- Non-specialized – shopping space with stands and shelves with video products in different quite large shopping centers which offer different goods. In this case there are no separate salesmen for video products and they are checked out with all other goods of such shopping center.

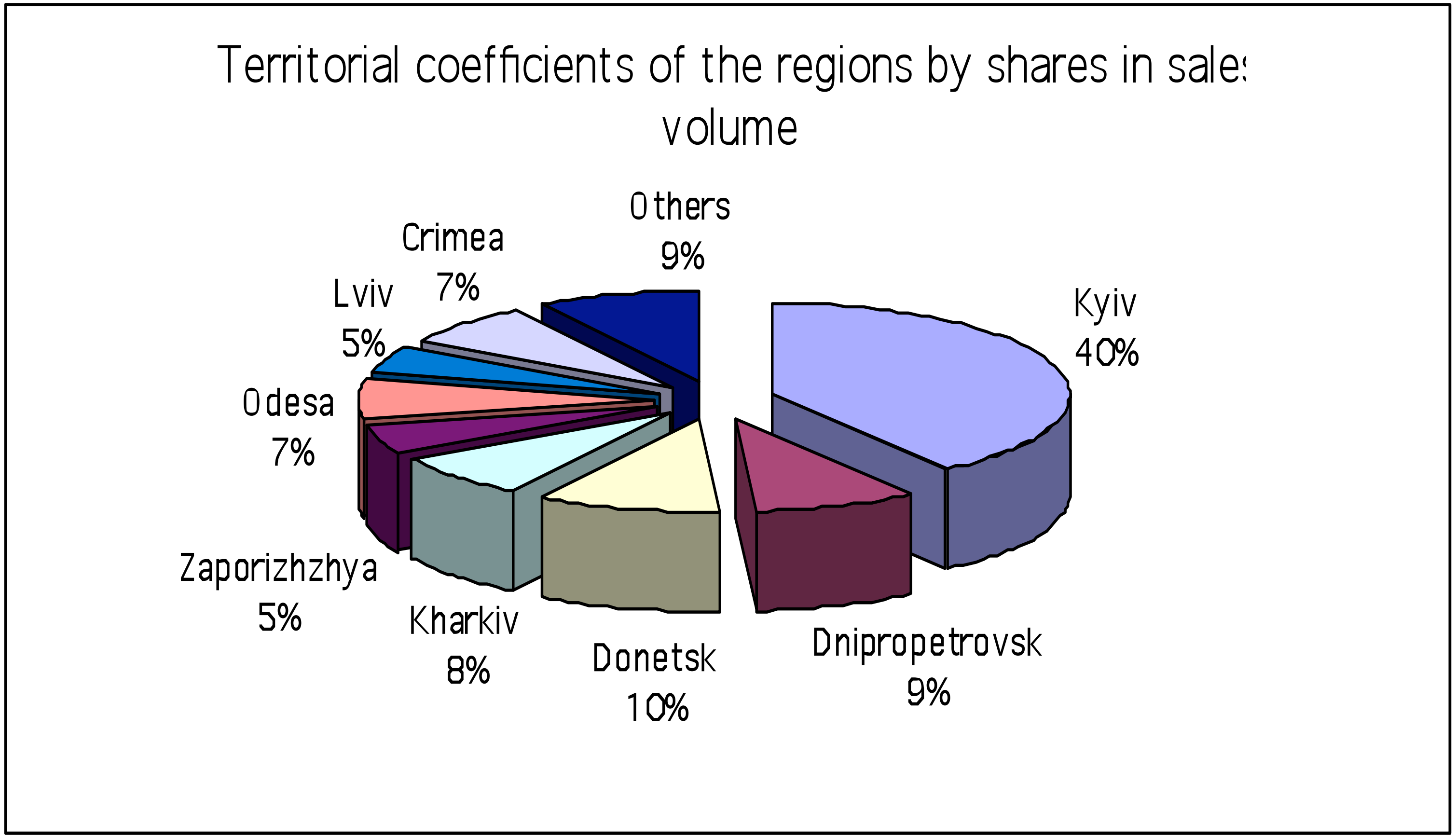
Retail outlets are divided into three categories by area:

- Category A – around 100 sq. m and more
- Category B – 30-60 sq. m
- Category C – 10-20 sq. m

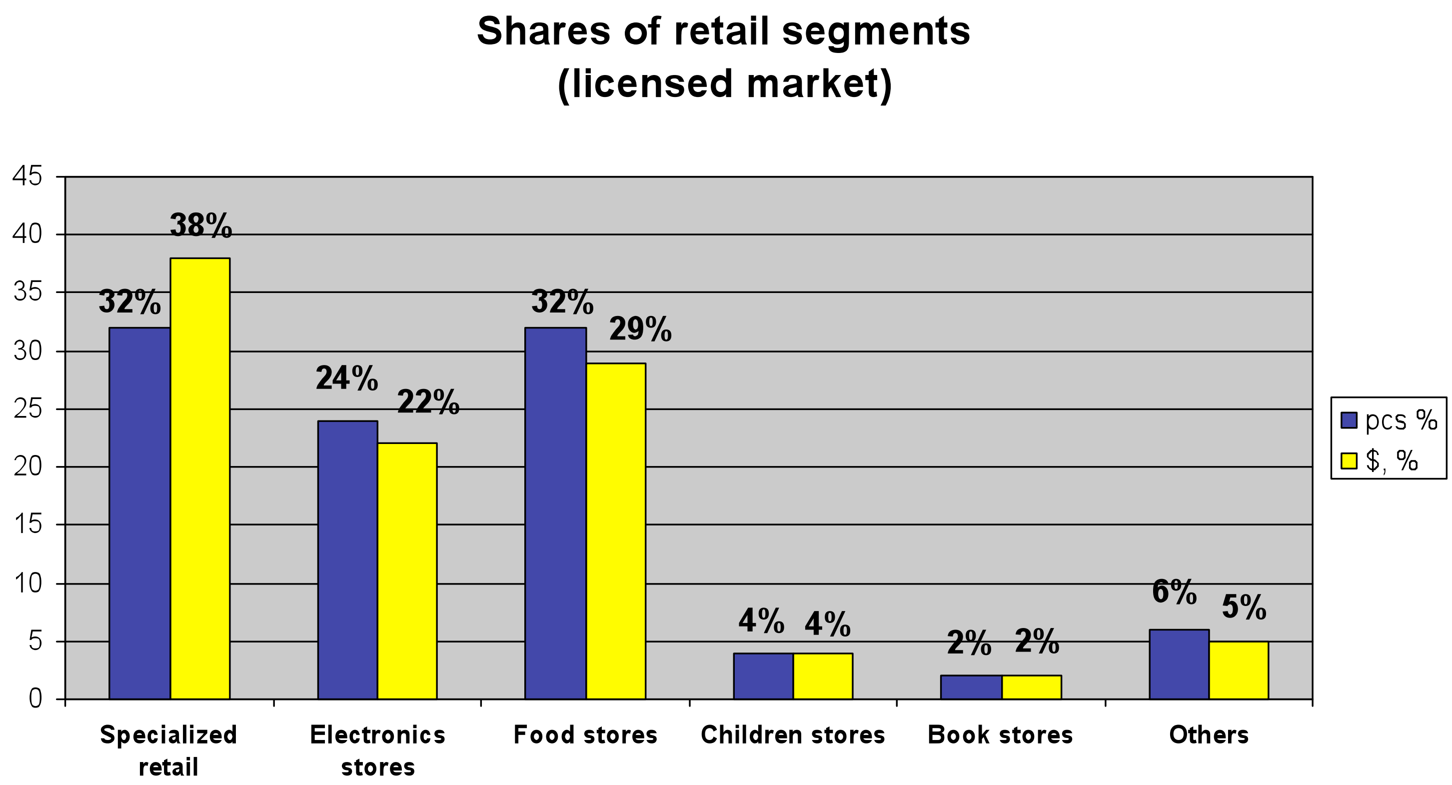
There are following types of retail outlets by location:

- Outlets in shopping and entertainment centers
- Outlets in hypermarkets/supermarkets with different goods
- Departments in electronics/household appliances supermarkets
- Departments in book stores and shops of similar formats
- Specialized shops (chain and non-chain), located at the ground floors of residential buildings/ business centers
- Specialized separate pavilions and stalls (chain and non-chain)

Territorial coefficients of the regions



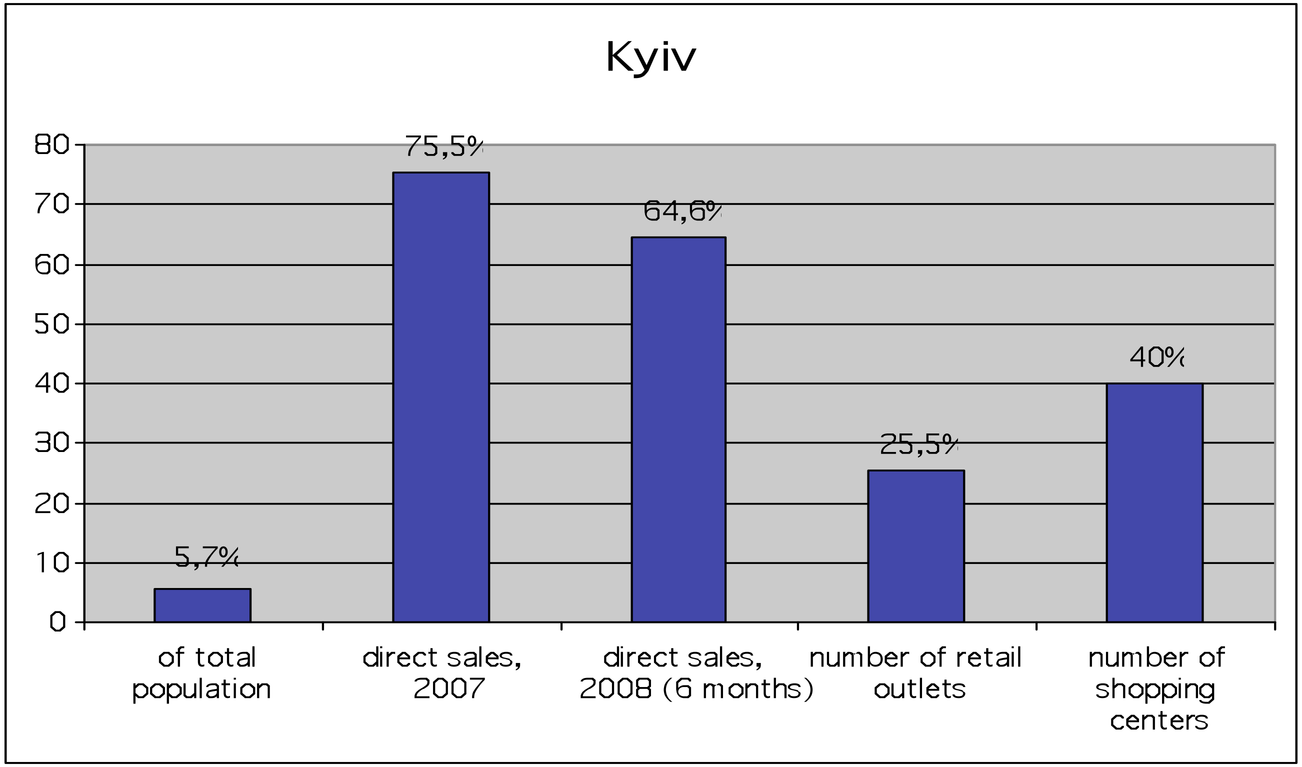
Shares of retail segments



Notes:

Retail outlets located on territories of supermarkets but with separate salesmen and separate check-outs are included to the non-specialized retail (food stores) category, as they correspond to this category by their territorial location

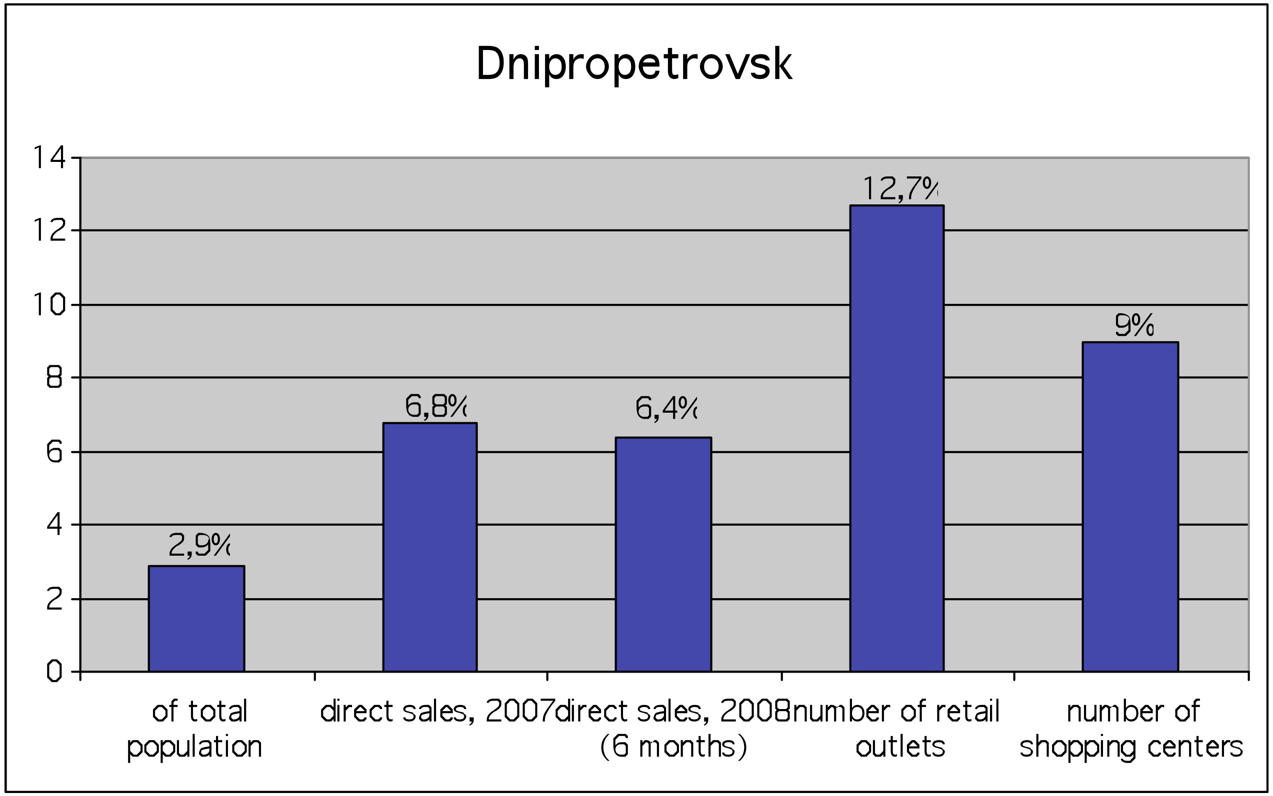
Territorial coefficients, Kyiv



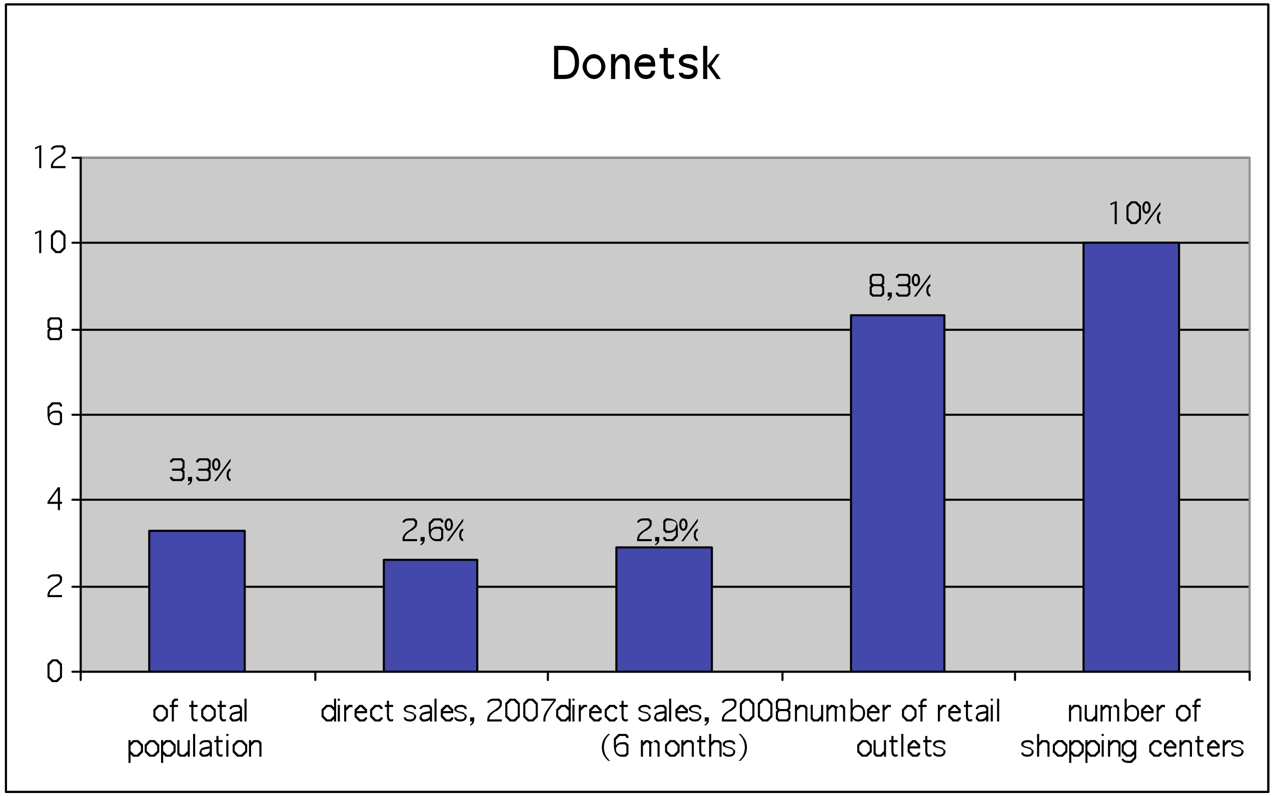
Notes:

- *percentage of population residing in the city of the total population of the country*
- *percentage of direct sales to distributors in this region (remaining are indirect sales through large national wholesale traders)*
- *number of retail outlets offering licensed video products of total number of retail outlets in the database*
- *number of different shopping and shopping and entertainment centers which offer licensed video products*

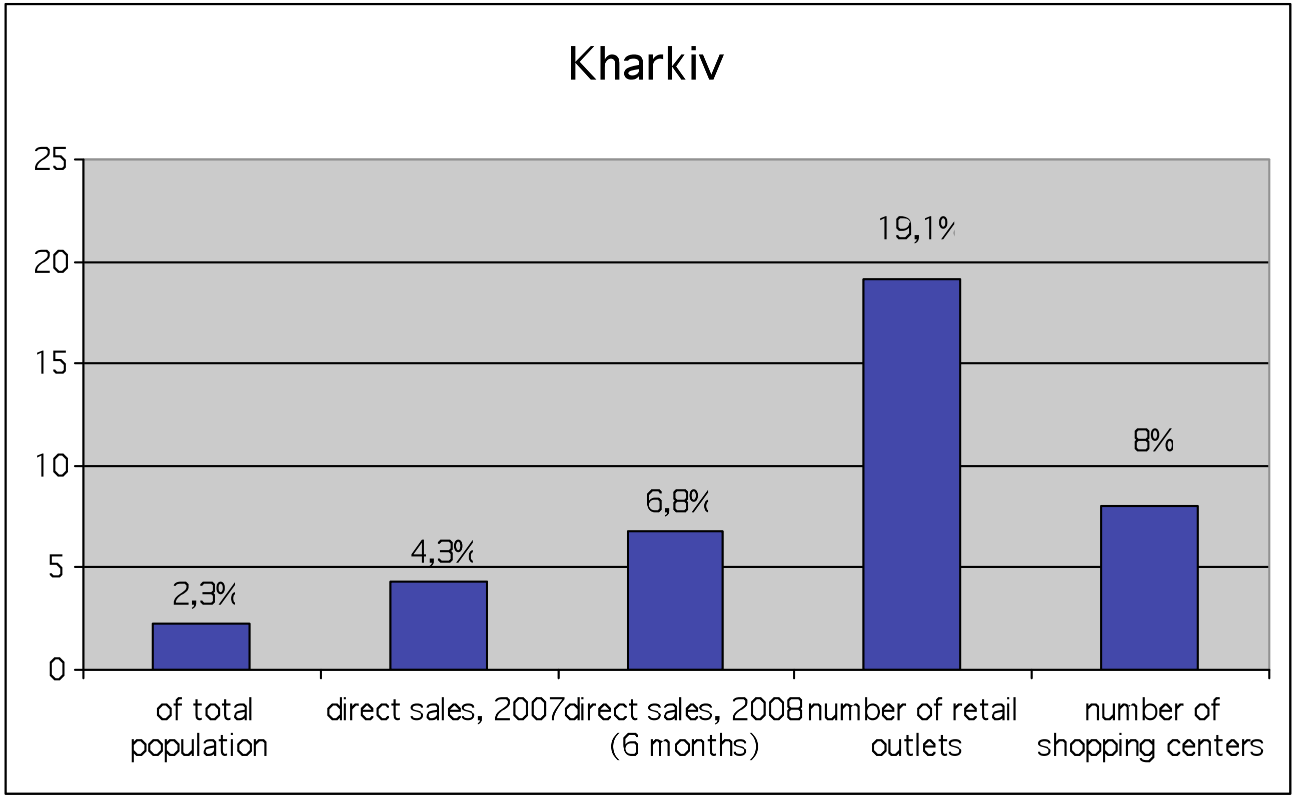
Territorial coefficients, Dnipropetrovsk



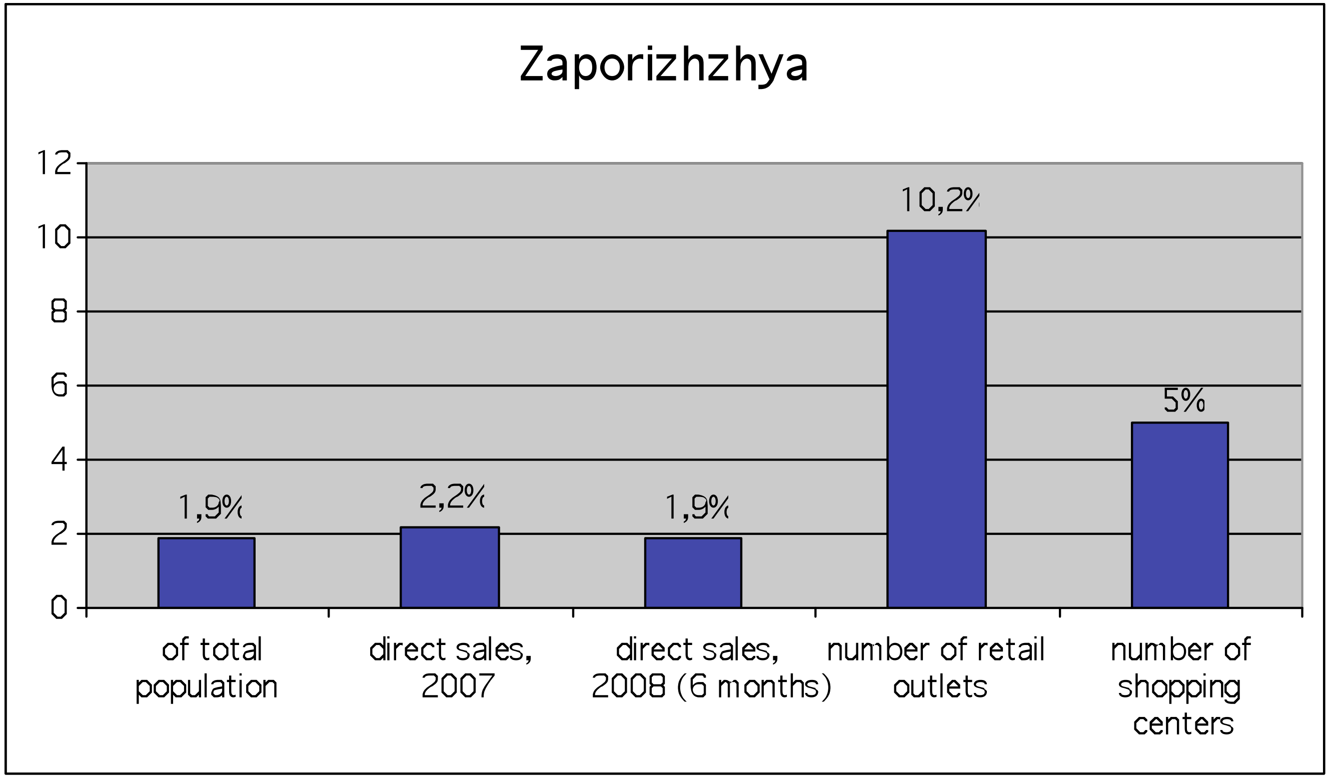
Territorial coefficients, Donetsk



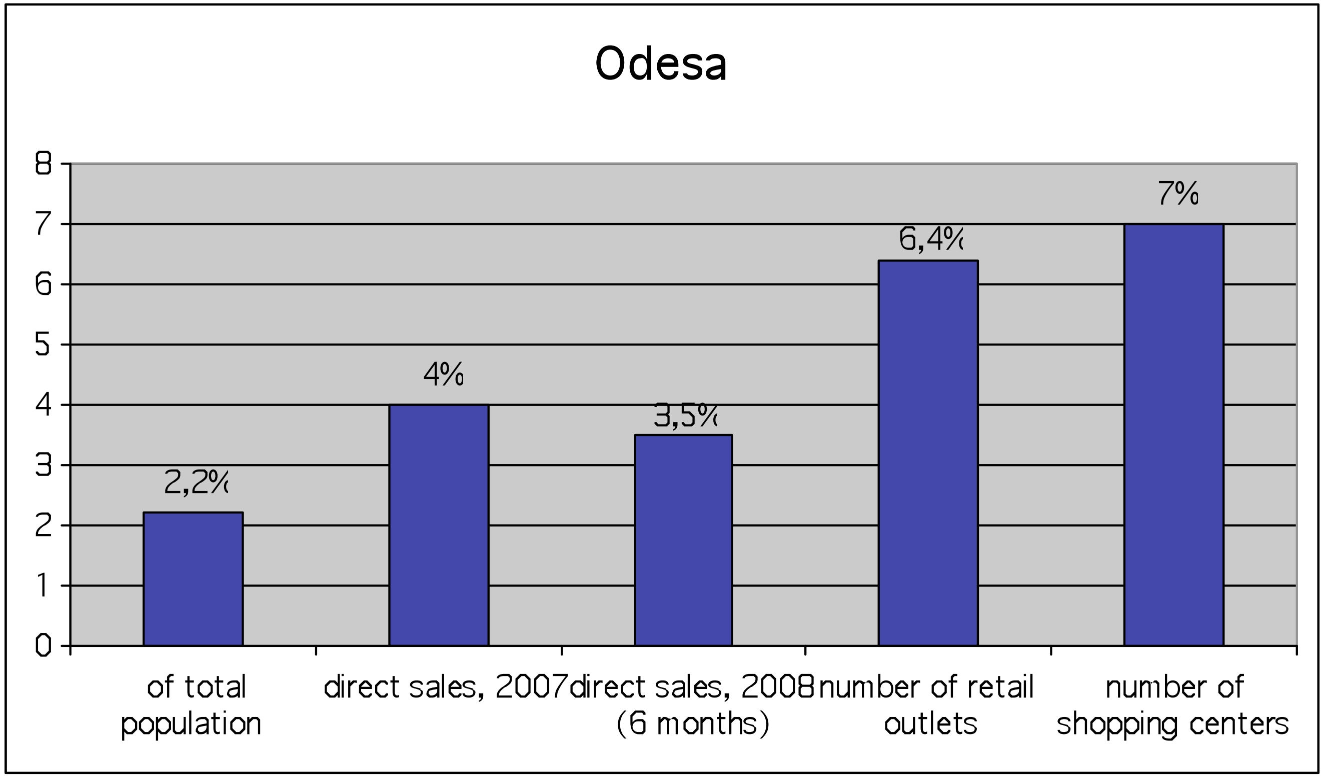
Territorial coefficients, Kharkiv



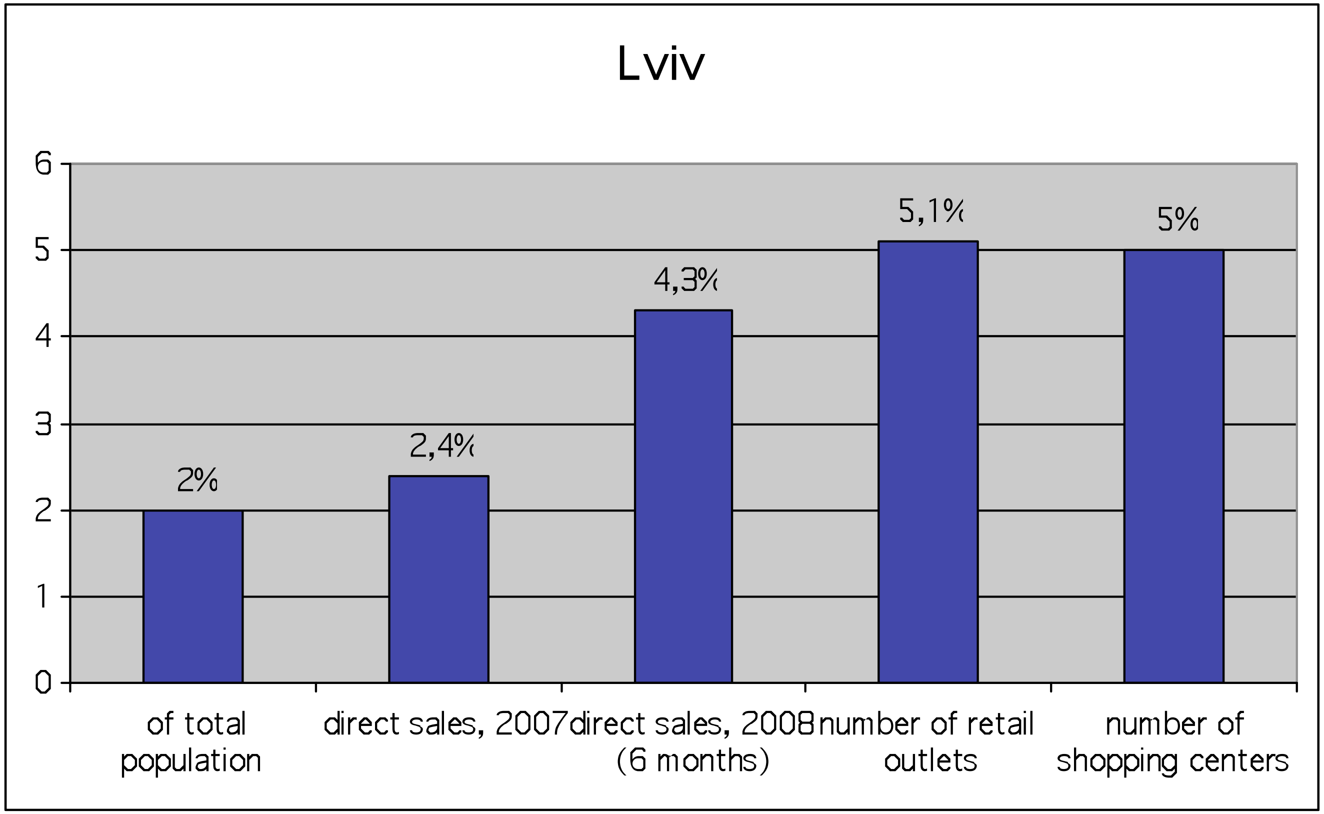
Territorial coefficients, Zaporizhzhya



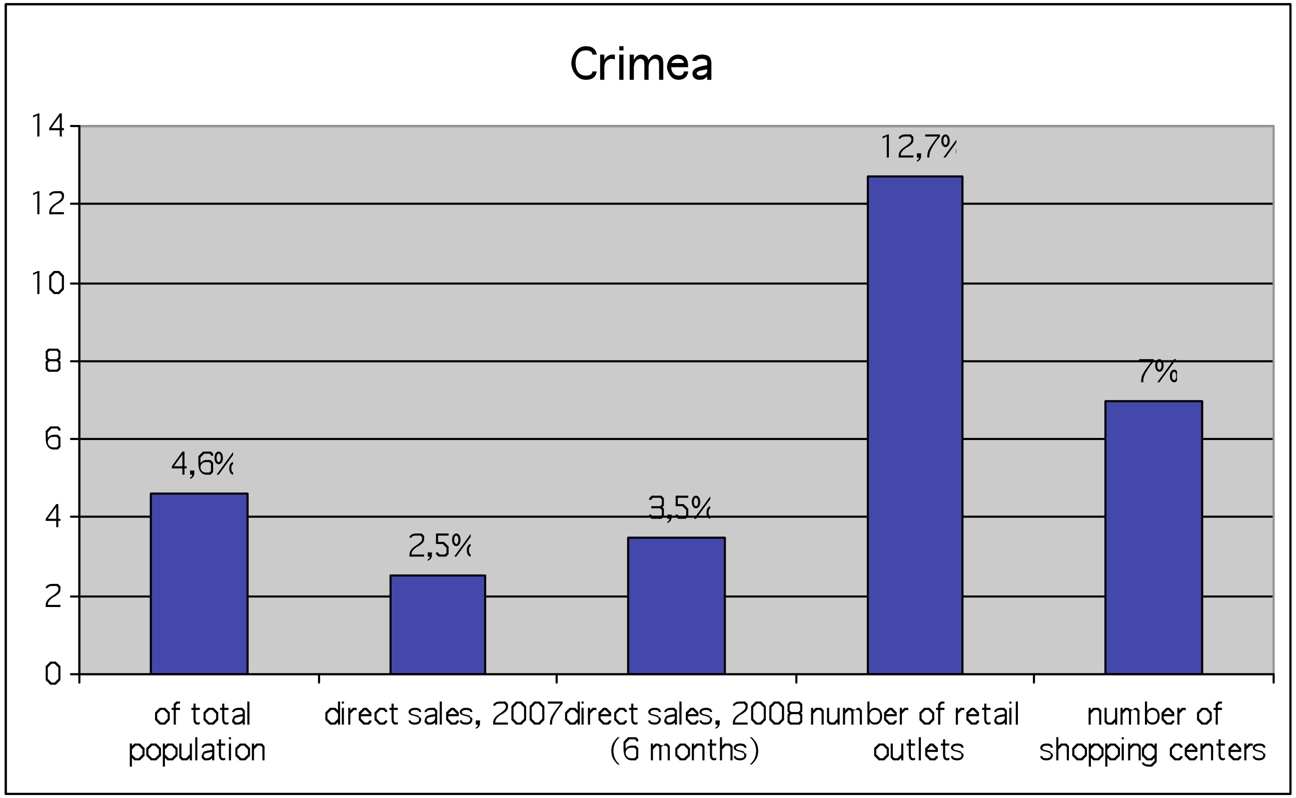
Territorial coefficients, Odesa



Territorial coefficients, Lviv



Territorial coefficients, Crimea



Retail chains of Dnipropetrovsk

Videoland	PE Baibuza2
ATB	Zap. Shose, 163
ATB	Zap. Shose, 844
ATB	Geroev Av., 265
ATB	Tverska, 46
ATB	Pravdy Av., 113
ATB	Donetske Shose, 58
ATB	Metrostroevska, 109
ATB	Naberezhna Zavodska, 86
ATB	Kosmicheskaya, 6
ATB	Novokrymska, 4
ATB	Gagarina Av., 151
ATB	Sevastopolska, 2
ATB	Zap. Shose, 2
ATB	20-let. Pobedy, 18
ATB	Karavaeva, 56
Slavutich-Rainford	Panikahi, 110
Slavutich-Rainford	Geroev Av., 21
Slavutich-Rainford.	Slavy, 7
Slavutich-Rainford	Gagarina Av., 5
Slavutich-Rainford	Serova, 9
Slavutich-Rainford	Kirova Av., 59
Slavutich-Rainford	Karavaeva, 44
Jam	PE Pachev
Konfi-Jam	Panikahi, 13
Konfi-Jam	Donetske Shose, 73
Konfi-Jam	Geroev Av., 1K
Konfi-Jam	Gagarina, 123
Konfi-Jam	Karla Marksa Av., 46
Konfi-Jam	Lenina, 23A
Konfi-Jam	Shmidta, 14
Konfi-Jam	Rabocha, 162
Konfi-Jam	Zoriany Blvd., 1A
Konfi-Jam	Zap. Shose, 4

ABV Tehnika	PE Diadura
ABV Tehnika	Pravdy Av., 77
ABV Tehnika	Naberezhna Zavodska, 88
ABV Tehnika	Gagarina Av., 441
Distributor	Edem
Edem	Kotsubynskogo, 1A
Edem	Kirova Av., 115
Edem	Karla Marksa Av., 52
Edem	Karla Marksa Av., 48
Edem	Karla Marksa Av., 54
Edem	Karla Marksa Av.,407
Edem	Gagarina Av., 40B
Supermarket	Bolshaya Lozhka
Bolshaya Lozhka	Pravdy Av., 57
Bolshaya Lozhka	Pravdy Av., 52
Bolshaya Lozhka	Donetske Shose, 10
Bolshaya Lozhka	Metrostroevska, 19
Galaktika	
Galaktika	Pravdy Av., 2
Galaktika	Libknehta, 27A
Galaktika	Gagarina Av., 38A
Galaktika	Karla Marksa Av., 12
Galaktika	Rabocha, 64
Galaktika	Kalinina Av., 57
Galaktika	Geroev Stalingrada Av., 40
DVD-mir	
DVD-mir	Pravdy Av., 89
DVD-mir	Solidarna, 11
DVD-mir	Gagarina Av., 173
DVD-mir	Ispolkomovska, 44
DVD-mir	Rabocha, 67
DVD-mir	Kyivska, 51
DVD-mir	Geroev Stalingrada Av., 102

District	Name	Company	Cat.	Address	Type	Area
Kirovsky	Konfi-Jam	PE Pachev	A	Zoriany Blvd., 1A	sp	
Podstantsiya	Konfi-Jam	PE Pachev	A	Zap. Shose, 4	sp	110
Podstantsiya	ATB	PE Baibuza	A	Zap. Shose, 2	sp	55
	Distributor-Videoland	PE Baibuza	A		sp	
	Distributor-Jam	PE Pachev	A		sp	
	Distributor	ABV Tehnika	A		sp	
	Distributor	Edem	A		sp	
Topol-Babushkinsky	Konfi	PE Pachev	A	Panikahi, 13	sp	55
Vorontsovsky	Bolshaya Lozhka		A	Pravdy Av., 57	sp	155
Vorontsovsky	ABV Tehnika	PE Diadura	A	Pravdy Av., 77	sp	115
Vorontsovsky	Konfi-Jam	PE Pachev	A	Donetske Shose, 7	sp	65
Komunar-Parus	Konfi-Jam		A	Naberezhna Zavodska, 97D	sp	55
Zhovtnevy	Tehnika		A	Solidarna, 11	non-sp	120
Zhovtnevy	DVD-mir		A	Ispolkomovska, 44	non-sp	55
Kirovsky	Ukraina-Edem shopping center		A	Karla Marksa Av., 54	sp	90

Kirovsky	Detsky mir - Edem		*A*	Karla Marksa Av., 48	sp	55
Kirovsky	Jam	PE Pachev	*A*	Karla Marksa Av., 46	sp	110
Kirovsky	CUM-stud Edem		*A*	Karla Marksa Av., 52	sp	60
Kirovsky	Edelstar shopping center		*A*	Karla Marksa Av., 70	sp	170
Kirovsky	Konfi	PE Pachev	*A*	Lenina, 23A	sp	130
Kirovsky	Rainford		*A*	Serova, 9	sp	80
Kirovsky	Konfi	PE Pachev	*A*	Shmidta, 14	sp	55
Kirovsky	Express shopping center		*A*	Pryvokzalna, 2	sp	55
Kirovsky	Videoland-Sergey		*A*	Vokzalna, 5	sp	200 shop +warehouse
Kirovsky	Siyanie		*B*	Bratiev Millersov, 6	non-sp	25
Kirovsky	ATB	PE Baibuza	*B*	Karavaeva, 56	sp	25
Kirovsky	Rainford-Dom. Rai		*B*	Karavaeva, 44	sp	40
Kirovsky	Viktoria shopping center		*B*	Petrovskogo, 23	non-sp	30
Kirovsky	Smak shopping center		*B*	Novoorlovska, 18	non-sp	25
Kirovsky	Novy Center shopping center		*B*	Kotsubynskogo, 1A	sp	40
Podstantsiya	Velyka Kyshenia		*B*	Zap. Shose, 4	sp	25
Igren	PE Tarasiuk		*B*	Romanovskogo, 81	non-sp	30
Stroitel	DVD-mir		*B*	Geroev Stalingrada, 102	non-sp	30
Stroitel	Galaktika		*B*	Geroev Stalingrada, 40	non-sp	20
Stroitel	Videomir		*B*	Geroev Stalingrada, 20	non-sp	25
Pridneprovsky	Televideotehnika		*B*	20-let Pobedy, 27	non-sp	25
Pridneprovsky	ATB	PE Baibuza	*B*	20-let Pobedy, 18	non-sp	25
Topol-Babushkinsky	ATB	PE Baibuza	*B*	Zap. Shose, 16	sp	30
Topol-Babushkinsky	Slavutych shopping center		*B*	Panikahi, 110	sp	35
Topol-Babushkinsky	ATB	PE Baibuza	*B*	Zap. Shose, 84	sp	25

Sokol	ATB	PE Baibuza	*B*	Geroev Av., 26	sp	35
Sokol	Slavutich		*B*	Slavy Blvd., 7	sp	25
Vorontsovsky	Shop	PE Nikitina	*B*	Vorontsova Av., 59	non-sp	30
Vorontsovsky	Galaktika		*B*	Pravdy Av., 2	sp	25
Vorontsovsky	ATB	PE Baibuza	*B*	Tverska, 4	sp	25
Vorontsovsky	DVD-Tehnika		*B*	Pravdy Av., 89	non-sp	25
Vorontsovsky	Bolshaya Lozhka		*B*	Pravdy Av., 52	sp	25
Vorontsovsky	ATB	PE Baibuza	*B*	Pravdy Av., 113	sp	25
Vorontsovsky	Bolshaya Lozhka		*B*	Donetske Shose, 10	sp	25
Komunar-Parus	ATB	PE Baibuza	*B*	Metrostroevska, 10	sp	25
Zhovtnevy	ATB	PE Baibuza	*B*	Naberezhna Zavodska, 86	sp	25
Zhovtnevy	Billa		*B*	Kosmicheska 9	non-sp	30
Zhovtnevy	ATB	PE Baibuza	*B*	Kosmicheska 6	sp	35
Zhovtnevy	Konfi-Jam	PE Pachev	*B*	Geroev Av., 1к	sp	35
Zhovtnevy	ATB	PE Baibuza	*B*	Novokrymska, 4	sp	30
Zhovtnevy	Videomir		*B*	Libknehta, 58	non-sp	30
Zhovtnevy	Galaktika		*B*	Libknehta, 27a	sp	25
Zhovtnevy	Konfi-Jam	PE Pachev	*B*	Gagarina Av., 123	sp	30
Zhovtnevy	DVD-mir		*B*	Gagarina Av., 173	non-sp	30
Zhovtnevy	Galaktika		*B*	Gagarina Av., 38A	sp	25
Zhovtnevy	ATB	PE Baibuza	*B*	Sevastopolska, 2	sp	25
Zhovtnevy	Rainford		*B*	Gagarina Av., 5	sp	25
Zhovtnevy	Semiya		*B*	Gagarina Av.. 40б	non-sp	35
Zhovtnevy	ABV-Tehnika	PE Diadura	*B*	Gagarina Av., 441	sp	25
	Slavutich shopping		*B*			

Kirovsky	DVD-Tehnika		*B*	Kirova Av., 8A	non-sp	25
Kirovsky	Shliager-Karina		*B*	Kirova Av., 115	Sp	40
Kirovsky	Videomir		*B*	Kirova Av., 12	non-sp	25
Kirovsky	PE Shilov-Lena		*B*	Titova, 32	non-sp	30
Kirovsky	TVS		*B*	Rabocha, 168	non-sp	25
Kirovsky	Konfi	PE Pachev	*B*	Rabocha, 162	sp	25
Kirovsky	DVD-mir		*B*	Rabocha, 67	non-sp	30
Kirovsky	Galaktika		*B*	Rabocha, 64	sp	35
Kirovsky	DVD-mir		*C*	Kyivska, 51	non-sp	20
Kirovsky	Galaktika		*C*	Kalinina Av., 5	sp	20
Topol-Babushkinsky	Topol market		*C*	Panikahi,11	non-sp	15
Sokol	Rainford shopping center		*C*	Geroev Av., 21	sp	20
Sokol	Knigi		*C*	Geroev Av., 19	non-sp	20
Sokol	Semiya	PE Getman	*C*	Geroev Av., 34	non-sp	20
Vorontsovsky	Okean market		*C*	Pravdy Av., 82	non-sp	20
Vorontsovsky	Tehnobum		*C*	Kalinova, 49	sp	20
Vorontsovsky	ATB	PE Baibuza	*C*	Donetske Shose, 5	sp	20
Komunar-Parus	Bolshaya Lozhka		*C*	Metrostroevska, 19	sp	20
Komunar-Parus	PE Onishchenko		*C*	Naberezhna Zavodska, 89	non-sp	20
Zhovtnevy	ABV		*C*	Naberezhna Zavodska, 88	sp	20
Zhovtnevy	Foxtrot		*C*	Geroev Av., 1к	non-sp	20
Zhovtnevy	ATB	PE Baibuza	*C*	Gagarina Av., 151	sp	15
Zhovtnevy	Galaktika		*C*	Karla Marksa Av., 12	sp	20
Zhovtnevy	Edem-studia		*C*	Karla Marksa Av., 40	sp	20
Kirovsky	Galaktika		*C*	Pastera, 5	sp	20

VEGA-STAR INVEST

Retail chains of Zaporizhzhya

- Dendy Novgorodska, 26B
  Dendy Ladozhska, 40
- Sintez Gudimenko, 23
- Sintez Lenina Av., 53, Sintez
  Lenina Av., 147 Sintez
  Lenina Av., 190 Sintez
  Lenina Av., 155 Sintez
  Chumachenko, 34
- Sintez Charivna, 107
- Sintez Bocharova, 11
- Sintez Novokuznetska, 27
  Sintez Perspektivna, 17
  Sintez Vintera Blvd., 30
  Sintez Borodinska, 7
- Soyuz Zadneprovska, 5
  Soyuz Kosmicheska, 122
  Soyuz Novokuznetska, 22
  Soyuz Tenisna, 3
  Soyuz Tenisna, 4
  Soyuz Glazunova, 8
  Soyuz Metalurgov Av., 22

- Voks Lenina Av., 52
  Voks Lenina Av., 131
  Voks Stalevarov, 27
  Voks Kosmicheska, 112
  Voks Perspektivna, 22 Voks
  Rustavi, 1
- Hollywood Lenina Av., 153
  Hollywood Amstor Pobedy Av., 69
  Hollywood Sovetsky Av., 12
- PE Nikolskiy Lenina Av., 145
- PE Nikolskiy Lenina Av., 17
- PE Nikolskiy Lenina Av., 151
- PE Korniyenko Lenina Av., 145
  PE Korniyenko Lenina Av., 171
- Planeta obezian Lenina Av., 210
  Planeta obezian Ladozhska, 3B

District	Name	Company	Cat.	Address	Type	Area
Khortitsky	Sintez	Sintez	A	Gudimenko 23	sp	20
Khortitsky	Soyuz		A	Zadneprovska 5	sp	20
Khortitsky	Amstor	PE	A	Sovetsky Av., 12	sp	50
Center	Tehnopolis	PE	A	Lenina Av., 1	non-sp	20
Center	Videopirat	PE Nikolsky	A	Lenina Av., 21	non-sp	150
Center	Intrade-Sintez	Sintez	A	Lenina Av., 53	sp	150
Center	Voks-studia	Voks	A	Lenina Av., 52	sp	150+warehouse
Center	Voks-studia	Voks	A	Lenina Av., 131	sp	200
Center	Bukva supermarket	Kyiv-Bukva	A	Lenina Av., 147	sp	100
Center	Ukraina shopping center – Sintez	Sintez	A	Lenina Av., 147	sp	200
Center	Ukraina shopping center – Sintezenok	Sintez	A	Lenina Av., 147	sp	150
Center	Voks-studia	Voks	A	Stalevarov 27	sp	200
Center	Hollywood	PE	A	Lenina Av., 151	sp	150
Center	Sintez	Sintez	A	Lenina Av., 155	sp	300
Center	Soyuz	PE Teleutsa	A	Metalurgov, 22	sp	100
Kosmichesky	KIT - Kosmos	Sintez	A	Chumachenko 34	sp	120
Kosmichesky	Kosmocity	Domotehnika	A	Kosmicheska 109	sp	50
Youzhny	Romaks	Sintez	A	Novokuznetska 27	sp	200
Pavlo-Kichkas	Sintez	Sintez	A	Perspektivna 17	sp	300
Borodinsky	Sintez	Sintez	A	Borodinska 7	sp	120

Khortitsky	PE Rehlitsa, Sveta	PE	B	ATB-Entuziast, 9	non-sp	15
Center	PE Samorodina	PE	B	Centeralny Blvd., 4	sp	50
Center	PE Naumenko – Deniels	PE	B	Lenina Av., 145	non-sp	20
Center	Sintez	Sintez	B	Pobedy, 121	sp	warehouse
Center	PE Nikolskiy-Videopirat	PE	B	Lenina Av., 145	sp	20
Center	PE Torubalko	PE	B	Lenina Av., 147	non-sp	50
Center	PE Veritova-underground crossing	PE	B	Lenina Av., 147	non-sp	20
Center	PE Golovkina-SD-kom	PE	B	Lenina Av., 147	non-sp	20
Center	PE Terennik-Katia	PE	B	Mayakovskogo Av., 4	non-sp	20
Center	PE Kurilova-Sonet	PE	B	Lenina Av., 186	non-sp	50
Center	SD-diski	PE	B	Stalevarov, 27	non-sp	20
Center	Rainford-Electronics	PE	B	Mira, 2	sp	20
Center	KPSS - Yura- PE Patenko	PE	B	Lenina Av., 171	non-sp	20
Center	Planeta obezian Aleksandra	PE	B	Lenina Av., 210	sp	20
Center	PE Vinter-SD diski	PE	B	Lenina Av., 173	non-sp	15
Center	Soyuz- PE Teleutsa	PE	B	Metalurgov, 22	sp	100
Kosmos	Ekonom plus supermarket – Tatiana	PE	B	Komarova, 31	non-sp	20
Shevchenko	KIT Sintez	Sintez	B	Charivna 107	sp	20
Shevchenko	PE Indenko	PE	B	8 Marta, 32	non-sp	20
Shevchenko	PE Galaxy	Galaxy	B	Angolenko, 22	non-sp	30
Youzhny	KIT - 5 Elena	PE	B	Avtozavodska, 21	non-sp	20
Youzhny	PE Tretyak	PE	B	Gavrilova, 7	non-sp	20
Youzhny	Rainford Elektronics	PE	B	Novokuznetska 27	sp	20
Youzhny	PE Kirichenko	PE	B	Novokuznetska 29	non-sp	20
Youzhny	Silpo supermarket	PE	B	Novokuznetska 20	non-sp	15

Pavlo-Kichkas	KIT-Kichkas-Lena	Voks	B	Ordzhonikidze, 12	sp	150
Pavlo-Kichkas	Videoland	PE	B	Ordzhonikidze, 58	sp	50
Pavlo-Kichkas	PE Volkova N. V.	PE	B	Glazunova, 8	sp	20
Osipenkovsky	PE Klimenko I. V.	Voks	B	Rustavi, 1	sp	20
Osipenkovsky	PE Klimenko I. V.	Voks	B	Rustavi, 2	sp	20
Pravy Bereg	Diski	PE	B	Schastliva, 5	non-sp	20
Pravy Bereg	Silpo Sintez	Sintez	B	Vintera Blvd., 30	sp	200
Borodinsky	Planeta obezian	PE	B	Ladozhska, 4	sp	50
Borodinsky	Imperia	PE	B	Ladozhska, 11	non-sp	20
Khortitsky	PE Ahinko	PE	C	Khortitske Shosse	non-sp	10
Khortitsky	PE Korin	PE	C	Rubana, 17	non-sp	10
Khortitsky	PE Fedin A. A.	PE	C	Khortitske Shosse, 28	non-sp	5
Khortitsky	Velyka Kyshenia supermarket	PE	C	Khortitske Shosse, 24	non-sp	20
Khortitsky	Dendy	PE	C	Novgorodska, 26B	non-sp	15
Khortitsky	ASB-Lena	PE	C	Gudimenko, 15	non-sp	10
Khortitsky	Korsar	PE	C	Gudimenko, 15	non-sp	20
Khortitsky	Igroteka	PE	C	Gudimenko, 18	non-sp	10
Khortitsky	Videoprokat	PE	C	Yubileiny Av., 29	non-sp	10
Khortitsky	VideoSD	PE	C	Yubileiny Av., 31	non-sp	10
Khortitsky	VideoSD	PE	C	Yubileiny Av., 33	non-sp	10
Khortitsky	PE Kazatsky market	PE	C	Entuziastov, 3	non-sp	15
Center	PE Krenski	PE	C	Lenina Av., 17	non-sp	10
Center	Pushkinsky passazh	PE	C	Lenina Av., 70	non-sp	15
Center	Voznesenovsky market	PE	C	Pobedy, 75	non-sp	25
Center	SD-video-diski	PE	C	Dobrolubova, 14	non-sp	25

Center	Prostor	PE	C	Lenina Av., 222	non-sp	10
Kosmos	PE Krenska	PE	C	Chumachenko, 29	non-sp	10
Kosmos	Burevesnik	PE	C	Kosmicheska, 112	sp	5
Kosmos	PE Teleutsa	PE	C	Kosmicheska, 122	sp	10
Shevchenko	PE Triner	PE	C	Charivna, 119A	non-sp	10
Shevchenko	Teremok trading house	PE	C	Molochna, 22	non-sp	10
Shevchenko	Blagodat shopping center	PE	C	Avramenko, 9	non-sp	10
Shevchenko	Yasnaya Poliana shopping center	PE	C	Charivna 178	non-sp	10
Youzhny	PE Teleutsa - Soyuz	PE	C	Novokuznetska 22	sp	15
Pavlo-Kichkas	PE Volkova N. V.	PE	C	Tenisna, 4	sp	10
Pavlo-Kichkas	PE Teleutsa – Soyuz	PE	C	Tenisna, 3	sp	10
Pavlo-Kichkas	PE Zadorozhniy Yu. S.	PE	C	Ordzhonikidze, 61	non-sp	10
Borodinsky	Market + Tania	PE	C	Ladozhska 40	non-sp	10
Borodinsky	Dendy Petr	PE	C	Ladozhska 40	non-sp	10
Borodinsky	PE Mikhaltsov	PE	C	Marshala Chuikova, 12	non-sp	10

Retail chains of Lviv

APGroup,(Andriy Bega)	Shpytalna, 1
APGroup,(Andriy Bega)	Olgy, 106
APGroup,(Andriy Bega)	Vygovskogo, 100
APGroup,(Andriy Bega)	Naukova, 35A
APGroup,(Andriy Bega)	Vygovskogo, 100
Gold Lion (Igor Tsybran)	Gorodotska, 133
Gold Lion (Igor Tsybran)	Vygovskogo, 100
Gold Lion (Igor Tsybran)	Stryiska, 85
Gold Lion (Igor Tsybran)	Kulisha, 6
Gold Lion (Igor Tsybran)	Gnatuka, 5
Gold Lion (Igor Tsybran)	Rustaveli, 44
Gold Lion (Igor Tsybran)	Chervonoi Kalyny, 36
Gold Lion (Igor Tsybran)	Chornovola, 105
Gold Lion (Igor Tsybran)	Gorodotska, 17
Gold Lion (Igor Tsybran)	Levandivska, 12
Gold Lion (Igor Tsybran)	Dobrobut market
Gold Lion (Igor Tsybran)	**Lychakivska (market)**
Gold Lion (Igor Tsybran)	Soborna sq., 3
Gold Lion (Igor Tsybran)	Galytska, 24
Gold Lion (Igor Tsybran)	Shevchenka Av., 6

PE Melnychuk V. I.	Valova, 2
PE Melnychuk V. I.	Doroshenka, 21
PE Melnychuk V. I.	Glyboka, 5
Lida LLC	Gorodotska, 224
Lida LLC	Gorodotska, 7
Lida LLC	Gogola, 14
Lida LLC	Doroshenka, 14
Lida LLC	Naukova, 43
Lida LLC	Bandery, 17
Muzychna kolektsiya Lvova	
Muzychny Center	Shevska, 4
Muzychny Center	Sichovyh Striltsiv, 7
(PE Vesna Igor Igorovych)	Shevska, 6
(PE Vesna Igor Igorovych)	Shevska, 6
(PE Vesna Igor Igorovych)	Olgy, 106
(PE Vesna Igor Igorovych)	Ivana Franka, 95
(PE Vesna Igor Igorovych)	Lychakivska, 45
(PE Vesna Igor Igorovych)	Kulparkivska, 108
(PE Vesna Igor Igorovych)	Zubrivska, 27

District	Name	Company	Cat.	Address	Type	Area
Frankivsky	Median	APGroup (Bega)	A	Olgy, 106 Novy TSUM shopping center	sp	70
Frankivsky	Siduchok	PE Vesna Igor	A	Kulparkivska, 108	sp	70
Frankivsky	office	PE Melnychuk Vasyl	A	Glyboka	sp	100
Zaliznychny	office	Lida LLC	A	Gorodotska, 224	sp	400
Zaliznychny	Meloman	Gold Lion (Tsybran)	A	Gorodotska, 133	sp	80
Zaliznychny	Meloman	Gold Lion (Tsybran)	A	Levandivska, 12	sp	400
Galytsky	Median	APGroup (Bega)	A	Shpytalna, 1 Magnus shopping center	sp	100
Galytsky	Meloman	Gold Lion (Tsybran)	A	Gnatuka, 5	sp	100
Galytsky	Muzychny shok	Lida LLC	A	Doroshenka, 14	sp	100
Galytsky	Muzychny Center	Muzychny Center	A	Shevska, 4	sp	100
Lychakivsky	Muzychna kolektsiya Lvova	Muzychna kolektsiya Lvova	A	Pekarska, 33	sp	200
Syhivsky	Siduchok	PE Vesna Igor	B	Zubrivska, 27	sp	50
Frankivsky	Siduchok	PE Vesna Igor	B	Olgy, 106 Novy TSUM shopping center, Bukva	sp	50

Frankivsky	Audio-video	Lida LLC	B	Bandery, 17	sp	50
Galytsky	Audio-video	Lida LLC	B	Gorodotska, 7	sp	50
Galytsky	La-la-fa	Lida LLC	B	Gogola, 14	sp	60
Galytsky	Audio-video	PE Melnychuk	B	Valova, 2	sp	50
Galytsky	Audio-video	PE Melnychuk	B	Doroshenka, 21	sp	60
Galytsky	Siduchok	PE Vesna Igor	B	Shevska, 6	sp	60
Galytsky	Meloman	Gold Lion (Tsybran)	B	Rustaveli, 44	sp	50
Syhivsky	Meloman	Gold Lion (Tsybran)	C	Chervonoi Kalyny, 36 (Shuvar shopping center)	sp	30
Frankivsky	Meloman	Gold Lion (Tsybran)	C	Stryiska, 85 Maxima shopping center	sp	12
Frankivsky	Median	APGroup (Bega)	C	Naukova, 35A VAM shopping center	sp	12
Frankivsky	Do-re-mi	Lida LLC	C	Naukova, 57	sp	40
Zaliznychny	Median	APGroup (Bega)	C	Vygovskogo, 100 VAM shopping center	sp	12
Zaliznychny	Median	APGroup (Bega)	C	Vygovskogo, 100 Galychyna shopping center	sp	12
Zaliznychny	Meloman	Gold Lion (Tsybran)	C	Vygovskogo, 100 Galychyna shopping center	sp	12
Galytsky	Audio-video	Lida LLC	C	Ivana Franka.	sp	17
Galytsky	Meloman	Gold Lion (Tsybran)	C	Gorodotska, 17 (Tehnopolis)	sp	18
Zaliznychny	Muzychna hata	Gold Lion (Tsybran)	C	Gorodotska, Dobrobut market	sp	10
Galytsky	Meloman	Gold Lion (Tsybran)	C	Kulisha, 6	sp	30
Zaliznychny	Meloman	Gold Lion (Tsybran)	C	Chornovola, 105 Bomba supermarket	sp	15
Galytsky	Meloman	Gold Lion (Tsybran)	C	Soborna sq., 3	sp	15
Galytsky	Meloman	Gold Lion (Tsybran)	C	Krakivska, 24	sp	12
Frankivsky	Siduchok	PE Vesna Igor	C	Ivana Franka, 95	sp	30
Lychakivsky	Siduchok	PE Vesna Igor	C	Lychakivska, 45	sp	30
Lychakivsky	Muzychna hata	Gold Lion (Tsybran)	C	Lychakivska (market)	sp	10

Retail chains of Odesa

Tavria-V	Zhukova, 144
Tavria-V	Derevianko sq., 1
Tavria-V	Chern. Dorogi, 103
Tavria-V	Koroleva, 112
Tavria-V	Koroleva, 112
Tavria-V	Rekordna, 21
Tavria-V	Lenina, 35
Tavria-V	Grecheska, 3/4
Tavria-V	Dnepr. Doroga, 96
Dysky ta kasety	Glushko, 11
Dysky ta kasety	Filatova, 25
Dysky ta kasety	Rishelyevska, 9a
Dysky ta kasety	Panteleymonovska, 23
Domotehnika	Panteleymonovska, 116
Domotehnika	Fontanska dor., 17/19

District	Name	Company	Cat.	Address	Type	Area
Tairovo	Tavria-V	PE Voronov	A	Lustdorfsk., 103	non-sp	100
Tairovo	Tavria-V	PE Voronov	A	Zhukova, 144	non-sp	100
Tairovo	Tavria-V	PE Voronov	A	Derevianko sq., 1	non-sp	100
Tairovo	Tavria-V	PE Voronov	A	Gastelo, 51	non-sp	100
Tairovo	Tavria-V	PE Voronov	A	Koroleva, 112	non-sp	100
Tairovo	Tavria-V	PE Voronov	A	Lenina, 25	non-sp	100
Center	JRC-Market	Bonvideo	A	Preobrazhenska/Pasters	sp	100
Center	Media-Center	PE Voronov	A	Grecheska, 3/1	sp	100
Center	PLAY	PE Voronov	A	Pastera, 64	sp	100
Center	MuzykaVideo	PE Voronov	A	Ekaterininska, 17	Sp	100
Center	Dysky ta kasety	Media Market	A	Rishelyevska, 9A	Sp	100
Center	Media Park	Media Market	A	Semaforny lane, 4	sp	90
Poselok Kotovskogo	Semiya	Bonvideo	A	Dnepr. Doroga 98	non-sp	80
Poselok Kotovskogo	Furshet	Bonvideo	A	Dnepr. Doroga 128	non-sp	70
Tairovo	Dysky ta kasety	Media Market	B	Glushko 14	sp	60
Cheriomushki	Dysky ta kasety	Media Market	B	Filatova 25	sp	40
Center	Dysky ta kasety	Media Market	B	Panteleymonovska, 23	sp	40
Cheriomushki	Tavria-V	PE Voronov	B	Rekordna 25	non-sp	50
Center	Tavria-V	PE Voronov	B	Grecheska sq., ¾	non-sp	40
Center	TSUM	PE Voronov	B	Pushkinska, 26	non-sp	50

Center	Mega Antoshka	PE Voronov	B	Grecheska 1	non-sp	40
Fontan	Mir Kino	Bonvideo	B	Fontanska doroga, 134	sp	40
	Kolos	Bonvideo	B	Lenina, 12	sp	50
	Diskomania	Pravda	B	Lenina / Danchenko	sp	50
Poselok Kotovskogo	Selpo	Bonvideo	B	Bocharova, 13A	non-sp	40
Poselok Kotovskogo	Triada	Bonvideo	B	Dnepr. Doroga, 90	sp	50
Poselok Kotovskogo	ABV-Tehnika	Bonvideo	B	Vysotskogo, 2A	non-sp	40
Cheriomushki	Premiera	Bonvideo	B	Gen. Petrova, 36	sp	60
Center	ABV-Tehnika	Bonvideo	B	Semaforny lane, 4	non-sp	40
Poselok Kotovskogo	Tavria-V	PE Voronov	B	Dneprovska doroga, 96	non-sp	40
Tairovo	Selpo	Pravda	C	Zhukova, 50	non-sp	10
Tairovo	DVD-klub	Bonvideo	C	Zhukova, 10	sp	20
Tairovo	Kopeika	Bonvideo	C	Zhukova, 96	non-sp	10
Tairovo	Nadezhda	Pravda	C	Gushko, 14	non-sp	10
Tairovo	CD-klub	Bonvideo	C	Koroleva, 85	non-sp	20
Cheriomushki	Videoklub	Pravda	C	Kosmonavtov, 26	sp	20
Cheriomushki	Trinity	Pravda	C	Cheriomushki market	sp	20
Fontan	DVD-klub	Bonvideo	C	Fontanska doroga, 61	sp	20
Fontan	CD-klub	PE Voronov	C	Admiralski Av., 1	sp	20
Fontan	DVD-CD-VCD	Bonvideo	C	Admiralski Av., 26	sp	10
Fontan	Mir Kino	Bonvideo	C	Srednefontanska, 26	sp	20
Poselok Kotovskogo	Selpo	Bonvideo	C	Bocharova, 44	non-sp	10
Poselok Kotovskogo	Kopeika	Pravda	C	Paustovskogo, 26	non-sp	10
Poselok Kotovskogo	Tavria-V	PE Voronov	C	Dobrovolskogo, 112	non-sp	20
	TSUM	Pravda	C	Lenina, 19	non-sp	20

Retail chains of Kharkiv

SNS	Traktorostroiteley Av., 57/59	«Target»	Akademika Pavlova, 120
SNS	Lenina Av., 7	«Target»	Gagarina Av., 177
SNS	Plekhanovsky lane, 3	«Target»	
SNS	Suzdalski ryady, 9		
SNS	Poltavski Shliakh, 155	Doroban	Otakara Yanusha, 21
SNS	Moskovsky Av., 274V	Doroban	Kholodna Gora
SNS	Kholodna Gora market	Doroban	Kholodna Gora
		Doroban	Pushkinska, 65
Rost	Klochkovska, 63		
Rost	Plekhanovska, 139	Doroshenko	Lopatensky, 13/1
		Doroshenko	Geroev Truda market
Klass	Ludviga Slobody Av., 43	Doroshenko	Geroev Truda market
Klass	Gagarina Av., 178	Doroshenko	Gagarina Av., 179
Klass	Gritsevtsa, 29	Doroshenko	Kholodna Gora
Klass	Saltovske shose, 248	Doroshenko	Engelsa, 26
Electroland	Gagarina Av., 20	Brazhnik	Komandarma Korka, 36
Electroland	Moskovsky Av., 137	Brazhnik	Komandarma Korka, 44
		Brazhnik	Komandarma Korka, 43
MKS	Klochkovska, 104A	Brazhnik	Kholodna Gora market
MKS	Gagarina Av., 20A		
		Fisenko	Akademika Pavlova, 120
		Fisenko	Gagarina Av., 177

District	Name	Company	Cat.	Address	Type	Area
Moskovsky	Karavan	Karavan	**A**	Geroev Truda, 12	non-sp	170
Moskovsky	Ukraina shopping center	SNS	**A**	Traktorostroiteley Av., 57/59	non-sp	120
Moskovsky	"Target"	Fisenko	**A**	Akademika Pavlova, 120	Sp	320
Dzerzhynsky	"Prizma"	SNS	**A**	Lenina Av., 7	non-sp	120
Dzerzhynsky	MKS-1	MKS	**A**	Klochkovska, 104A	non-sp	130
Dzerzhynsky	Rost-1	ROST	**A**	Klochkovska, 63	non-sp	150
Dzerzhynsky	Klass-4	Klass	**A**	Ludviga Slobody Av., 43	non-sp	155
Kominternovsky	Warehouse of SNS store	SNS	**A**	Plekhanovsky lane, 3	non-sp	300
Kominternovsky	METRO	Metro	**A**	Gagarina Av., 187/1	non-sp	120
Kominternovsky	Target	Target	**A**	Moskovsky Av., 257	Sp	230
Kominternovsky	Rost-2	Rost	**A**	Plekhanovska, 139	non-sp	200
Leninsky	Ritm		**A**	Engelsa, 29A	sp	180

Chernozavodsky	Main warehouse of Doroshenko	Doroshenko	**A**	Lopatensky lane, 13/1	sp	100
Kominternovsky	Electroland	Electroland	**B**	Gagarina Av., 20	non-sp	80
Kominternovsky	Electroland	Electroland	**B**	Moskovsky Av., 137	non-sp	80
Leninsky	Dom Torgovli	SNS	**B**	Suzdalski ryady, 9	non-sp	70
Leninsky	Gosson shopping center	SNS	**B**	Poltavski Shliakh, 155	non-sp	80
Ordzhonikidzevsky	Vostorg	SNS	**B**	Moskovsky Av., 274V	non-sp	70
Kominternovsky	MKS-2	MKS	**B**	Gagarina Av., 20A	non-sp	80
Moskovsky	Trade pavilion	Storiarov	**C**	Geroev Truda market	non-sp	5
Moskovsky	Trade pavilion	Rozhskov	**C**	Geroev Truda market	non-sp	10
Moskovsky	YuSI	Rozhskov	**C**	Geroev Truda market	non-sp	6
Moskovsky	YuSI	Doroshenko	**C**	Geroev Truda market	non-sp	5
Moskovsky	Trade pavilion	Doroshenko	**C**	Geroev Truda market	non-sp	4
Moskovsky	Trade pavilion	Storiarov	**c**	Geroev Truda market	non-sp	5
Moskovsky	Trade pavilion	Rozhskov	**C**	Geroev Truda market	non-sp	8
Moskovsky	Trade pavilion	Korolev	**C**	Traktorostroiteley, 12	non-sp	7
Moskovsky	Trade pavilion	Brazhnik	**C**	Komandarma Korka, 44	non-sp	4
Moskovsky	Trade pavilion	Brazhnik	**C**	Komandarma Korka, 43	non-sp	6

Moskovsky	Yaroslavna	Koropatienko	C	Druzhby Narodov, 277	non-sp	10
Moskovsky	Tavria shopping center	Koropatienko	C	Blukhera, 38B	non-sp	30
Moskovsky	Yulia shopping center	Koropatienko	C	Opposite Ukraina shopping center	non-sp	15
Moskovsky	Promin market	Sukova	C	Traktorov lane and Blukhera	non-sp	10
Moskovsky	Trade pavilion	Serikova	C	Okean market	non-sp	12
Moskovsky	Trade pavilion	Monastyrska	C	Okean market	non-sp	13
Dzerzhynsky	Trade pavilion	Doroban	C	Otakara Yarosha 21	sp	30
Kominternovsky	Foxtrot	Gontarenko	C	Vernadskogo, 2	non-sp	20
Kominternovsky	Domotehnika	Domotehnika	C	Marianenko lane, 4	non-sp	30
Kominternovsky	Portal shopping center	Tavria	C	Gagarina Av. 48	non-sp	50
Kominternovsky	Target	Fisenko	C	Gagarina Av. 177	non-sp	6
Kominternovsky	Trade pavilion	Zaitsev	C	Moskovsky Av. 238	sp	5
Kominternovsky	Trade pavilion	Doroshenko	C	Gagarina Av. 179	non-sp	20
Kominternovsky	Klass-2	Klass	C	Gagarina Av. 178	non-sp	20
Oktiabrsky	Skazka	Doroban	C	Kholodna Gora market	non-sp	8
Oktiabrsky	Skazka	Doroban	C	Kholodna Gora market	non-sp	10
Oktiabrsky	Trade pavilion	Brozhnik	C	Kholodna Gora market	non-sp	10

Oktiabrsky	Vera shopping center	SNS	**C**	Kholodna Gora market	sp	25
Oktiabrsky	Skazka	Nosatenko	**C**	Kholodna Gora market	sp	15
Oktiabrsky	Skazka	Doroshenko	**C**	Kholodna Gora market	non-sp	10
Leninsky	Video	Doroshenko	**C**	Engelsa, 26	sp	10
Leninsky	Trade pavilion	Shevchenko	**C**	Krasnoarmiyska, 16	sp	15
Kyivsky	Trade pavilion	Nosatenko	**C**	Sumska, 46	non-sp	5
Kyivsky	Trade pavilion	Doroban	**C**	Pushkinska, 65	sp	7
Kyivsky	Trade pavilion	Nosatenko	**C**	Pushkinska, 79	sp	35
Ordzhonikidzevsky	Klass-5	Klass	**C**	Gritsevtsa, 29	non-sp	15
Moskovsky	Klass-3	Klass	**C**	Saltovske shose, 248	non-sp	20

Retail chains of Crimea

District	Name	Company	Cat.	Address	Type	Area
Simferopol	Baraban	PE Kolisnichenko	A	Kyivska, 20	sp	60
Simferopol	Baraban	PE Kolisnichenko	A	Kirova, 78	sp	60
Simferopol	Baraban	PE Kolisnichenko	A	Kechmetska, 1	sp	60
Simferopol	Baraban	PE Kolisnichenko	A	Karla Marksa, 3	sp	60
Simferopol	Magnat	PE Tyumentsev	A	Crossing of Central market	sp	10
Simferopol	Magnat	PE Tyumentsev	C	Karla Marksa, 2	sp	15
Simferopol	Disco Dom	PE Aseev	C	Sevastopolska, 1	sp	20
Simferopol	Disco Dom	PE Aseev	C	Gogola, 3	sp	20
Yalta	Disco Dom	PE Aseev	B	Pushkinsky market	sp	30
Simferopol	Videola	PE Volkova	C	Gurzufska, 9	sp	10
Simferopol	Videola	PE Volkova	B	Rostovska, 6	sp	40
Simferopol	Orion Video	PE Necheporenko	C	Kyivska, 144	sp	10
Simferopol	Orion Video	PE Necheporenko	C	60-let Oktiabria, 22	sp	10
Yalta	Orion Video	PE Necheporenko	C	Darsanovsky lane, 9	sp	10
Yevpatoriya	Orion Video	PE Necheporenko	C	9 Maya, 49	sp	10
Sevastopol	Orion Video	PE Necheporenko	C	Kovpaka	sp	10

Simferopol		PE Samosadsky	C	Budenovsky market	sp	12
Simferopol	NEW VIDEO	PE Meshkovska	A	Proletarska, 3	sp	60
Yalta	CD ROM	PE Sotnikova	A	Karla Markse, 9	sp	30
Yalta	CD ROM	PE Sotnikova	C	Morska, 3	sp	15
Sevastopol	Eldorado	PE Melentiev	B	Ochakovtsev, 26	sp	40
Sevastopol	Eldorado	PE Melentiev	C	50-let Oktiabria, TSUM	sp	10
Sevastopol	Eldorado	PE Melentiev	B	Oktiabrskoy revolutsiyi, 38/6	sp	30
Sevastopol	Eldorado	PE Melentiev	C	Oktiabrskoy revolutsiyi, 38/6	sp	15
Sevastopol	Kamerton		C	Yumashevsky market	sp	10
Sevastopol	Kamerton		B	Akhtiar	sp	30
Sevastopol	Kamerton		C	Shevchenkovski market	sp	10
Sevastopol		PE Bondariuk	C	Alen megamarket	sp	8
Sevastopol		PE Bondariuk	C	Okean, Alen	sp	8
Sevastopol		PE Bondariuk	C	Ostriakova, 60	sp	8
Sevastopol		PE Bondariuk	C	Geroiev Sevastopola, 25	sp	8
Sevastopol		PE Bondariuk	C	Shevchenko, Alen	sp	12
Sevastopol	Start Video	PE Sidelnik	C	Admirala Oktiabrskogo, 2	sp	15
Sevastopol	Start Video	PE Sidelnik	A	Odeska, 29	sp	75
Sevastopol	Start Video	PE Sidelnik	C	Shevchenko, 13	sp	10
Sevastopol	Start Video	PE Sidelnik	B	50-let Oktiabria, TSUM	sp	40
Yevpatoriya	Luks	PE Manhaev	B	Pobedy Av., 73A (pavilion 12)	sp	45
Yevpatoriya	Luks	PE Manhaev	B	Frunze, 18	sp	25
Yevpatoriya	Luks	PE Manhaev	C	Pobedy Av., 23	sp	15
Yevpatoriya	Luks	PE Manhaev	B	Pobedy Av., 49	sp	20
Yevpatoriya	Luks	PE Manhaev	C	Pobedy Av., Universam market	sp	10

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Yevpatoriya	Luks	PE Manhaev	C	Pobedy Av., Yevpatoriya department store	sp	8
Yevpatoriya	Luks	PE Manhaev	B	Pobedy Av., 73A (pavilion 1)	sp	20
Yevpatoriya	Luks	PE Manhaev	B	Internatsionala, 107	sp	40
Yevpatoriya	Luks	PE Manhaev	A	Revolutsiyi	sp	80
Yevpatoriya	Centeral	PE Pelepenko	A	Frunze, 24	sp	50
Yevpatoriya		PE Pelepenko	B	Pobedy Av., 63A	sp	25
Yalta		PE Sabchenok	B	Moskovska, 9A	sp	40
Yalta		PE Sabchenok	A	Spartak stadium	sp	50
Yalta	Play	PE Saenko	C	Krivoshty, 2	sp	8
Sevastopol	Raduga	PE Fatunin	B	5 km	sp	20
Sevastopol	TSUM	PE Riaba	C	Nakhimove, 19	sp	8
Yalta	Play	PE Saenko	C	Suvorovska, 17	sp	8
Yalta	Play	PE Saenko	C	Kirova, 25	sp	6
Yalta	Play	PE Saenko	C	Moskovska, 11	sp	8
Yalta	Play	PE Saenko	C	Kyivska, 24	sp	12
Yalta	Play	PE Saenko	C	Shcherbaka, 25	sp	8

DVD Usage and Attitudes Research

BACKGROUND AND OBJECTIVES

- Despite the fast growth of the Ukrainian DVD market, at present, most of the market is covered by the counterfeit manufacturers' (pirated) products that are offered faster, are cheaper, and wider distributed under almost no preventive measures from the law enforcement side.

- The research objectives can be summed up as follows:
  - To understand the make-up of the current market and Clients' current status on the market
  - To investigate the current needs within the category
  - To determine the current attitude and behaviour on the category
  - To profile current consumers of different types of DVD (license vs. pirate)
  - To identify the consumers in terms of demographic, lifestyle and attitudes to the category
  - To explore the optimal segments based on consumer demand and profitability
  - To determine what consumers are using different types of DVD for
  - To identify where they are currently buying different types of DVD from and why

This research was conducted in Ukraine (Kiev), by KMIS in September, 2007

METHODOLOGY

WHAT QUALITATIVE RESEARCH

WHO
FEMALES AND MALES OF 18-45 YEARS OLD, MALES DOMINATING
REGULARY PURCHASE DVD AT UNDER 6, 6,1-12, 14+ DOLLARS SEGMENTS
REGULARY WATCH HOLYWOOD MOVIES
MIDDLE INCOME DEFINED AS USD 500+ PER HOUSEHOLD MEMBER

HOW 6 FOCUS GROUP DISCUSSIONS

WHEN SEPTEMBER 24-26, 2007

WHERE KIEV, UKRAINE

METHODOLOGY

- The following table outlines the sample composition:

#	AGE	GENDER	CHARACTERISTICS	LOCATION
1	18-24	Males dominating	Minimum 1 purchase of DVDs at under 6$ during the last month	Kiev
2	18-24	Males dominating	Minimum 1 purchase of DVD priced more than 6,1$ during the last month; at least two respondents have purchased DVD at over 14$ during the last 3 months	Kiev
3	25-34	Males dominating	Minimum 1 purchase of DVD at under 6$ during last month	Kiev
4	25-34	Males dominating	Minimum 1 purchase of DVDs at over 6,1$ during the last month; at least two respondents have purchased DVDs at over 14$ during the last 3 months	Kiev
5	35-45	Males dominating	Minimum 1 purchase of DVDs at under 6$ during the last month	Kiev
6	35-45	Males dominating	Minimum 1 purchase of DVDs at over 6,1$ during the last month; at least two respondents have purchased DVDs at over 14$ during last the last 3 months	Kiev

PERCEPTION OF THE DVD

- **Being introduced into the Ukrainian market quite recently** DVD becomes more **and** more popular among Ukrainian consumers and is likely to **rather soon** replace VHS completely**.**
- **Consumers' attitude and behavior patterns are strongly influenced by several** cultural peculiarities of the Ukrainian DVD market **:**
  - **The market is dominated by widely-spread** cheap **DVDs (4-6$)**, **mainly** associated with pirate products**;**
  - Pirate DVD **usage is fully** acceptable in the society**;**
  - **Ukrainian legal bodies do not seriously fight with pirate products.**

DVD vs. other forms of film-watching

Respondents identify two types **of movie watching -** in-home **and** out-of-doors.

- In-home**:**
  - **DVD watching;**
  - **TV watching;**
  - **Computer watching (less popular);**
- Out-of-doors:
  - **Going to cinemas**

- In-home **and** out-of-doors watching **are perceived as** two different **categories which almost do not overlap as they have** two different underlying motivations:
  - *In-home watching* **is associated with more private and somewhat** casual **atmosphere (coziness, tranquility, time for yourself, family integration), it is mainly focused on film, rather than socializing moments;**
  - *Out-of-doors watching* **– is an** occasion**. It requires an effort to go out and evokes associations with a special event, partying, socializing with friends, festivity and fun. The main motivation of film-consumption lies far beyond just film-watching;**
- **In-home DVD watching by no means influences consumers' willingness and frequency of going to the cinema (and vise versa).**

VEGA-STAR INVEST

DVD: spontaneous images and associations

DVD

DVD as a media

- Movie
- Film
- Sparkling disk
- Information
- Blockbuster
- Cartoon
- Concert

Copy right:

- Production company
- Pirates

DVD as a product:

- Compact
- Modern
- Disk
- Easy to buy

Watching atmospere:

- Home
- Evening
- Good pastime
- Leisure
- Entertainment
- Rest
- Getting away from everyday life
- Calm atmosphere
- Family show
- Home collection
- Friends
- Beer

Show technique:

- TV
- Home theatre
- Headphones
- Notebook
- Computer
- Screen
- Technics

Show quality:

- Quality sound
- Quality picture
- Bright colours
- Quality acoustics

Technical features of the show:

- No commercials
- Mobility
- Could be viewed at any time
- Quick rewinding

Perception of DVD

- DVD is perceived as a modern way of movie watching, a substitution for VHS, which is believed to be outdated and providing lower quality of sound and picture.
- DVD is perceived as:
  - Modern
  - Hi-Tech
  - Available
  - Easy to use
  - Most widely spread video media;
- Most popular way of DVD watching is watching it on DVD player and TV set, rarely on special 5.1 stereo system, more rarely LCD, Plasma TVs with 16:9 screen size and computers;

PERCEPTION OF DVD – STRONG AND WEAK POINTS

Strong and weak points perceived by respondents in order of importance (compared to Cinema & TV)

DVD strong points:

- Time flexibility – it is possible to choose time of watching;
- No commercials interrupting movie;
- Possibility to quickly rewind to the required episode;
- Convenient for storing (compact);
- Cheap (compared to cinema);
- It is possible to combine watching with other activities;
- Availability: it's possible to buy it almost anywhere at any time;
- Easy chance to repeatedly watch favourity movies;

DVD weak points:

- Worse impressions from special effects (compared to cinema) because of smaller screen and sound quality;
- There are too many disks with low quality of picture and sound;
- Difficult to evaluate quality of DVD, so high chance to buy low quality product.

- *In case of DVD you are the master of yourself. You watch it when you want to, if you want a break – push the pause button. If you want, you can watch an episode again or even all the film. (FGD# 3, 25-34 y.o.)*
- *Generally, it is difficult to name any disadvantages of DVD. The only thing is that you can scratch a disk. But everything else is OK. High quality, comfortable and not very expensive. Comparing to cinema, it is even cheaper. (FGD# 1, 18-24 y.o.)*
- *The only problem is that you never know what quality DVD you will get. (FGD#2, 18-24 y.o.)*

DVD MARKET PERCEPTION

- **To understand consumer perception of the market, the respondents were asked to group over 30 DVDs (different in price, packaging and films).**
- **Although participants in each group used different names or attributes of the DVDs to make clusters, on the analytical level these criteria can be grouped into two major ones:**
  - Type of film
  - Quality of recording / quality of DVD

DVD MARKET PERCEPTION – TYPE OF FILM

- The first criteria **which respondents spontaneously apply to the category is** type of film**.**
- **Besides the standard genre classification (comedy, action, melodrama, etc), there is a tendency to subgroup DVDs upon the following parameters:**
  - **Country of origin/production (i.e. Soviet, Russian, American)**
  - **Time of release (new film, last year film, old film, classics, etc.)**
  - **Presence of special effects and their quality**
  - **Film type: feature, animation**
  - **Intellectual value (psychology, complexity of the plot, beautiful impressing scenes).**
- **NB:** *These clusters are always present irrespective of individual preferences of the consumers. In other words, one may show no interest to film from particular cluster, but no-one will deny very existence of such cluster.*

DVD MARKET PERCEPTION – TYPE OF FILM

- Blockbusters
  - Modern American feature films. As a rule, with lots of high-class special effects. Widely distributed. Not necessarily of great intellectual value.
  - Examples: Titanic, Gladiator, Harry Potter

- Second division American films
  - Modern American feature films. As a rule, with no special effects. Were not shown in cinemas or only shown in few. Can be either intellectual or not.
  - Examples: Constantine, A dirty Shame, EDtv

DVD MARKET PERCEPTION – TYPE OF FILM

- Modern Russian movie
  - Modern Russian feature films. Possibly with special effects or without them (anyway, falling behind Blockbusters with this regard). Can be seen in cinemas. Can be intellectual as well as not so much.
  - Examples: Dnevnoi Dozor, Turetski Gambit, Piter FM

- Soviet Classics
  - Soviet feature film produced in 1960-70-s. No special effects. Not shown in cinemas, though frequently aired on TV. Can be intellectual as well as not so much.
  - Examples: Skuzhebny Roman, Brilliantovaya Ruka, V Boi Idut Odni Stariki

DVD MARKET PERCEPTION – TYPE OF FILM

- Full-length animation films
  - Modern American animation films. Come as a special effect of their own.
  - Examples: Garfield, Madagascar, Ледниковый период, Ice Age

- Movies for connoisseurs
  - Modern European (less commonly Russian, American, or Asian. No special effects. Scarcely distributed over cinemas. «Intellectual».
  - Examples: Idiots, Garpastum, Arizona Dream

DVD MARKET PERCEPTION – SEGMENTATION ON QUALITY FACTOR

- **Another consumer-relevant segmentation** criterion **is** QUALITY**. According to it, the respondents differentiate** two main categories **on the whole DVD market:**
  - DVDs **associated with** guaranteed high quality **(good quality of sound and images) – they call them** "license**", "expensive", "authentic DVDs";**
  - **and DVDs of** "unpredictable" quality **(with high risk to get a low quality product) – respondents call them "pirated", "cheap", "casual" DVDs.**

- **The following parameters are perceived as** indicators of quality**:**
  - **Packaging;**
  - **Place of purchase;**
  - **Price;**

- **All the three parameters are strongly interrelated and represent a complex amalgam used to evaluate the product.**

HIGH/GUARANTEED QUALITY DVDs

- **Respondents usually associate the group with “**licensed DVDs**”.**
- **The group** is aspirational **for respondents, although not all of them can afford this type of products on a regular basis. It only fits special occasions like:**
  - **when they** need to buy a present**;**
  - **when** would like to have this film in “home collection”**;**

- **Products from this group are distinguished for:**
  - **high picture quality;**
  - **high-quality translation and postscoring (dubbing) by professional actors;**
  - **possibility to watch the film in the original language (for some participants);**
  - nice **and** ‘presentable’ pack, **also** likely to contain additional printed materials**;**
  - high price **(over 10$, on the average about 12$)**

Participants understand that they pay not only for the quality of DVD**, but also** for the ‘image part’ - the design**. Still they are ready to pay for these benefits on occasions mentioned above.**

HIGH/GUARANTEED QUALITY DVDS

- *Current muddle on the market due to mixed up quality and price levels for pirate and licensed DVDs hampers proper product identification with this regards.*
- **To get higher guarantee that they get a license DVD, respondents go to well-known specialized shops or premium-class supermarkets;**
- **They believe that the risk to buy a 'pirate' DVD there is much lower than in any other places. Still even there they remain suspicious and tend to double-check the DVD according to the box design.**

HIGH/GUARANTEED QUALITY DVDS

- The core criteria **the consumers can tell licensed DVDs from pirated ones for are the following:**
  - pack design type **–certain types are associated with licensed DVDs - hard carton (slipcase type), non-transparent boxes with glossy covers, and super jewel/glass boxes;**
  - holographic **sticker on pack;**
  - clear colours **of picture and clear** prints;
  - **no translation errors on the cover (name of the film, annotation, good translation into Russian or Ukrainian);**

Other indicators **indirectly confirming that one is buying a** licensed DVD:

  - **booklet enclosed;**
  - **sets of DVD (several DVDs of the same director, actor or theme)**
  - **not mass-market film (appealing just for a limited audience)**

– *respondents believe that pirates wont bother to spend extra money on this kind of things, as it is not cost-effective.*

DVDs OF “UNPREDICTABLE” QUALITY

- **This group includes “the rest of the market” and is opposed to license DVD. Consumers believe that most of the DVDs from the group are ‘not original’.**
- **Two smaller subgroups are commonly differentiated within this group based on type of packaging:**
  - **“average/appropriate quality”**
  - **“ low quality” or ‘definitely pirate’**

Average/appropriate quality subgroup

- **This group includes DVDs** ‘with quite ordinary pack design’ **(standard plastic boxes – amarey type),** but still have holograms**. This fact** confuses respondents, **as on one hand hologram stands for originality of the DVD, and on the other the type of the pack is strongly associated with 6-10$ price which is lower than they imagine license DVD should cost.**
- **DVDs from this subgroup are** believed to provide quite reasonable quality **of sound and image. Therefore many tend to call this subgroup** ‘quality pirate DVDs’**.**
- **These products are associated with similar quality to DVDs from license group, but with the image-oriented component - ‘*you don’t need to pay for things that you don’t need – like brochures, better plastics, you just pay for the film*’.**

DVDs OF “UNPREDICTABLE” QUALITY

Average/appropriate quality subgroup (cont.)

- **This is the type of DVDs that respondents tend to buy for watching with families, for kids (but not as a present).**
- **As the respondents do not fully trust the quality of such DVDs, they tend to buy DVDs of this type either from a place where they shop for DVDs on a regular basis, so they know the quality, or in supermarkets like Foxtrot or Metro (where quality is believed to be supervised at least somehow), or in shops and kiosks where they can ask to demonstrate some bits from the film.**

DVDs OF “UNPREDICTABLE” QUALITY

‘Low quality’ subgroup

- **This group includes only** bootleg **DVDs available at every corner.**
- **They are sold in kiosk in metro, pedestrian subways and at bus stops, huge markets known for selling pirate CDs and DVDs (Petrovka).**

- **DVDs from this subgroup are associated with low price (around 4$, and never over 6$).**
- **DVD samples were supposed to belong to this group due to the following features :**
  - **made of cheap box plastics (amarey but with some odds and ends, too thick or too thin, easy to break) ;**
  - **shaggy polymer box surface**
  - **no cellophane sealing cover**
  - **polygraph defects**
  - **mistakes in translation or illiterate translation**
  - **no hologram**
  - **several films on one DVD**
  - **low quality of translation and sound**
  - **poor quality of picture**
  - **possible playback errors due to poor quality materials and recording;**

- **In some cases such disks are believed to appear before the theatrical and official DVD release.**

DVD USERS TYPOLOGY

- Consideration of current family status, style preferences and anticipated benefits of movie watching allows to single out the following groups of users that differ in terms of consumer behavior and attitude towards DVDs and movies:
  - “Time killers”
  - “Family-oriented”
  - “Advanced individuals”

DVD USERS TYPOLOGY

“Time killers”

Attitude to DVD and basic motivation for DVD watching

- **The consumers of this type have almost daily** a lot of free time**, that they usually spend socializing together with their friends, internet surfing, and watching movies. As a rule, they are** young bachelors, **usually in** narrow circumstances**.**
- They do not try **to receive the maximum** emotional or recreational effect **from their free time.**
- **DVD-watching means for this group:**
  - **A easy means of killing time alone or with friends,**
  - **An opportunity to rejuvenate,**
  - **A means of entertainment,**
  - **An excuse to communicate with friends;**

Preferred movies

- **Blockbusters, American movies, second screen movies, full-length animation, modern Russian movies (see detailed typology below)**

DVD USERS TYPOLOGY

"Time killers"

DVD watching situations

- **Evening,** after work/studies, **any time on** week-ends**.**
- **Often watching movies** is accompanied by eating and drinking beer**.**
- **They can watch movies inattentively, can fall asleep while watching. They watch movies both** alone and together with their friends**.**

DVD watching frequency

- Watch DVDs often**, starting from 2-3 times per week and up to daily watching.**

DVD storage and collecting

- Do not collect DVDs **on any topic, store the obtained DVDs unsystematically and chaotically.** Rarely rewatch **DVDs and often give them out to their friends without insisting on returning.**

DVD USERS TYPOLOGY

"Time killers"

DVD purchase pattern

- **Make** frequent purchases of 1-2 DVDs often with several films on each several times per week**;**

DVD purchase places

- **As a rule,** stands in subways and kiosks near metro stations. **These places require no special efforts and are less time-consuming** (the purchases are made "on foot", while going somewhere).
- **Kiosks and stands are perceived as sale points for cheap pirated low-quality DVDs;**

DVD purchase price

- **Want to watch as** many movies at as low price as possible**;**
- Are sensible to the price **of the purchased DVDs and are ready to sacrifice the DVD's quality;**
- **Prefer to purchase** cheaper DVDs at about 4$ and are not ready to pay **for a higher-quality product that is** over 6$**;**

Choice criteria

- **The chief choice criterion is** the price **that has to be low** never exceeding 6$ per DVD**.**

DVD USERS TYPOLOGY

“Time killers”

Attitude to pirated DVDs

- Rather positive**, because pirated products are associated with low prices and accessibility;**
- Are ready to purchase licensed video products**, however** not exceeding 6$ **per DVD in price.**

Correlation with the recruitment criteria

- **Males of 18 – 34 y.o., consumers of DVDs at up to 6$.**

DVD USERS TYPOLOGY

“Family oriented”

Attitude to DVD and basic motivation for DVD watching

- **Consumers of this category** experience spare time deficiency**, and they usually try to spend their free time to the maximum benefit for themselves and their families. As a rule, they are** well-to-do people **who are** never in narrow conditions**.**
- **They usually try to receive the** maximum emotional or recreational effect **from their spare time.**
- **Watching movies is for this group:**
  - **A means of communications with the family,**
  - **An opportunity to unite all family members by a common occupation,**
  - **A means of individual relaxation;**

Preferred movies

- **Blockbusters, full-length animation, Soviet-time classic movies, modern Russian movies (see detailed typology below)**

DVD USERS TYPOLOGY

“Family oriented”

DVD watching situations

- **Mostly often,** on week-ends**;**
- **They watch movies** with their families and children**;**
- **They often put the DVDs on for their** children to watch **while** they are occupied with something else**;**
- **Sometimes they watch movies** being alone**;**

DVD watching frequency

- **They watch DVDs once per 1-2 weeks.**

DVD storage and collecting

- **Have no definite criteria for collecting DVDs. However, they** treat DVDs bought earlier rather with much care and tend to rewatch them **from time to time.**
- **They have definite** lists of favorite movies, **which they** purchase for storing at home**.**

DVD USERS TYPOLOGY

"Family oriented"

DVD purchase pattern

- **Make** infrequent purchases of 1-2 DVDs**, once per several weeks;**
- **The consumers** try to avoid purchasing low-quality products;

Purchase places

- **As a rule, these are** supermarkets and specialized stores, **because there, as the consumers think, they are offered top-quality legal DVDs;**
- **These places** are perceived as legal DVD sales places, **and the products there, as possessing high quality at high prices;**
- **The consumers are ready to purchase high-quality DVDs precisely there, even if this requires special efforts and is more time-consuming.**

DVD purchase price

- **As a rule, 6** to 12$

Choice criteria

- The chief choice criteria **are** the price **that has to be comparatively high (6** to 12$ per a DVD**) and** packing **(having holograms, taped or, preferably, in a glass-like case),** *which is associated with the product's quality.*

Attitude to pirated DVDs

- **Negative, because** pirated DVDs are perceived as possessing low quality**. Watching them could disappoint a child or ruin the fun if watched alone;**

Correlation with the recruitment criteria

- **Males and females of 25 – 45 y.o., consumers of DVDs at from 12,1$ up.**

DVD USERS TYPOLOGY

“Advanced individuals”

Attitude to DVD and basic motivation for DVD watching

- **Consumers of this category are different from the other two categories in their** special attitude to cinema**. They are** well-informed about the trends and ways in modern cinema**, are following the festivals, have definite views concerning film directing, camera operation, acting, etc.**
- **These consumers have strict** aesthetic criteria **in movie rating and strong** preferences in the “selected group” movies cluster **usually ignored by other consumers;**
- **At the same time, these consumers** do not ignore movies from other clusters**;**
- **The motives of DVD watching vary greatly depending on the cluster the movie belongs to;**
- **The watching motive for the movies** of the selected audience category **consists in receiving inner and deeply individual aesthetic emotion and pleasure;**

DVD USERS TYPOLOGY

"Advanced individuals"

- **The watching motives for the movies of other categories are rather similar to the motives expressed by the other types of consumers:**
  - **A Hobby**
  - **A means of sensible spending time alone,**
  - **A way of spending time with the family,**
  - **A way of individual relaxation,**
  - **A means of entertainment,**
  - **A means of intellectual enjoyment**

Preferred movies

- **"Cinema not for all", blockbusters, Soviet classic movies, modern Russian movies, full-time animation;**

DVD USERS TYPOLOGY

“Advanced individuals”

DVD watching situations

- **Prefer to watch movies being** alone, **in a calm atmosphere providing for due concentration.**

DVD watching frequency

- **Watch DVDs** once per 1-2 weeks**.**

DVD storage and collecting

- **Collectors.** Purposefully purchase **movies belonging to** the selected audience cluster **and possessing** some special features **(country, cinema trend, director).**
- **A DVD collection is a thing** to be proud of **for them.**
- **At the same time, their attitude to DVDs containing movies** of other clusters is similar to the “time killers” attitude to them **(purchased for single-time watching and easy to give out).**

DVD USERS TYPOLOGY

“Advanced individuals”

DVD purchase pattern

- **This depends on which cluster the purchased movie belongs. The main criteria for them is film.**

DVD purchase frequency

- **1-2 DVDs per several weeks;**

Purchase places

- Specialized stores**, visit whereof require some special efforts and are more time-consuming, however the movies from the cluster they are interested in are usually sold precisely there;**
- Kiosks. **Where they can get something on the way.**

DVD purchase price

- Are really rarely sensible to the price issue**. The consumers are ready to pay high costs for rare movies on top-quality DVD carriers.** The price **of such a DVD may start at** 12$ **and reach** 40$ **(DVD prices in Western web-stores);**

DVD USERS TYPOLOGY

“Advanced individuals”

Choice criteria

- **The chief choice criteria is film itself, but prefer quality products if getting a DVD for collection.**

- **The purchase model is** similar to the consumers of the “time killers” type.

DVD USERS TYPOLOGY

“Advanced individuals”

Attitude to pirated DVDs

This consumer type is of ambiguous attitude **to pirated DVDs:**

- **In terms of the** preferred movies **from the selected audience cluster, they try to manage to obtain** legal copies of top quality **and** treat pirated copies strongly negatively **avoiding purchases of this kind;**
- **And in terms of** movies from other clusters**, these consumers** readily purchase pirated products**, because they never aspire to possess a top-quality product in this case or pay much for such movies. In this situation, they are ready to purchase legal products only at the prices that are under 6$** per a DVD.

Correlation with the recruitment criteria

- **Males and females of 18 – 45 y.o., consumers of DVDs at from 6,1$ up, more often to be met among the consumers of DVDs at over 14$.**

DVD PURCHASE BEHAVIOR

- All consumers acknowledge themselves as buyers of pirated and licensed DVDs;
- Normally DVDs are purchased at the following locations:
  - Sidewalk stalls, stands near the subway station and in pedestrian underpass;
  - Kiosks located in subway, pedestrian underpass or on a sidewalk;
  - Special stalls in supermarkets (Foxtrot, Metro);
  - Audio-video specialty stores (Music Center, Euro Star)

DVD PURCHASE BEHAVIOR

Survey allows for unprompted and directed study of a number of DVD selection criteria which may be grouped in the following way (in order of diminishing importance):

- **Criteria of** major importance **in DVD selection:**
  - The movie itself**;**
  - Type of package**;**
  - Price**;**
  - «Window» **- time between the theatrical and official DVD release date;**
- Important criteria **relevance of which** depends on equipment **used by consumers to view DVDs:**
  - Audio quality**;**
  - **Type of** sound-on-film (**synchronous translation or dubbed);**
- **Extra criteria of minor importance (relevant for minority of respondents)**
  - Original soundtrack**;**
  - **Availability of** subtitles**;**
  - **Interactive** menu**;**
  - **Availability of** supplementary content**;**

- **IMPORTANT: Consumers often** have a vague understanding **of product features, commonly ignore or may** misread the information **provided on the package, so criteria affecting the viewing experience may** receive little attention **at the time of purchase.**

DVD PURCHASE BEHAVIOR

Type of package

- Type of package **doesn't influence the porch decision itself, but helps to find appropriate quality DVD;**
- **Black** plastic box **is perceived as a standard** package for cheap, most commonly pirated **discs.** Functionally, **this package provides** full customer satisfaction **and does not require further improvement, but consumers** are not ready to pay more than 6$ **for such DVDs;**
- **Transparent** 'glass' box **is perceived as a package for licensed** disks with high quality content or rare movies**. The price of such discs approximates 14$, but** consumers feel that this price is justified by DVD high quality**.**
- Cardboard box **is seen as a** premium package**. Discs packed in this way are bought for private collections and as a gift. Their price could vary** between 14 and 40$.

DVD PURCHASE BEHAVIOR

Timing of DVD release after the first run: «The Gap»

- **The majority of consumers would like** to buy the movie **on DVD** as soon as possible;
- **Many consumers buy DVDs** based on positive viewing experience in the theatre. **In this case,** the movie is bought for home collection **and consumers prefer buying** quality DVDs;
- **Respondents who are** infrequent cinema-goers **due to busy work schedule or dislike for such leisure activity prefer to see the** movie while it is still in the theatres or shortly after that **to satisfy their** personal interest **in the movie and be able to** keep up the conversation **with those who have already seen it;**
- **Some respondents are apt to buy** pirated DVDs **with obvious** low quality of audio and video content **to** see the movie before its release **as it allows them to satisfy their keen interest;**
- **Consumers** have no idea of accepted timing of licensed DVD release after movie release in the theatres. **They believe that** licensed DVDs arrive at least in 3, 4 **or even 6** months **after the end of film distribution in the theatres.**

DVD PURCHASE BEHAVIOR

Audio quality (2.0, 5.1, DTS)

The importance of this criterion for buying depends on equipment the consumer uses, but usually very low.

- **If consumer** views DVDs on TV or computer screen**, he** doesn't care about audio quality **and, as a rule,** such consumers do not know **where** the information on the audio content **is provided on the package;**
- **If** consumer has a dedicated audiosystem **which supports 5.1 format, he** pays attention to audio quality **and tends to buy discs with this soundtrack format; as a rule,** such consumers do know **where they can read** the information on the audio content**;**
- **Few consumers have** piecemeal information **on** DTS format **and the advantages it offers over 5.1 format;**

Availability of original soundtrack

- Consumers do not care **for availability of** original soundtrack **when choosing DVDs;**
- **Consumers display** extremely limited interest **for** original soundtrack **as the majority of them have poor knowledge of English and can not watch movies with original sound, this observation is even more relevant for other languages. If** consumers have a good command of the language **or are learning it,** their interest for **foreign language** soundtracks increases**.**

Availability of Ukrainian (Russian) and original captions

- The availability of captions is not important **for consumers when choosing DVDs as they perceive them as a** feature distracting from watching the movie**.**

DVD PURCHASE BEHAVIOR

Film dubbing or synchronous translation

- **The majority of respondents** doesn't care **for** sound-on-film **they buy at least for the moment of purchase;**
- Film dubbing **is considered as** the best variant **of sound recording and reproduction for it** does not distract from viewing **by dimmed original sound;**
- **Consumers believe** that all licensed DVDs are dubbed**;**
- **At the same time,** synchronous translation is perceived as substandard**, interfering with viewing as it distracts the audience and is** an attribute of pirated discs**;**
- **IMPORTNAT:** Respondents don't have clear understanding **of sound-on-film processes. Comparative evaluation of dubbing and synchronous translation became possible only after detailed explanation by the moderator.**

DVD bonuses

- **Respondents do not** pay attention to availability of bonuses **as majority even doesn't know what it is. To consumers,** bonuses **stand as an** attribute of quality, premium, licensed DVD, **but doesn't add any benefits to the DVD;**
- **At the same time, consumers** watch bonuses **if such are available** only infrequently**;**
- **The majority of consumers are ready to** sacrifice the bonuses **for reduction of price of the main product (movie with a good quality);**

DVD PURCHASE BEHAVIOR

Feature aspect ratio 4:3, 16:9, anamorphic widescreen

The importance of this criterion for buying depends on equipment the consumer uses;

- **If consumer has** a TV with 16:9 screen**, he** is likely to pay attention to this feature**, but on the whole is very low ;**
- **If consumer uses** classical TV models **for viewing feature aspect ratio** is of no importance for him;
- **Consumers** do not know about anamorphic widescreen **and could not name its advantages over other formats;**

Interactive menu

- **The majority of respondents** ignore **the availability of interactive menus on DVDs they buy and** could not identify the place on the package **where the information thereof is provided;**
- **Interactive menu is perceived** as an indispensable feature of licensed DVDs but could not be considered a meaningful reason for purchase**.**

DVD PURCHASE BEHAVIOR

DVD sets:

- **This criterion** has little influence **on decision to buy as consumers** encounter boxes containing two or more films only infrequently**;**
- **Consumers show interest in buying** several films in a single package**, especially in case of** old movies (released more than a year ago) **and** classics**;**
- **Consumers believe that boxes containing several films should be sold** at lower price as compared to the same number of movies bought in separate packages **seeing it as a kind of 'bulk discount';**
- **Consumers perceive** boxes containing 3-4 DVDs **as the best choice for collection or present because** more discs **may augment the price and** make it too expensive for a single purchase**;**
- **As plausible criteria for combination of films** in one box, **consumers name the following:**
  - **Subject matter;**
  - **Featuring of the same actor;**
  - **Being shot by the same director**

DVD PURCHASE BEHAVIOR

MOVIE TYPES	PURCHASE PLACES	CONSUMER TYPES	SPONTANEITY	CHIEF CHOICE CRITERIA
Blockbusters	Subway stand, metro station kiosk	“Time killers”, “Advanced users”	Purchase is made as soon as the movie appears on the market after distribution in movie theatres.	Price, window
	Supermarket, specialized store	“Family oriented”		Packing type and price (as quality indicators)
Second screen American movies	Subway stand, metro station kiosk	“Time killers”	Absolutely spontaneously	Price
Full-time animation	Subway stand, metro station kiosk	“Time killers”, “Advanced users”	Purchase is made as soon as the movie appears on the market after distribution in movie theatres.	Price, window
	Supermarket, specialized store	“Family oriented”		Packing type and price (as quality indicators)
Modern Russian movies	Subway stand, metro station kiosk	“Time killers”, “Advanced users”	Purchase is made as soon as the movie appears on the market after distribution in movie theatres.	Price, window
	Supermarket, specialized store	“Family oriented”		Packing type and price (as quality indicators)
Soviet classic movies	Subway stand, metro station kiosk	“Time killers”	Absolutely spontaneously	Price
	Supermarket, specialized store	“Family oriented”, “Advanced users”		Packing type and price (as quality indicators)
Selected audience movies	Specialized store	“Advanced users”	Purchase is made on purpose	Packing type and price (as quality indicators)