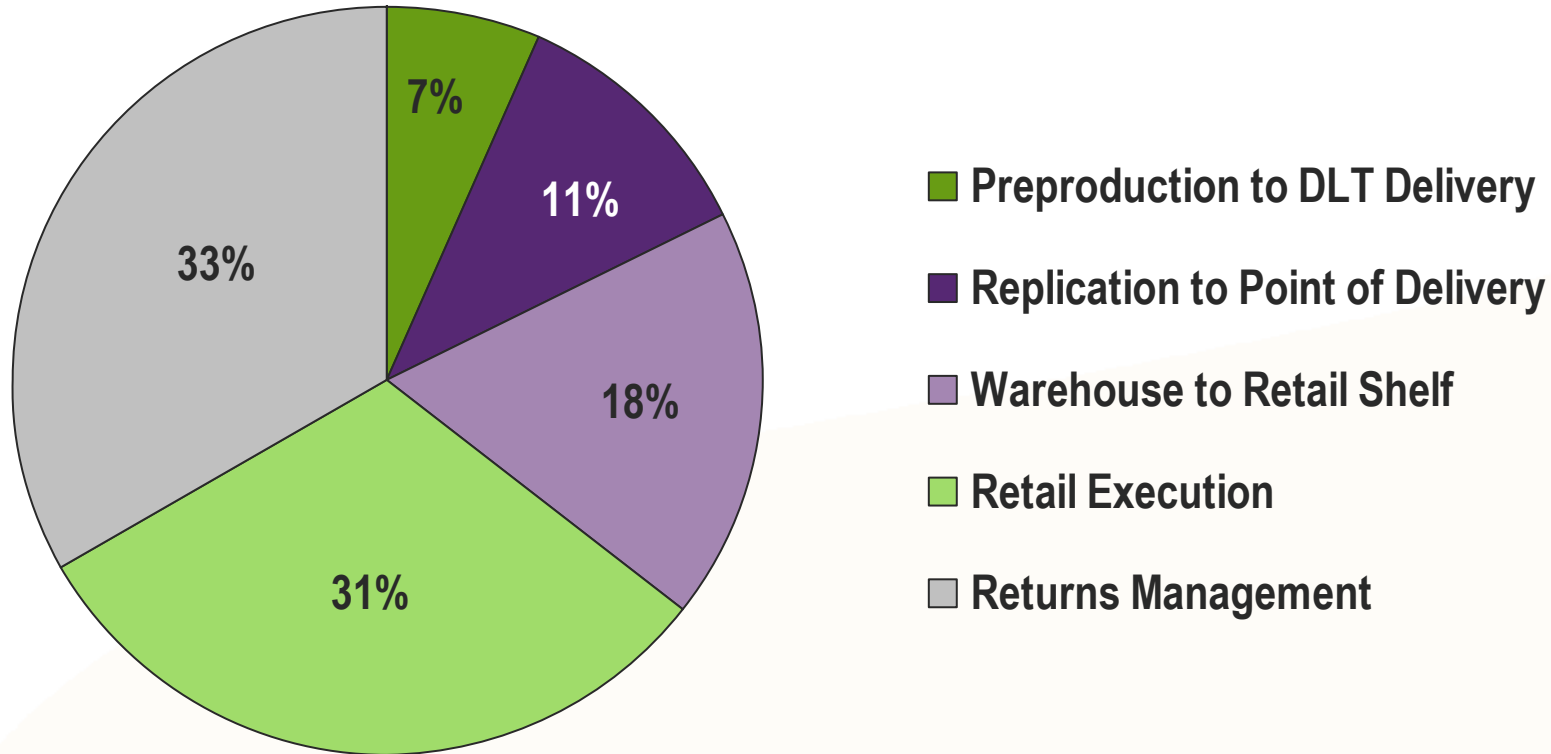
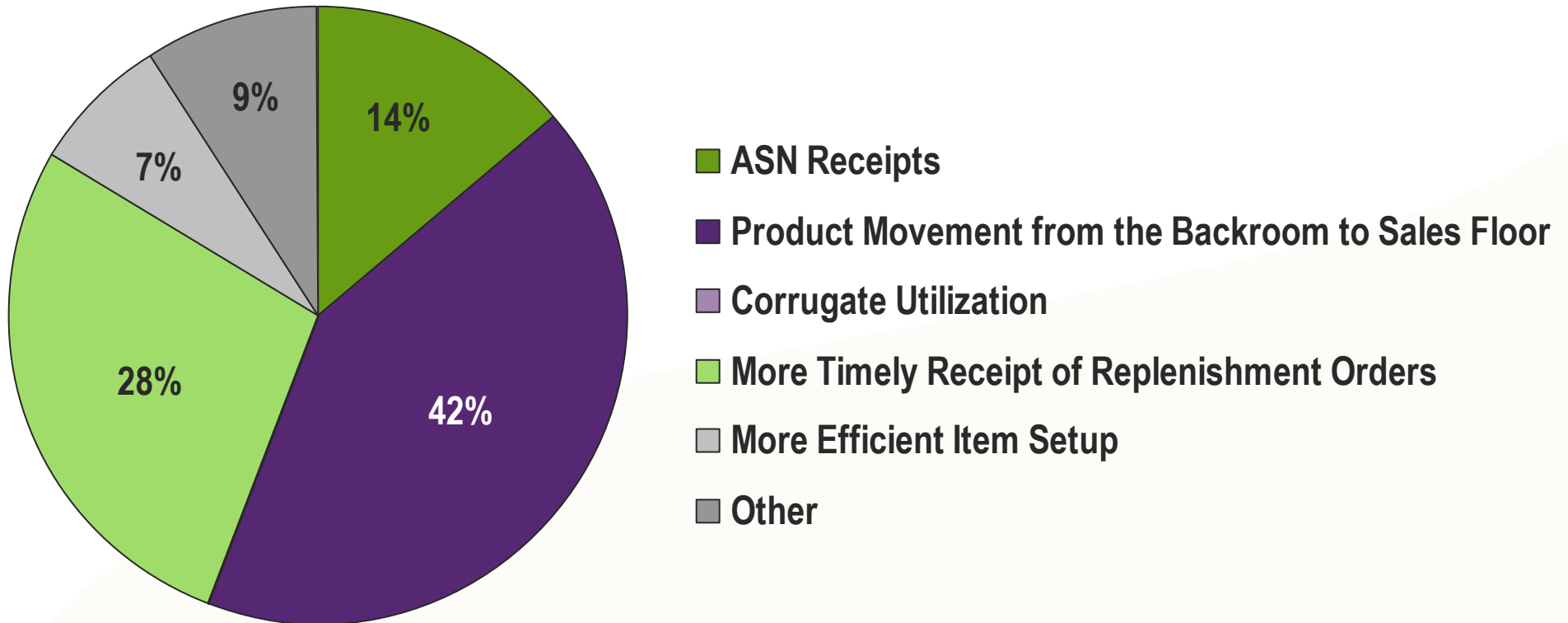


Which stage of the home entertainment supply chain has the most room for improvement?



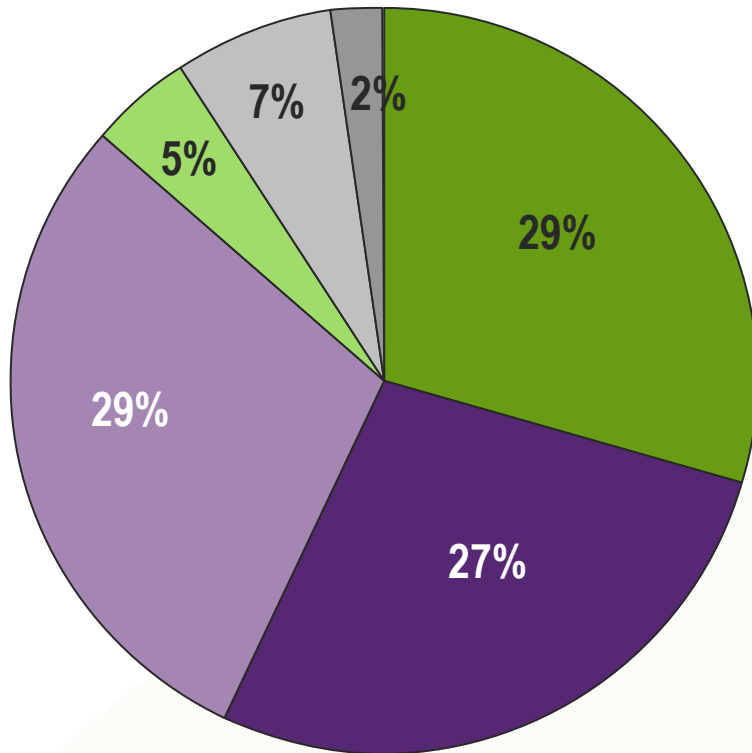
Source: ESCA Pulse Survey, ESCA 2007 Participants

Within retail execution, which of the following areas has the most room for improvement?



Source: ESCA Pulse Survey, ESCA 2007 Participants

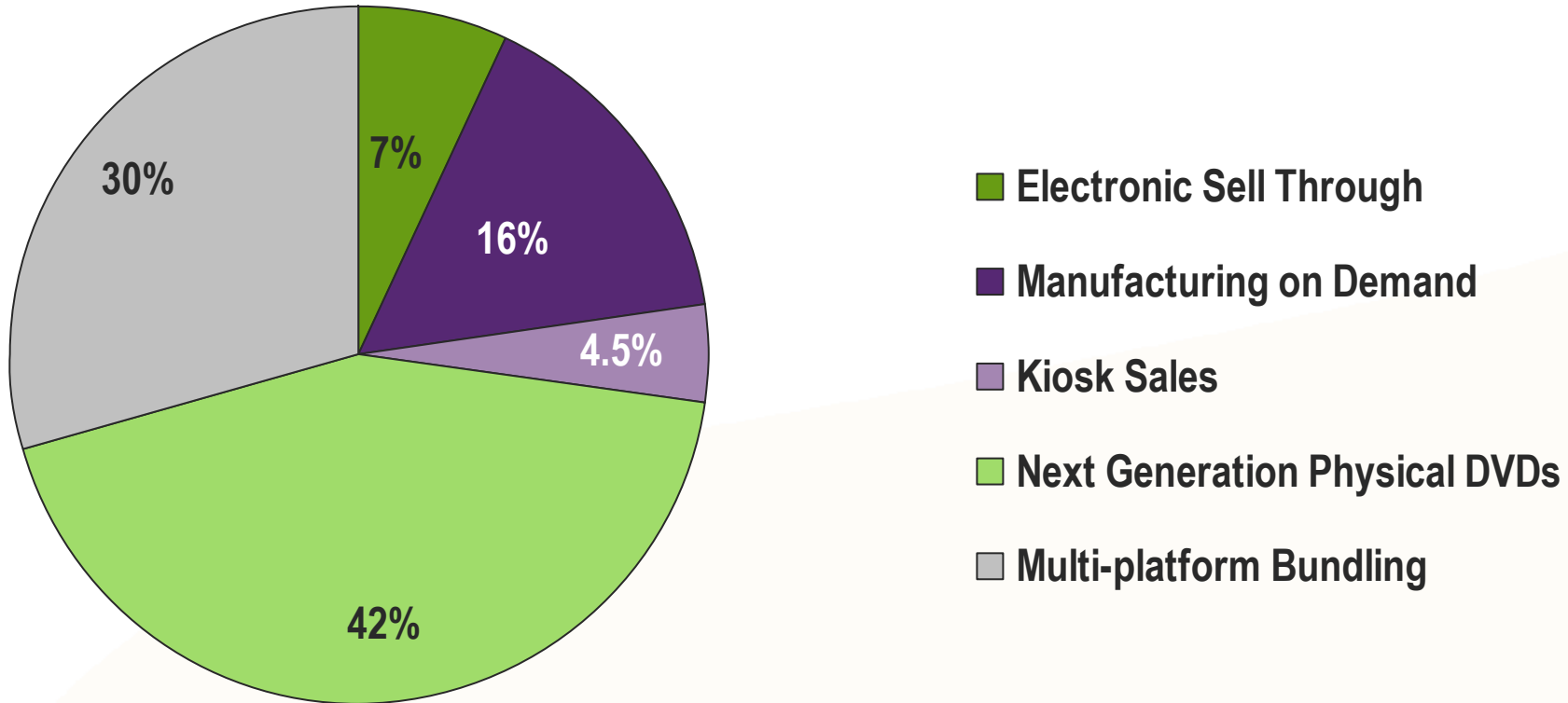
Which of the following trends do you believe will have the most impact on the home entertainment supply chain?



- SKU Proliferation/Shelf Space Allocation
- Downward Pressure on Price Points
- Competition between Physical & Digital
- Pressures for "Green" Packaging
- Mass Customization
- Other

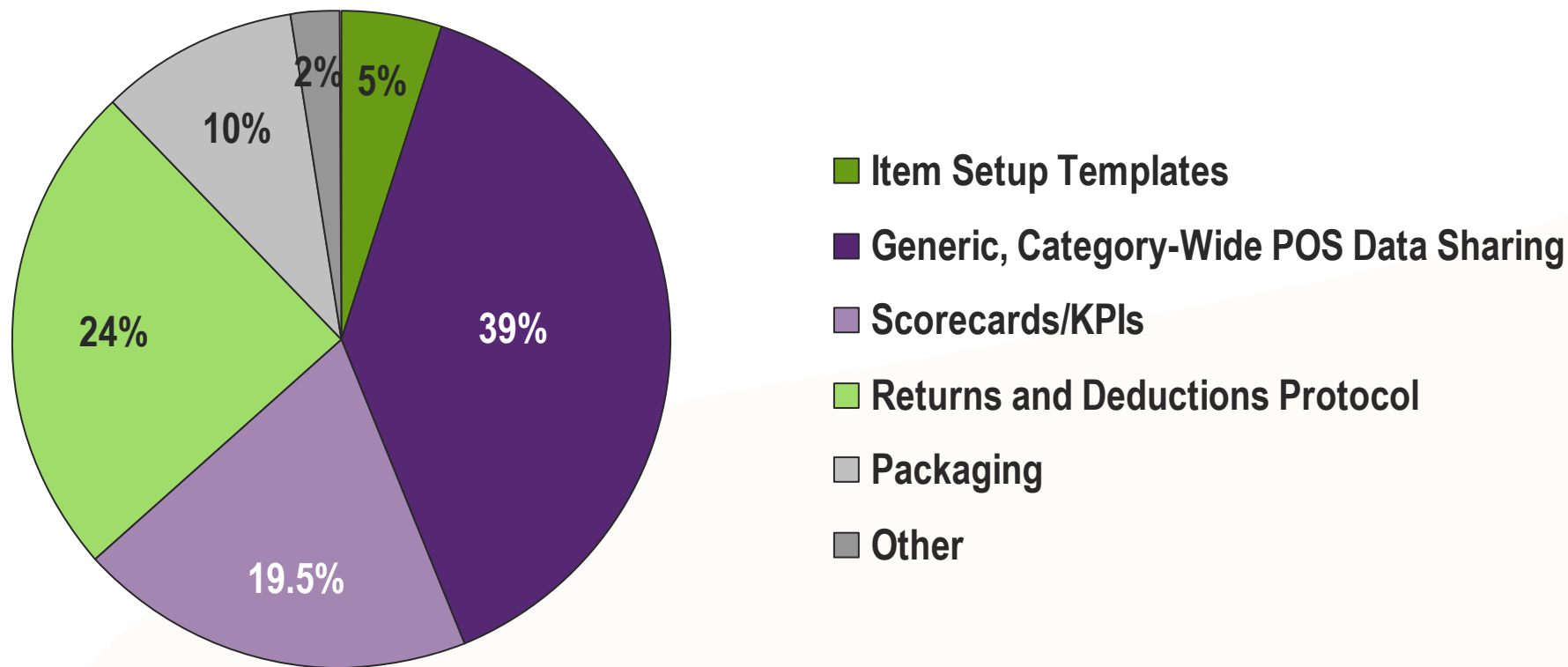
Source: ESCA Pulse Survey, ESCA 2007 Participants

Which delivery platform do you see as having the greatest sales growth opportunity?



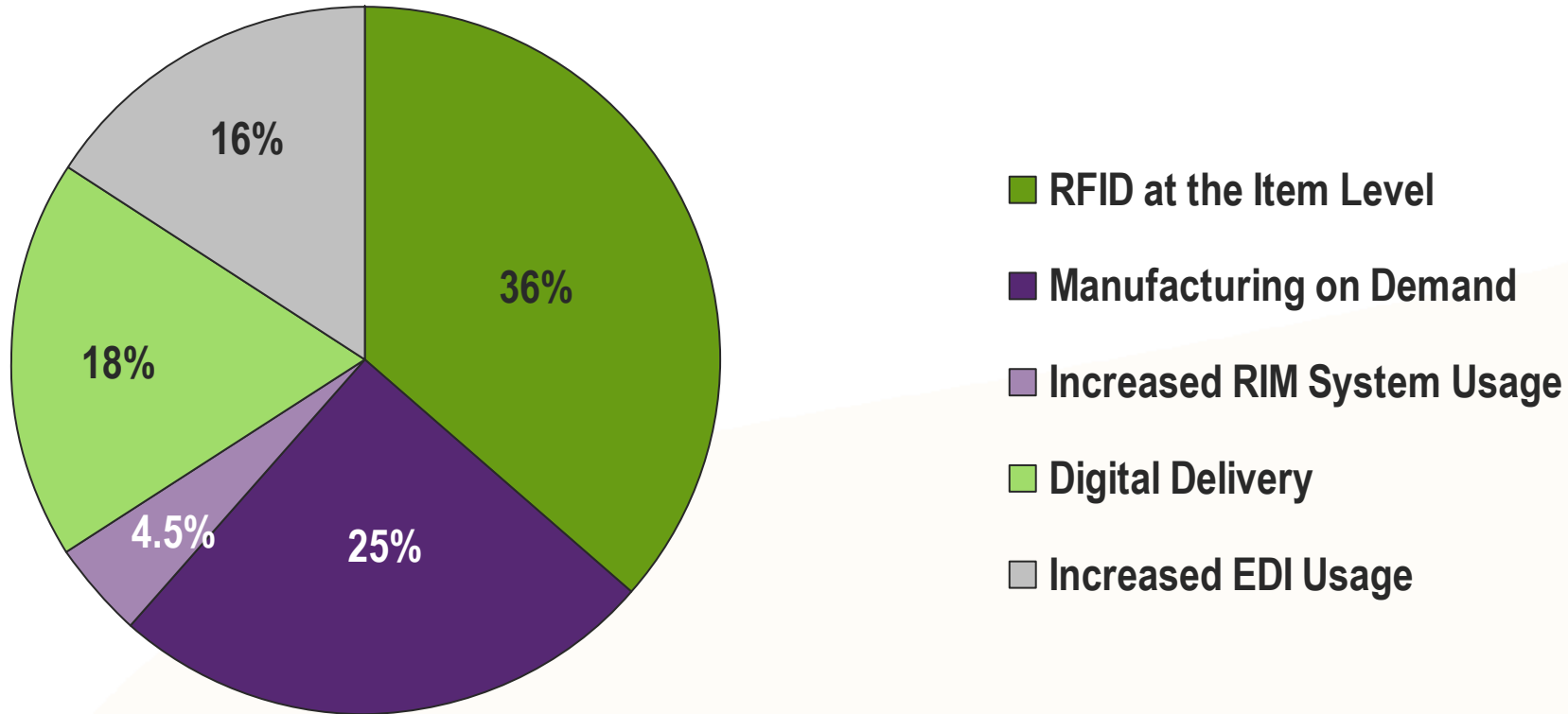
Source: ESCA Pulse Survey, ESCA 2007 Participants

Which standardization initiative between studios and retailers would produce the greatest supply chain improvement?



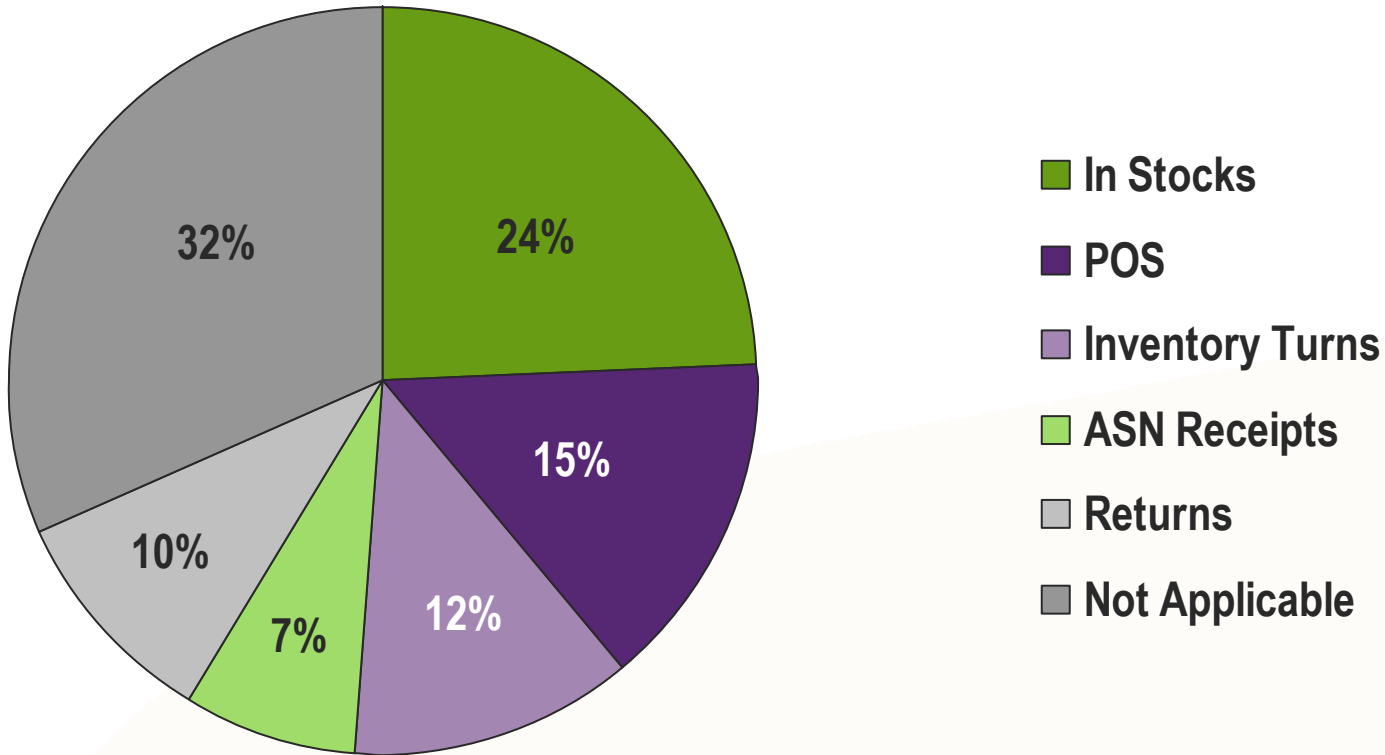
Source: ESCA Pulse Survey, ESCA 2007 Participants

Which technology will have the greatest impact on the home entertainment supply chain over the next two years?



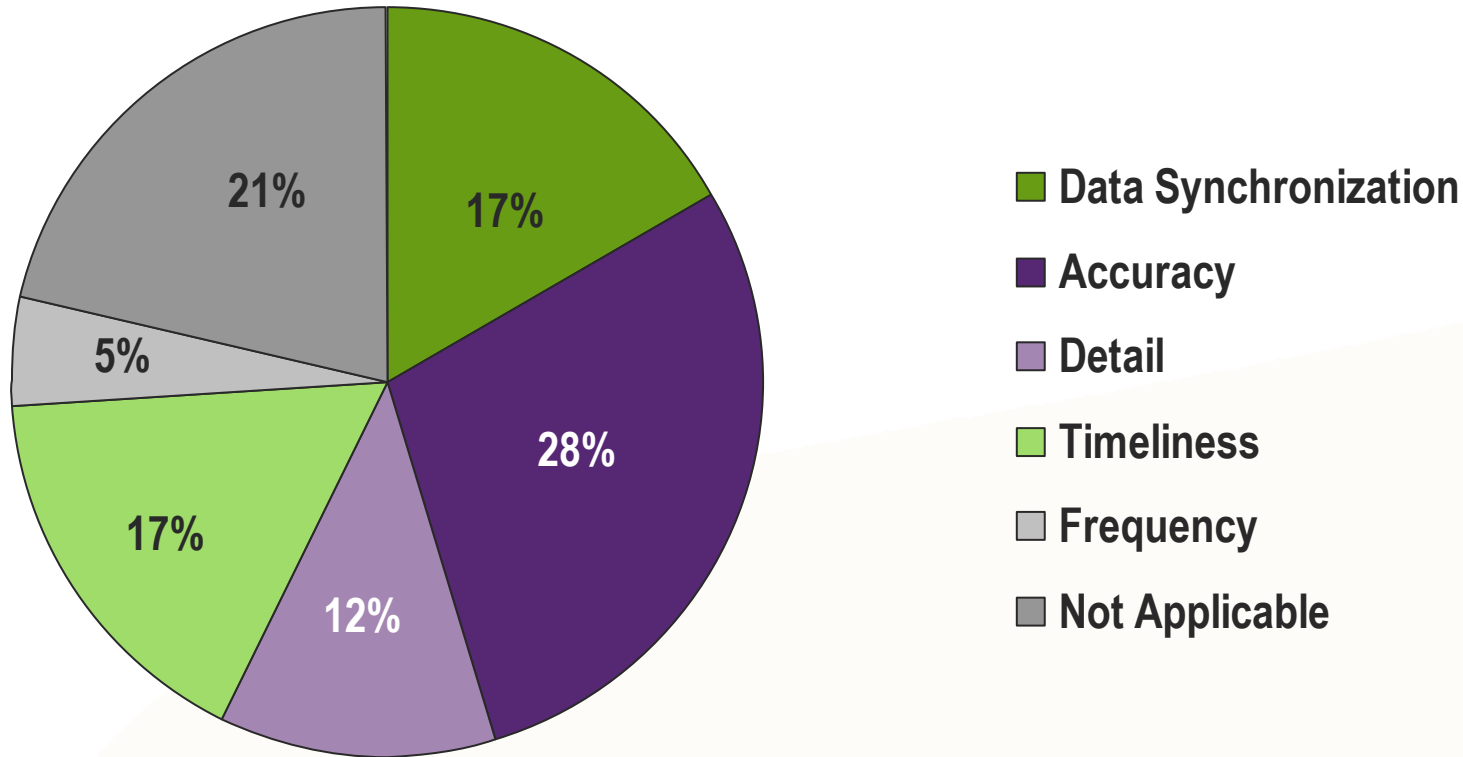
Source: ESCA Pulse Survey, ESCA 2007 Participants

Which metric best measures the health of your supply chain?



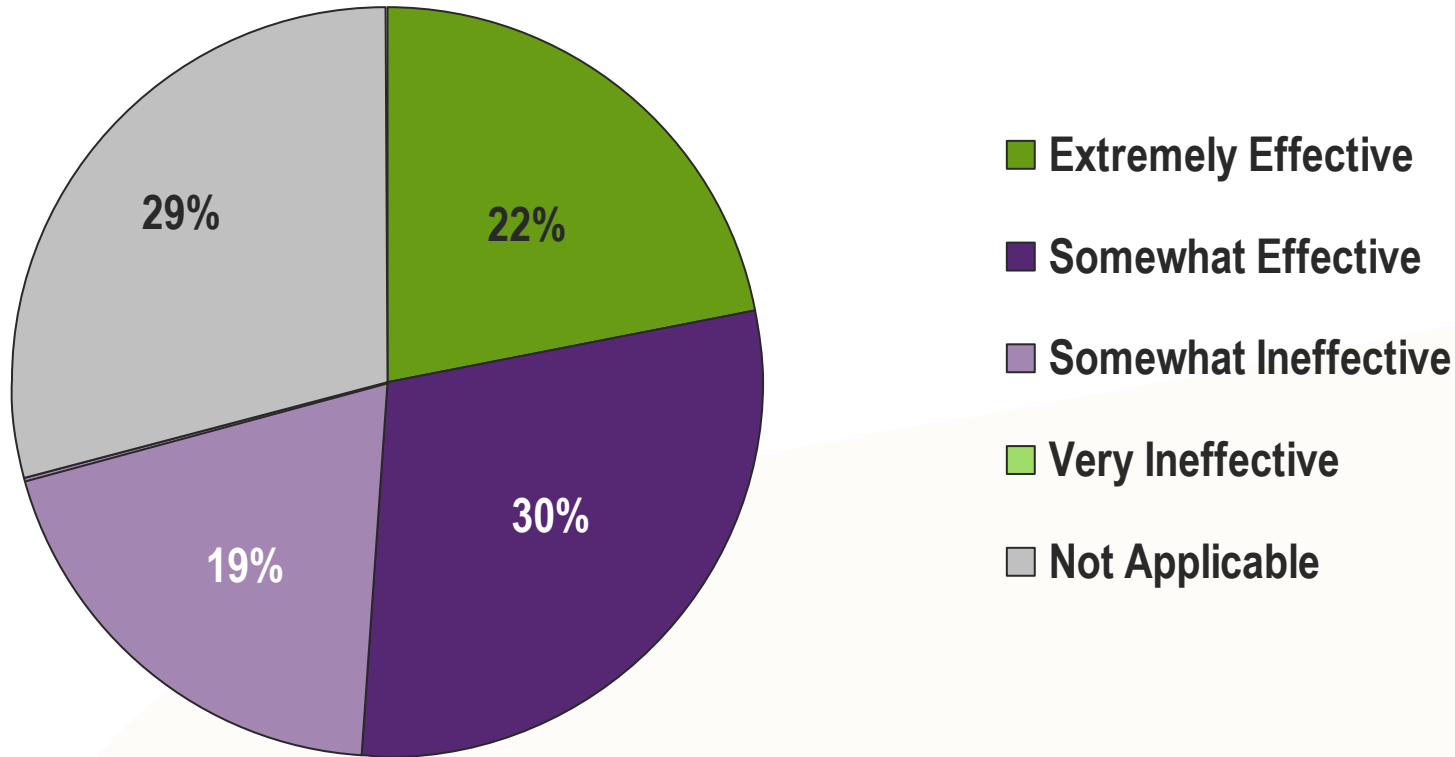
Source: ESCA Pulse Survey, ESCA 2007 Participants

In terms of data transmission which is the most important to your supply chain?



Source: ESCA Pulse Survey, ESCA 2007 Participants

How effective do you view in-store promotional corrugate as a use of financial and physical resources?



Source: ESCA Pulse Survey, ESCA 2007 Participants