



GfK

GfK Retail and Technology Australia and New Zealand

Playing to your
audience?

Services for the

Video Software market

Video Software is easily one of the fastest-paced and most title-driven categories measured by GfK in Australia and New Zealand. As well as the tremendous speed of title life-cycles, the number and variety of titles is immense.

Technological developments also continue to provide the consumer with new and exciting viewing experiences through Blu-ray and 3D formats.

Film and television trends and the popularity of various properties and licenses all play a part in determining which products will be successful and which trends are worth pursuing.

With so much to keep track of in the Video Software market, GfK has the knowledge to ensure that you're playing to your audience. To find out more, [contact the Video Software team at GfK today.](#)