

JVA Monthly Data 2006

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	30,883	76.5%	98.9%	9,584	78.8%	102.0%	963	102.3%		222,130	68.0%	89.1%	77,309	73.9%	89.2%	9,682	106.2%
Rental	9,329	23.1%	127.3%	2,280	18.7%	171.2%	740	105.0%		102,502	31.4%	128.8%	22,746	21.7%	148.1%	6,900	110.5%
Others/Business Use	132	0.3%	38.5%	296	2.4%	44.8%	2	ERR		2,016	0.6%	108.7%	4,599	4.4%	103.3%	52	47.7%
DVD Video	40,344	99.5%	103.7%	12,159	99.7%	106.8%	1,705	103.6%	Increased 10 Decreased 19 Other 3	326,648	98.3%	98.7%	104,655	98.8%	98.3%	16,634	107.5%
Retail	92	46.2%	31.0%	17	40.4%	23.3%	6	19.4%		1,301	23.5%	42.1%	532	41.3%	58.8%	222	41.5%
Rental	93	46.7%	7.7%	18	44.3%	9.6%	45	29.8%		3,882	70.1%	20.6%	613	47.6%	18.8%	958	45.0%
Others/Business Use	14	7.0%	56.0%	6	15.4%	59.6%	12	ERR		352	6.4%	66.4%	143	11.1%	48.0%	52	120.9%
Video Cassette	199	0.5%	13.0%	41	0.3%	15.2%	63	34.6%	Increased 0 Decreased 22 Other 3	5,535	1.7%	24.6%	1,288	1.2%	28.9%	1,232	45.5%
Total	40,543	100.0%	100.3%	12,200	100.0%	104.6%	1,768	96.7%		332,183	100.0%	94.0%	105,943	100.0%	95.5%	17,866	98.3%

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	24,086	68.6%	67.4%	8,515	77.8%	59.4%	921	145.7%		191,247	66.8%	87.6%	67,726	73.2%	87.7%	8,719	106.6%
Rental	10,905	31.1%	104.9%	2,205	20.1%	117.6%	827	155.2%		93,173	32.5%	129.0%	20,467	22.1%	145.9%	6,160	111.3%
Others/Business Use	101	0.3%	70.6%	228	2.1%	35.5%	3	25.0%		1,884	0.7%	124.6%	4,304	4.7%	113.5%	50	45.9%
DVD Video	35,092	99.4%	75.9%	10,947	99.7%	64.9%	1,751	148.8%	Increased 8 Decreased 20 Other 4	286,304	98.2%	98.1%	92,496	98.7%	97.3%	14,929	108.0%
Retail	69	33.7%	16.8%	18	46.7%	15.0%	7	20.0%		1,209	22.7%	43.3%	515	41.3%	61.9%	216	42.9%
Rental	122	59.5%	8.2%	18	46.0%	8.1%	48	30.8%		3,789	71.0%	21.5%	594	47.7%	19.4%	913	46.2%
Others/Business Use	14	6.8%	36.8%	3	7.3%	19.0%	0	ERR		338	6.3%	66.9%	137	11.0%	47.6%	40	93.0%
Video Cassette	205	0.6%	10.6%	38	0.3%	10.9%	55	28.8%	Increased 0 Decreased 22 Other 3	5,336	1.8%	25.5%	1,247	1.3%	29.8%	1,169	46.3%
Total	35,297	100.0%	73.3%	10,986	100.0%	63.8%	1,806	132.0%		291,640	100.0%	93.2%	93,743	100.0%	94.4%	16,098	98.5%

JVA Monthly Data 2006

Price MM Yen
Units 000

	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	17,172	62.9%	90.7%	7,033	73.7%	110.1%	870	110.0%		167,161	66.5%	91.6%	59,211	72.6%	94.1%	7,798	103.3%
Rental	9,967	36.5%	131.2%	2,148	22.5%	127.3%	424	83.5%		82,268	32.7%	133.0%	18,262	22.4%	150.3%	5,333	106.6%
Others/Business Use	174	0.6%	135.9%	359	3.8%	93.3%	1	14.3%		1,783	0.7%	130.2%	4,075	5.0%	129.3%	47	48.5%
DVD Video	27,313	99.4%	102.4%	9,540	99.5%	112.7%	1,295	99.2%	Increased 15 Decreased 12 Other 5	251,212	98.0%	102.2%	81,549	98.5%	104.2%	13,178	104.2%
Retail	56	32.7%	25.5%	15	30.2%	60.6%	5	18.5%		1,143	22.3%	48.0%	497	41.2%	69.7%	209	44.6%
Rental	94	55.0%	8.8%	13	27.3%	5.9%	31	18.1%		3,667	71.4%	22.7%	577	47.7%	20.3%	865	47.5%
Others/Business Use	21	12.3%	80.8%	21	42.5%	155.8%	1	ERR		324	6.3%	69.4%	134	11.1%	49.1%	40	93.0%
Video Cassette	171	0.6%	13.0%	49	0.5%	18.6%	37	18.7%	Increased 3 Decreased 17 Other 4	5,134	2.0%	27.0%	1,209	1.5%	31.5%	1,114	47.7%
Total	27,484	100.0%	98.2%	9,588	100.0%	109.9%	1,332	88.6%		256,346	100.0%	96.8%	82,757	100.0%	100.8%	14,292	95.4%

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	13,947	63.8%	63.0%	4,697	65.8%	65.0%	741	102.8%		149,989	67.0%	91.7%	52,179	72.5%	92.3%	6,928	102.6%
Rental	7,731	35.4%	100.7%	1,971	27.6%	127.3%	477	58.0%		72,301	32.3%	133.3%	16,114	22.4%	154.0%	4,909	109.2%
Others/Business Use	185	0.8%	125.0%	475	6.7%	130.7%	7	70.0%		1,609	0.7%	129.7%	3,716	5.2%	134.4%	46	51.1%
DVD Video	21,863	98.2%	72.9%	7,143	98.5%	78.1%	1,225	78.9%	Increased 8 Decreased 21 Other 3	223,899	97.8%	102.2%	72,009	98.4%	103.2%	11,883	104.8%
Retail	140	35.9%	98.6%	76	72.1%	221.1%	7	25.0%		1,087	21.9%	50.3%	483	41.6%	70.0%	204	46.2%
Rental	222	56.9%	16.8%	20	19.1%	6.6%	39	25.0%		3,573	72.0%	23.7%	564	48.6%	21.5%	834	50.5%
Others/Business Use	28	7.2%	84.8%	9	8.7%	48.7%	0	0.0%		303	6.1%	68.7%	114	9.8%	43.7%	39	90.7%
Video Cassette	390	1.8%	26.1%	106	1.5%	29.3%	46	24.9%	Increased 3 Decreased 20 Other 3	4,963	2.2%	28.1%	1,160	1.6%	32.5%	1,077	50.4%
Total	22,253	100.0%	70.7%	7,249	100.0%	76.3%	1,271	73.1%		228,862	100.0%	96.7%	73,169	100.0%	99.8%	12,960	96.2%

JVA Monthly Data 2006

Price MM Yen
Units 000

	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	16,672	69.1%	89.0%	6,302	75.3%	100.3%	732	110.7%		136,042	67.3%	96.2%	47,482	73.2%	96.3%	6,187	102.5%
Rental	7,250	30.1%	107.6%	1,586	18.9%	123.7%	730	200.0%		64,570	32.0%	138.7%	14,143	21.8%	158.7%	4,432	120.6%
Others/Business Use	198	0.8%	142.4%	484	5.8%	107.0%	8	160.0%		1,424	0.7%	130.3%	3,241	5.0%	134.9%	39	48.8%
DVD Video	24,120	98.7%	94.2%	8,371	99.2%	104.4%	1,470	142.6%	Increased 10 Decreased 18 Other 5	202,036	97.8%	106.9%	64,866	98.4%	107.0%	10,658	108.9%
Retail	56	17.0%	36.8%	18	27.2%	44.9%	15	48.4%		947	20.7%	46.9%	406	38.6%	62.0%	197	47.6%
Rental	254	77.0%	18.8%	34	51.4%	15.0%	57	37.3%		3,351	73.3%	24.3%	543	51.5%	23.5%	795	53.2%
Others/Business Use	20	6.1%	50.0%	14	21.3%	36.7%	11	275.0%		275	6.0%	67.4%	104	9.9%	43.3%	39	92.9%
Video Cassette	330	1.3%	21.4%	66	0.8%	21.6%	83	44.1%	Increased 2 Decreased 18 Other 4	4,573	2.2%	28.2%	1,054	1.6%	32.8%	1,031	52.8%
Total	24,450	100.0%	90.1%	8,438	100.0%	101.4%	1,553	127.4%		206,609	100.0%	100.7%	65,920	100.0%	103.3%	11,689	99.6%

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	17,241	63.6%	84.8%	6,883	70.7%	86.1%	873	124.2%		119,370	67.1%	97.3%	41,180	72.9%	95.7%	5,455	101.5%
Rental	9,720	35.8%	123.8%	2,264	23.2%	135.6%	599	117.5%		57,320	32.2%	143.9%	12,558	22.2%	164.6%	3,702	111.9%
Others/Business Use	154	0.6%	117.6%	595	6.1%	141.0%	2	200.0%		1,226	0.7%	128.5%	2,757	4.9%	141.4%	31	41.3%
DVD Video	27,115	98.6%	95.8%	9,742	98.9%	96.6%	1,474	121.4%	Increased 10 Decreased 19 Other 4	177,916	97.7%	108.8%	56,495	98.3%	107.4%	9,188	104.9%
Retail	71	17.9%	32.0%	16	14.8%	31.7%	10	22.2%		891	21.0%	47.7%	388	39.3%	63.1%	182	47.5%
Rental	295	74.3%	16.7%	66	60.3%	21.4%	68	41.0%		3,097	73.0%	24.9%	509	51.6%	24.4%	738	55.0%
Others/Business Use	31	7.8%	110.7%	27	24.8%	461.8%	3	ERR		255	6.0%	69.3%	90	9.1%	44.5%	28	73.7%
Video Cassette	397	1.4%	19.7%	110	1.1%	29.9%	81	38.4%	Increased 2 Decreased 20 Other 4	4,243	2.3%	29.0%	988	1.7%	34.0%	948	53.8%
Total	27,512	100.0%	90.7%	9,852	100.0%	94.2%	1,555	109.1%		182,159	100.0%	102.3%	57,482	100.0%	103.5%	10,136	96.3%

JVA Monthly Data 2006

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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	16,230	65.8%	78.1%	5,820	69.0%	79.3%	891	89.8%		102,857	67.3%	99.3%	35,693	73.8%	101.4%	4,650	112.3%
Rental	8,218	33.3%	160.1%	2,033	24.1%	170.1%	411	135.2%		49,021	32.1%	159.3%	10,486	21.7%	181.6%	3,084	122.7%
Others/Business Use	236	1.0%	126.9%	583	6.9%	135.4%	8	40.0%		1,047	0.7%	129.5%	2,164	4.5%	141.9%	30	103.4%
DVD Video	24,684	98.0%	94.5%	8,436	98.5%	94.1%	1,310	99.5%	Increased 12 Decreased 16 Other 3	152,925	97.5%	113.1%	48,343	98.2%	113.7%	7,764	116.2%
Retail	115	22.8%	35.6%	46	35.7%	31.1%	21	38.2%		785	20.2%	54.5%	359	41.2%	64.7%	149	49.2%
Rental	361	71.6%	26.1%	68	52.1%	23.2%	83	48.0%		2,973	76.4%	29.2%	454	52.1%	26.4%	634	59.4%
Others/Business Use	28	5.6%	40.6%	16	12.2%	20.2%	4	100.0%		135	3.5%	47.0%	58	6.7%	31.9%	13	48.1%
Video Cassette	504	2.0%	28.4%	130	1.5%	25.0%	108	46.6%	Increased 3 Decreased 22 Other 3	3,893	2.5%	32.7%	871	1.8%	35.5%	796	57.0%
Total	25,188	100.0%	90.3%	8,566	100.0%	90.4%	1,418	91.6%		156,818	100.0%	106.6%	49,214	100.0%	109.5%	8,560	105.9%

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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	15,344	70.7%	114.2%	5,632	76.7%	124.9%	588	124.6%		86,627	67.6%	104.6%	29,873	74.9%	107.2%	3,759	119.4%
Rental	6,239	28.7%	123.9%	1,379	18.8%	155.4%	613	223.7%		40,803	31.8%	159.2%	8,452	21.2%	184.5%	2,673	121.0%
Others/Business Use	128	0.6%	110.3%	334	4.5%	160.7%	11	ERR		811	0.6%	130.3%	1,582	4.0%	144.4%	22	244.4%
DVD Video	21,711	98.1%	116.8%	7,346	98.2%	131.1%	1,212	162.5%	Increased 17 Decreased 12 Other 3	128,241	97.4%	117.6%	39,907	98.2%	119.0%	6,454	120.2%
Retail	101	24.5%	280.6%	81	59.9%	91.3%	18	36.0%		675	19.9%	60.4%	312	42.2%	77.1%	128	51.6%
Rental	292	70.7%	19.7%	48	35.1%	21.5%	66	49.3%		2,612	77.0%	29.7%	386	52.1%	27.1%	551	61.6%
Others/Business Use	20	4.8%	64.5%	7	4.9%	34.7%	1	25.0%		107	3.2%	49.1%	43	5.7%	40.7%	9	39.1%
Video Cassette	413	1.9%	26.7%	136	1.8%	41.1%	85	45.2%	Increased 4 Decreased 19 Other 5	3,394	2.6%	33.5%	741	1.8%	38.3%	688	59.1%
Total	22,124	100.0%	109.9%	7,481	100.0%	126.1%	1,297	138.9%		131,635	100.0%	110.4%	40,648	100.0%	114.6%	7,142	109.3%

Price MM Yen
Units 000

JVA Monthly Data 2006

	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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	22,350	68.8%	106.5%	8,764	80.5%	113.6%	774	28.9%		71,283	66.9%	102.8%	24,241	74.4%	103.8%	3,171	167.9%
Rental	9,966	30.7%	154.8%	1,877	17.2%	160.7%	351	18.1%		34,564	32.4%	167.8%	7,073	21.7%	191.5%	2,060	148.7%
Others/Business Use	168	0.5%	80.8%	245	2.3%	92.8%	0	0.0%		683	0.6%	134.8%	1,248	3.8%	140.6%	11	137.5%
DVD Video	32,484	97.5%	117.5%	10,885	98.1%	119.0%	1,125	84.0%	Increased 13 Decreased 16 Other 4	106,530	97.3%	117.7%	32,561	98.2%	116.5%	5,242	113.4%
Retail	254	30.6%	82.2%	120	57.2%	111.5%	18	9.1%		574	19.3%	53.1%	231	38.2%	73.0%	110	68.3%
Rental	554	66.7%	27.3%	82	38.8%	26.1%	85	11.2%		2,320	77.8%	31.7%	338	55.9%	28.1%	485	81.5%
Others/Business Use	22	2.7%	25.0%	9	4.0%	25.7%	3	15.8%		87	2.9%	46.5%	36	5.9%	42.0%	8	44.4%
Video Cassette	830	2.5%	34.2%	210	1.9%	46.4%	106	52.2%	Increased 3 Decreased 20 Other 5	2,981	2.7%	34.7%	605	1.8%	37.7%	603	61.7%
Total	33,314	100.0%	110.8%	11,096	100.0%	115.6%	1,231	79.8%		109,511	100.0%	110.5%	33,166	100.0%	112.3%	5,845	104.4%

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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	17,047	60.0%	98.6%	5,084	63.2%	80.4%	953	120.3%		48,933	66.1%	101.1%	15,477	71.4%	98.9%	2,397	126.9%
Rental	11,122	39.1%	218.5%	2,571	32.0%	273.9%	499	104.0%		24,598	33.2%	173.7%	5,196	24.0%	205.8%	1,709	123.4%
Others/Business Use	266	0.9%	223.5%	386	4.8%	156.0%	11	137.5%		515	0.7%	172.5%	1,003	4.6%	160.8%	11	137.5%
DVD Video	28,435	97.7%	126.4%	8,042	98.3%	107.1%	1,463	114.3%	Increased 17 Decreased 10 Other 5	74,046	97.2%	117.8%	21,676	98.2%	115.3%	4,117	125.4%
Retail	90	13.4%	31.4%	38	26.9%	52.6%	43	76.8%		320	14.9%	41.5%	110	28.0%	53.1%	92	57.1%
Rental	554	82.4%	31.5%	93	66.1%	33.0%	201	116.2%		1,766	82.1%	33.4%	257	65.1%	28.8%	400	67.2%
Others/Business Use	28	4.2%	57.1%	10	7.0%	39.6%	5	45.5%		65	3.0%	65.7%	27	6.9%	52.4%	5	27.8%
Video Cassette	672	2.3%	32.1%	141	1.7%	37.1%	249	103.8%	Increased 3 Decreased 21 Other 4	2,151	2.8%	35.0%	394	1.8%	34.3%	497	64.2%
Total	29,107	100.0%	118.4%	8,183	100.0%	103.7%	1,712	112.6%		76,197	100.0%	110.4%	22,070	100.0%	110.7%	4,614	113.8%

JVA Monthly Data 2006

Price MM Yen
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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	15,319	68.7%	92.2%	5,006	74.1%	104.3%	793	123.1%		31,886	69.9%	102.6%	10,392	76.2%	111.5%	1,444	131.6%	
Rental	6,841	30.7%	131.6%	1,421	21.0%	157.3%	695	129.9%		13,476	29.5%	148.5%	2,625	19.3%	165.6%	1,210	133.7%	
Others/Business Use	130	0.6%	121.5%	327	4.8%	159.5%	0	ERR		249	0.5%	138.7%	617	4.5%	163.9%	0	ERR	
DVD Video	22,290	96.5%	101.7%	6,753	98.2%	114.3%	1,488	126.2%	Increased 16 Decreased 12 Other 6	45,611	96.9%	113.1%	13,634	98.2%	120.9%	2,654	132.6%	
Retail	118	14.8%	60.2%	9	7.8%	22.1%	19	42.2%		230	15.6%	47.4%	72	28.6%	53.4%	49	46.7%	
Rental	659	82.6%	32.8%	103	85.2%	30.9%	92	35.8%		1,212	81.9%	34.4%	163	64.5%	26.9%	199	47.2%	
Others/Business Use	21	2.6%	80.8%	9	7.1%	38.1%	0	0.0%		37	2.5%	74.0%	18	6.9%	63.9%	0	0.0%	
Video Cassette	798	3.5%	35.8%	120	1.8%	30.4%	111	36.3%	Increased 6 Decreased 19 Other 5	1,479	3.1%	36.5%	253	1.8%	32.9%	248	46.4%	
Total	23,088	100.0%	95.6%	6,874	100.0%	109.0%	1,599	107.7%		47,090	100.0%	106.1%	13,887	100.0%	115.2%	2,902	114.4%	

Price MM Yen
Units 000

	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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	16,567	71.0%	114.4%	5,387	78.3%	119.2%	651	143.7%		16,567	71.0%	114.4%	5,387	78.3%	119.2%	651	143.7%	
Rental	6,635	28.5%	171.1%	1,205	17.5%	176.4%	515	139.2%		6,635	28.5%	171.1%	1,205	17.5%	176.4%	515	139.2%	
Others/Business Use	119	0.5%	164.0%	290	4.2%	169.3%	0	ERR		119	0.5%	164.0%	290	4.2%	169.3%	0	ERR	
DVD Video	23,321	97.2%	126.5%	6,881	98.1%	128.1%	1,166	141.7%	Increased 14 Decreased 14 Other 4	23,321	97.2%	126.5%	6,881	98.1%	128.1%	1,166	141.7%	
Retail	112	16.4%	38.8%	63	47.6%	67.5%	30	50.0%		112	16.4%	38.8%	63	47.6%	67.5%	30	50.0%	
Rental	553	81.2%	36.5%	61	45.7%	22.1%	107	64.8%		553	81.2%	36.5%	61	45.7%	22.1%	107	64.8%	
Others/Business Use	16	2.3%	66.7%	9	6.8%	178.5%	0	0.0%		16	2.3%	66.7%	9	6.8%	178.5%	0	0.0%	
Video Cassette	681	2.8%	37.3%	133	1.9%	35.6%	137	60.1%	Increased 7 Decreased 18 Other 4	681	2.8%	37.3%	133	1.9%	35.6%	137	60.1%	
Total	24,002	100.0%	118.5%	7,014	100.0%	122.1%	1,303	124.0%		24,002	100.0%	118.5%	7,014	100.0%	122.1%	1,303	124.0%	