

Table 5.18 UK Video market size, 1981-1991

	Rental		Retail	
	Value (£m)	Transactions (millions)	Value (£m)	No of tapes (millions)
1981	50	n/a	-	-
1982	200	n/a	-	-
1983	273	n/a	-	-
1984	283	n/a	-	-
1985	306	n/a	15	-
1986	367	301	48	6
1987	420	322	96	12
1988	478	348	160	20
1989	569	396	300	38
1990	564	374	325	40
1991	544	337	375	45 ¹

1 Estimate only

Source: British Videogram Association, July - September Quarterly Software Monitor

In 1992, Screen Digest estimates the UK video software market was worth £970 million (US\$1,701.8 million) with rental accounting for US\$859.6 million and retail accounting for US\$84 million, as set out in the following table.

Table 5.19 Video software retail revenue, (\$m), 1989-1992

	Rental	Retail	Total
1989	914.3	481.7	1,396.0
1990	1,087.5	626.7	1,714.2
1991	946.4	695.9	1,642.3
1992	859.6	842.1	1,701.8

Source: Screen Digest 1991