

JVA Monthly Data 2005

Price MM Yen
Units 000

	December Actual									# of Cum (Jan.-Dec.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	297	19.4%	43.9%	71	26.3%	22.3%	31	48.4%		3,090	13.8%	41.1%	904	20.3%	32.9%	535	63.6%
Rental	1,208	79.0%	30.6%	188	69.8%	30.4%	151	60.9%		18,844	83.9%	40.0%	3,251	73.0%	46.9%	2,129	87.4%
Others/Business Use	25	1.6%	46.3%	11	3.9%	18.1%	0	ERR		530	2.4%	60.6%	299	6.7%	50.7%	43	66.2%
Video Cassette	1,530	3.8%	32.7%	269	2.4%	27.1%	182	58.3%	Increased 3 Decreased 22 Other 5	22,464	6.4%	40.5%	4,454	4.0%	43.4%	2,707	81.0%
Retail	31,227	80.3%	87.1%	9,397	82.5%	81.1%	941	123.2%		249,441	75.4%	100.0%	86,663	81.4%	104.0%	9,119	113.0%
Rental	7,326	18.8%	91.2%	1,331	11.7%	92.9%	705	158.4%		79,552	24.0%	121.4%	15,355	14.4%	117.1%	6,242	135.5%
Others/Business Use	343	0.9%	188.5%	660	5.8%	136.6%	0	ERR		1,855	0.6%	117.3%	4,453	4.2%	133.6%	109	125.3%
DVD Video	38,896	96.2%	88.3%	11,388	97.7%	84.4%	1,646	136.1%	Increased 14 Decreased 15 Other 3	330,848	93.6%	104.5%	106,471	96.0%	106.7%	15,470	121.2%
Total	40,426	100.0%	82.9%	11,658	100.0%	80.4%	1,828	120.2%		353,312	100.0%	94.9%	110,925	100.0%	100.8%	18,177	112.8%

Price MM Yen
Units 000

	November Actual									# of Cum (Jan.-Nov.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	410	21.2%	113.6%	119	33.9%	94.9%	35	44.9%		2,793	13.3%	40.8%	833	19.9%	34.3%	504	64.9%
Rental	1,484	76.8%	44.0%	217	61.9%	39.6%	156	69.6%		17,636	84.2%	40.9%	3,063	73.2%	48.6%	1,978	90.4%
Others/Business Use	38	2.0%	115.2%	15	4.2%	36.1%	0	0.0%		505	2.4%	61.6%	288	6.9%	54.2%	43	66.2%
Video Cassette	1,932	4.0%	51.3%	351	2.0%	49.1%	191	62.8%	Increased 5 Decreased 21 Other 2	20,934	6.7%	41.2%	4,184	4.2%	45.2%	2,525	83.3%
Retail	35,717	77.2%	164.3%	14,339	85.1%	174.5%	632	64.2%		218,214	74.7%	102.1%	77,265	81.3%	107.6%	8,178	111.9%
Rental	10,392	22.5%	160.0%	1,875	11.1%	132.6%	533	66.9%		72,226	24.7%	125.6%	14,024	14.7%	120.1%	5,537	133.0%
Others/Business Use	143	0.3%	138.8%	643	3.8%	179.8%	12	600.0%		1,512	0.5%	108.0%	3,793	4.0%	133.1%	109	125.3%
DVD Video	46,252	96.0%	163.2%	16,856	98.0%	168.8%	1,177	66.0%	Increased 16 Decreased 13 Other 1	291,952	93.3%	107.1%	95,083	95.8%	110.2%	13,824	119.6%
Total	48,184	100.0%	150.1%	17,206	100.0%	160.8%	1,368	65.5%		312,886	100.0%	96.7%	99,267	100.0%	103.9%	16,349	112.1%

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	October Actual									# of Cum (Jan.-Oct.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	220	16.7%	39.2%	24	9.3%	12.9%	27	35.1%		2,383	12.5%	36.7%	714	18.6%	31.0%	469	67.1%
Rental	1,068	81.3%	41.1%	224	85.7%	56.3%	171	89.1%		16,152	85.0%	40.6%	2,846	74.2%	49.4%	1,822	92.8%
Others/Business Use	26	2.0%	65.0%	13	5.1%	67.5%	0	0.0%		467	2.5%	59.3%	273	7.1%	55.7%	43	68.3%
Video Cassette	1,314	4.7%	41.1%	262	3.0%	43.2%	198	71.7%	Increased 2 Decreased 20 Other 3	19,002	7.2%	40.4%	3,834	4.7%	44.8%	2,334	85.6%
Retail	18,934	71.0%	106.5%	6,389	75.5%	106.6%	791	140.7%		182,497	74.3%	95.1%	62,927	80.4%	99.0%	7,546	119.3%
Rental	7,598	28.5%	110.8%	1,688	19.9%	150.1%	508	113.6%		61,834	25.2%	121.2%	12,150	15.5%	118.4%	5,004	148.7%
Others/Business Use	128	0.5%	143.8%	385	4.6%	206.7%	7	87.5%		1,369	0.6%	105.6%	3,151	4.0%	126.4%	97	114.1%
DVD Video	26,660	95.3%	107.8%	8,462	97.0%	115.9%	1,306	128.4%	Increased 13 Decreased 14 Other 1	245,700	92.8%	100.6%	78,227	95.3%	102.5%	12,647	129.4%
Total	27,974	100.0%	100.2%	8,723	100.0%	110.3%	1,504	116.3%		264,702	100.0%	90.9%	82,061	100.0%	96.7%	14,981	119.8%

Price MM Yen
Units 000

	September Actual									# of Cum (Jan.-Sep.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	142	9.5%	26.6%	35	9.6%	14.2%	28	41.2%		2,163	12.2%	36.5%	690	19.3%	32.7%	442	71.1%
Rental	1,321	88.3%	36.6%	307	85.2%	57.6%	156	75.7%		15,084	85.3%	40.6%	2,622	73.4%	48.9%	1,651	93.2%
Others/Business Use	33	2.2%	37.9%	19	5.3%	33.3%	1	50.0%		441	2.5%	59.0%	260	7.3%	55.2%	43	76.8%
Video Cassette	1,496	4.8%	35.3%	361	3.8%	43.3%	185	67.0%	Increased 2 Decreased 24 Other 4	17,688	7.5%	40.3%	3,572	4.9%	45.0%	2,136	87.2%
Retail	22,154	73.9%	105.9%	7,231	79.1%	112.7%	721	99.7%		163,563	74.7%	93.9%	56,538	81.0%	98.2%	6,755	117.2%
Rental	7,677	25.6%	160.7%	1,548	16.9%	172.3%	822	234.9%		54,236	24.8%	122.8%	10,462	15.0%	114.5%	4,496	154.1%
Others/Business Use	148	0.5%	73.6%	364	4.0%	120.8%	10	142.9%		1,241	0.6%	102.7%	2,765	4.0%	119.9%	90	116.9%
DVD Video	29,979	95.2%	115.8%	9,143	96.2%	120.1%	1,553	143.8%	Increased 14 Decreased 14 Other 3	219,040	92.5%	99.8%	69,765	95.1%	101.1%	11,341	129.5%
Total	31,475	100.0%	104.5%	9,504	100.0%	112.5%	1,738	128.2%		236,728	100.0%	89.9%	73,337	100.0%	95.3%	13,477	120.3%

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	August Actual									# of Cum (Jan.-Aug.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	152	9.9%	45.9%	40	13.1%	41.2%	31	79.5%		2,021	12.5%	37.5%	655	20.4%	35.1%	414	74.7%
Rental	1,350	87.5%	43.0%	228	74.3%	49.0%	153	74.3%		13,763	85.0%	41.0%	2,315	72.1%	47.9%	1,495	95.5%
Others/Business Use	40	2.6%	33.1%	39	12.6%	51.5%	4	200.0%		408	2.5%	61.8%	241	7.5%	58.2%	42	77.8%
Video Cassette	1,542	5.7%	42.9%	307	3.7%	48.1%	188	76.1%	Increased 4 Decreased 21 Other 3	16,192	7.9%	40.9%	3,212	5.0%	45.2%	1,951	89.7%
Retail	18,723	73.1%	108.2%	6,280	78.4%	112.0%	661	89.8%		141,409	74.8%	92.3%	49,307	81.3%	96.4%	6,034	119.7%
Rental	6,737	26.3%	118.3%	1,282	16.0%	103.7%	365	97.3%		46,559	24.6%	118.3%	8,913	14.7%	108.1%	3,674	143.1%
Others/Business Use	139	0.5%	96.5%	452	5.6%	136.0%	5	500.0%		1,093	0.6%	108.5%	2,402	4.0%	119.8%	80	114.3%
DVD Video	25,599	94.3%	110.6%	8,015	96.3%	111.7%	1,031	92.7%	Increased 16 Decreased 12 Other 1	189,061	92.1%	97.6%	60,622	95.0%	98.7%	9,788	127.5%
Total	27,141	100.0%	101.5%	8,322	100.0%	106.5%	1,219	89.7%		205,253	100.0%	88.0%	63,834	100.0%	93.2%	11,739	119.2%

Price MM Yen
Units 000

	July Actual									# of Cum (Jan.-Jul.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	222	11.0%	31.7%	52	14.0%	26.7%	45	64.3%		1,869	12.8%	36.9%	615	21.2%	34.7%	383	74.4%
Rental	1,766	87.6%	45.5%	311	84.4%	54.8%	166	79.0%		12,413	84.7%	40.8%	2,087	71.9%	47.8%	1,342	98.7%
Others/Business Use	28	1.4%	54.9%	6	1.6%	10.1%	0	0.0%		368	2.5%	68.3%	203	7.0%	59.7%	38	73.1%
Video Cassette	2,016	6.6%	43.5%	368	3.5%	44.9%	211	74.3%	Increased 6 Decreased 20 Other 1	14,650	8.2%	40.7%	2,905	5.2%	44.9%	1,763	91.5%
Retail	20,331	71.8%	99.4%	7,994	79.3%	124.5%	703	104.0%		122,686	75.1%	90.2%	43,027	81.8%	94.4%	5,373	124.9%
Rental	7,849	27.7%	137.3%	1,670	16.6%	119.6%	510	93.9%		39,822	24.4%	118.3%	7,631	14.5%	108.9%	3,309	150.9%
Others/Business Use	131	0.5%	119.1%	422	4.2%	132.6%	1	100.0%		954	0.6%	110.5%	1,949	3.7%	116.6%	75	108.7%
DVD Video	28,311	93.4%	107.7%	10,086	96.5%	124.0%	1,214	99.5%	Increased 14 Decreased 14 Other 1	163,462	91.8%	95.9%	52,607	94.8%	97.0%	8,757	133.4%
Total	30,327	100.0%	98.1%	10,454	100.0%	116.7%	1,425	94.7%		178,112	100.0%	86.2%	55,512	100.0%	91.4%	10,520	123.9%

JVA Monthly Data 2005

Price MM Yen
Units 000

	June Actual									# of Cum (Jan.-Jun.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	323	18.2%	37.1%	149	28.7%	42.4%	55	84.6%		1,440	12.1%	33.2%	554	22.6%	35.2%	303	78.3%
Rental	1,385	77.9%	36.7%	291	56.2%	52.1%	173	98.9%		10,178	85.5%	38.4%	1,716	70.0%	46.0%	1,067	95.9%
Others/Business Use	69	3.9%	61.1%	78	15.1%	73.3%	4	133.3%		287	2.4%	63.1%	183	7.5%	70.6%	27	61.4%
Video Cassette	1,777	6.4%	37.4%	519	5.5%	51.0%	232	95.5%	Increased 5 Decreased 21 Other 2	11,905	8.1%	38.1%	2,453	5.5%	44.1%	1,397	90.5%
Retail	20,792	79.6%	90.4%	7,336	81.9%	81.6%	992	135.7%		103,605	76.6%	90.4%	35,205	82.8%	89.9%	4,141	117.0%
Rental	5,134	19.7%	87.5%	1,195	13.3%	75.7%	304	92.4%		30,771	22.8%	109.5%	5,776	13.6%	100.3%	2,514	150.2%
Others/Business Use	186	0.7%	155.0%	430	4.8%	154.7%	20	1000.0%		809	0.6%	117.5%	1,526	3.6%	157.9%	29	87.9%
DVD Video	26,112	93.6%	90.1%	8,962	94.5%	82.6%	1,316	123.9%	Increased 11 Decreased 17 Other 2	135,185	91.9%	94.3%	42,506	94.5%	92.7%	6,684	127.4%
Total	27,889	100.0%	82.7%	9,480	100.0%	79.9%	1,548	118.6%		147,090	100.0%	84.2%	44,959	100.0%	87.4%	8,081	119.0%

Price MM Yen
Units 000

	May Actual									# of Cum (Jan.-May)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	36	2.3%	4.4%	89	26.9%	28.2%	50	106.4%		1,117	11.0%	32.2%	405	20.9%	33.2%	248	77.0%
Rental	1,480	95.7%	34.5%	223	67.2%	40.0%	134	67.3%		8,793	86.8%	38.7%	1,425	73.6%	44.9%	894	95.3%
Others/Business Use	31	2.0%	58.5%	19	5.8%	73.0%	4	100.0%		218	2.2%	63.7%	105	5.4%	68.7%	23	56.1%
Video Cassette	1,547	7.7%	30.0%	331	5.6%	36.8%	188	75.2%	Increased 5 Decreased 21 Other 2	10,128	8.5%	38.2%	1,934	5.5%	42.5%	1,165	89.5%
Retail	13,441	72.3%	69.8%	4,508	80.4%	62.8%	472	90.2%		82,813	75.9%	90.4%	27,869	83.1%	92.4%	3,149	112.1%
Rental	5,035	27.1%	101.7%	888	15.8%	109.2%	274	119.1%		25,637	23.5%	115.3%	4,580	13.7%	109.6%	2,210	164.3%
Others/Business Use	116	0.6%	120.8%	208	3.7%	104.4%	0	0.0%		623	0.6%	109.6%	1,096	3.3%	159.2%	9	29.0%
DVD Video	18,592	92.3%	76.5%	5,603	94.4%	68.4%	746	98.8%	Increased 16 Decreased 13 Other 1	109,073	91.5%	95.4%	33,544	94.5%	95.8%	5,368	128.3%
Total	20,139	100.0%	68.4%	5,934	100.0%	65.3%	934	92.9%		119,201	100.0%	84.6%	35,479	100.0%	89.7%	6,533	119.1%

JVA Monthly Data 2005

Price MM Yen
Units 000

	April Actual									# of Cum (Jan.-Apr.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	309	12.7%	38.2%	108	23.8%	33.9%	37	59.7%		1,081	12.6%	40.7%	316	19.7%	34.9%	198	72.0%
Rental	2,032	83.7%	47.0%	312	68.9%	43.3%	165	90.2%		7,313	85.2%	39.7%	1,202	75.0%	45.9%	760	102.8%
Others/Business Use	88	3.6%	133.3%	33	7.3%	245.2%	1	14.3%		187	2.2%	64.7%	85	5.3%	67.8%	19	51.4%
Video Cassette	2,429	8.1%	46.8%	454	4.7%	43.1%	203	80.6%	Increased 8 Decreased 18 Other 1	8,581	8.7%	40.2%	1,603	5.4%	43.9%	977	93.0%
Retail	20,993	76.0%	104.0%	7,716	84.3%	104.9%	788	136.1%		69,372	76.7%	95.9%	23,361	83.6%	101.7%	2,677	117.2%
Rental	6,437	23.3%	109.2%	1,168	12.8%	78.4%	551	193.3%		20,602	22.8%	119.2%	3,693	13.2%	109.7%	1,936	173.6%
Others/Business Use	208	0.8%	495.2%	264	2.9%	1169.4%	1	12.5%		507	0.6%	107.3%	888	3.2%	181.6%	9	31.0%
DVD Video	27,638	91.9%	105.8%	9,148	95.3%	103.1%	1,340	153.7%	Increased 15 Decreased 14 Other 1	90,481	91.3%	100.4%	27,941	94.6%	104.1%	4,622	134.8%
Total	30,067	100.0%	96.0%	9,602	100.0%	96.8%	1,543	137.3%		99,062	100.0%	88.9%	29,545	100.0%	96.9%	5,599	125.0%

Price MM Yen
Units 000

	March Actual									# of Cum (Jan.-Mar.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	287	13.7%	33.1%	72	19.0%	32.5%	56	65.1%		772	12.5%	41.8%	208	18.1%	35.4%	161	75.6%
Rental	1,759	84.0%	32.5%	283	74.4%	40.0%	173	91.5%		5,281	85.8%	37.5%	890	77.4%	46.9%	595	107.0%
Others/Business Use	49	2.3%	41.2%	25	6.5%	34.1%	11	50.0%		99	1.6%	44.4%	52	4.6%	46.5%	18	60.0%
Video Cassette	2,095	8.5%	32.7%	381	4.8%	37.9%	240	80.8%	Increased 6 Decreased 21 Other 0	6,152	8.9%	38.1%	1,150	5.8%	44.3%	774	96.9%
Retail	17,289	76.9%	84.6%	6,325	84.2%	88.8%	792	116.3%		48,379	77.0%	92.8%	15,645	83.2%	100.2%	1,889	110.7%
Rental	5,089	22.6%	89.8%	939	12.5%	95.3%	480	144.1%		14,165	22.5%	124.3%	2,524	13.4%	134.5%	1,385	166.9%
Others/Business Use	119	0.5%	51.7%	247	3.3%	94.2%	8	80.0%		299	0.5%	69.4%	624	3.3%	133.7%	8	38.1%
DVD Video	22,497	91.5%	85.4%	7,512	95.2%	89.7%	1,280	125.0%	Increased 10 Decreased 20 Other 0	62,843	91.1%	98.3%	18,793	94.2%	104.6%	3,282	128.4%
Total	24,592	100.0%	75.1%	7,892	100.0%	84.2%	1,520	115.1%		68,995	100.0%	86.1%	19,943	100.0%	97.0%	4,056	120.9%

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Units 000

	February Actual									# of Cum (Jan.-Feb.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	196	8.8%	46.8%	42	10.7%	26.6%	45	80.4%		485	12.0%	49.4%	136	17.6%	37.2%	105	82.7%
Rental	2,009	90.0%	41.2%	332	83.7%	50.2%	257	135.3%		3,522	86.8%	40.6%	606	78.8%	51.0%	422	115.0%
Others/Business Use	26	1.2%	42.6%	22	5.6%	106.9%	4	133.3%		50	1.2%	48.1%	27	3.6%	69.4%	7	87.5%
Video Cassette	2,231	9.2%	41.6%	396	6.3%	47.2%	306	122.9%	Increased 4 Decreased 23 Other 0	4,057	9.1%	41.6%	769	6.4%	48.3%	534	106.4%
Retail	16,610	75.8%	105.6%	4,801	81.2%	117.9%	644	123.1%		31,090	77.1%	98.1%	9,320	82.6%	109.7%	1,097	107.0%
Rental	5,199	23.7%	164.5%	903	15.3%	194.2%	535	162.1%		9,076	22.5%	158.4%	1,586	14.1%	178.0%	905	182.1%
Others/Business Use	107	0.5%	82.3%	205	3.5%	143.5%	0	0.0%		180	0.4%	89.8%	376	3.3%	184.9%	0	0.0%
DVD Video	21,916	90.8%	115.2%	5,909	93.7%	126.3%	1,179	136.6%	Increased 19 Decreased 11 Other 0	40,346	90.9%	107.3%	11,281	93.6%	117.6%	2,002	130.6%
Total	24,147	100.0%	99.0%	6,305	100.0%	114.2%	1,485	133.5%		44,403	100.0%	93.7%	12,051	100.0%	107.8%	2,536	124.6%

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	January Actual									# of Cum (Jan.-Jan.)							
	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	# of the company whose sales decreased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	289	15.8%	51.4%	93	25.0%	45.4%	60	84.5%		289	15.8%	51.4%	93	25.0%	45.4%	60	84.5%
Rental	1,513	82.9%	39.9%	275	73.6%	52.0%	165	93.2%		1,513	82.9%	39.9%	275	73.6%	52.0%	165	93.2%
Others/Business Use	24	1.3%	55.8%	5	1.4%	27.1%	3	60.0%		24	1.3%	55.8%	5	1.4%	27.1%	3	60.0%
Video Cassette	1,826	9.0%	41.5%	373	6.5%	49.6%	228	90.1%	Increased 3 Decreased 24 Other 0	1,826	9.0%	41.5%	373	6.5%	49.6%	228	90.1%
Retail	14,480	78.6%	90.8%	4,518	84.1%	102.2%	453	90.2%		14,480	78.6%	90.8%	4,518	84.1%	102.2%	453	90.2%
Rental	3,877	21.0%	150.9%	683	12.7%	160.2%	370	221.6%		3,877	21.0%	150.9%	683	12.7%	160.2%	370	221.6%
Others/Business Use	73	0.4%	103.7%	171	3.2%	282.6%	0	0.0%		73	0.4%	103.7%	171	3.2%	282.6%	0	0.0%
DVD Video	18,430	91.0%	99.1%	5,372	93.5%	109.4%	823	122.8%	Increased 11 Decreased 19 Other 0	18,430	91.0%	99.1%	5,372	93.5%	109.4%	823	122.8%
Total	20,256	100.0%	88.1%	5,745	100.0%	101.5%	1,051	113.9%		20,256	100.0%	88.1%	5,745	100.0%	101.5%	1,051	113.9%