

JVA Monthly Data 2007

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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	25,240	68.3%	81.7%	8,113	72.3%	84.7%	1,012	105.1%		209,733	66.0%	94.7%	67,170	69.3%	87.5%	9,885	102.0%
Rental	11,605	31.4%	124.4%	2,904	25.9%	127.4%	688	93.0%		106,499	33.5%	104.5%	25,979	26.8%	115.0%	6,398	92.8%
Others/Business Use	104	0.3%	78.8%	205	1.8%	69.2%	17	850.0%		1,633	0.5%	83.6%	3,793	3.9%	83.6%	41	83.7%
DVD Video	36,949	99.9%	91.6%	11,222	100.0%	92.3%	1,717	100.7%	Increased 16 Decreased 14 Other 3	317,865	99.8%	97.7%	96,942	99.7%	93.3%	16,324	98.1%
Video Cassette	37	0.1%	18.6%	6	0.0%	13.5%	3	4.8%	Increased 1 Decreased 12 Other 3	786	0.2%	14.2%	336	0.3%	26.2%	141	11.2%
Total	36,986	100.0%	91.2%	11,227	100.0%	92.0%	1,720	97.3%		318,651	100.0%	96.3%	97,278	100.0%	92.5%	16,465	92.0%

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	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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	25,768	71.5%	107.0%	9,521	77.2%	111.8%	924	100.3%		184,493	65.7%	96.5%	59,057	68.9%	87.2%	8,873	101.8%
Rental	10,186	28.3%	93.4%	2,567	20.8%	116.4%	672	81.3%		94,894	33.8%	101.8%	23,075	26.9%	112.7%	5,710	92.7%
Others/Business Use	76	0.2%	75.2%	248	2.0%	108.7%	4	133.3%		1,529	0.5%	81.2%	3,588	4.2%	83.4%	24	48.0%
DVD Video	36,030	99.9%	102.7%	12,336	99.7%	112.7%	1,600	91.4%	Increased 17 Decreased 14 Other 2	280,916	99.7%	98.1%	85,720	99.6%	92.7%	14,607	97.8%
Video Cassette	36	0.1%	17.6%	35	0.3%	90.4%	3	5.5%	Increased 2 Decreased 11 Other 5	749	0.3%	14.0%	331	0.4%	26.5%	138	11.8%
Total	36,066	100.0%	102.2%	12,371	100.0%	112.6%	1,603	88.8%		281,665	100.0%	96.6%	86,051	100.0%	91.8%	14,745	91.6%

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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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	15,013	65.5%	87.4%	4,764	66.7%	67.7%	840	96.6%		158,725	64.8%	95.0%	49,536	67.5%	83.7%	7,949	101.9%	
Rental	7,792	34.0%	78.2%	2,079	29.1%	96.8%	480	113.2%		84,708	34.6%	103.0%	20,507	27.9%	112.3%	5,038	94.5%	
Others/Business Use	121	0.5%	69.5%	303	4.2%	84.4%	1	100.0%		1,453	0.6%	81.5%	3,340	4.6%	82.0%	20	42.6%	
DVD Video	22,926	99.8%	83.9%	7,146	99.9%	74.9%	1,321	102.0%	Increased 13 Decreased 18 Other 3	244,886	99.7%	97.5%	73,384	99.6%	90.0%	13,007	98.7%	
Video Cassette	37	0.2%	21.6%	9	0.1%	18.1%	3	8.1%	Increased 1 Decreased 12 Other 1	713	0.3%	13.9%	296	0.4%	24.5%	135	12.1%	
Total	22,963	100.0%	83.6%	7,155	100.0%	74.6%	1,324	99.4%		245,599	100.0%	95.8%	73,680	100.0%	89.0%	13,142	92.0%	

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	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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	16,502	63.0%	118.3%	4,738	65.4%	100.9%	729	98.4%		143,712	64.7%	95.8%	44,772	67.6%	85.8%	7,109	102.6%	
Rental	9,429	36.0%	122.0%	2,220	30.7%	112.6%	717	150.3%		76,916	34.7%	106.4%	18,429	27.8%	114.4%	4,558	92.8%	
Others/Business Use	251	1.0%	135.7%	284	3.9%	59.7%	2	28.6%		1,332	0.6%	82.8%	3,037	4.6%	81.7%	19	41.3%	
DVD Video	26,182	99.8%	119.8%	7,242	99.8%	101.4%	1,448	118.2%	Increased 19 Decreased 11 Other 3	221,960	99.7%	99.1%	66,238	99.6%	92.0%	11,686	98.3%	
Video Cassette	45	0.2%	11.5%	13	0.2%	12.3%	3	6.5%	Increased 3 Decreased 12 Other 2	676	0.3%	13.6%	287	0.4%	24.8%	132	12.3%	
Total	26,227	100.0%	117.9%	7,255	100.0%	100.1%	1,451	114.2%		222,636	100.0%	97.3%	66,525	100.0%	90.9%	11,818	91.2%	

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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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	14,920	60.8%	89.5%	4,837	63.2%	76.8%	718	98.1%		97,995	66.1%	95.3%	30,177	69.0%	84.5%	4,884	105.0%
Rental	9,461	38.5%	130.5%	2,528	33.0%	159.4%	606	83.0%		49,382	33.3%	100.7%	11,290	25.8%	107.7%	2,674	86.7%
Others/Business Use	177	0.7%	89.4%	287	3.8%	59.3%	1	12.5%		799	0.5%	76.3%	2,249	5.1%	103.9%	15	50.0%
DVD Video	24,558	99.8%	101.8%	7,652	99.4%	91.4%	1,325	90.1%	Increased 14 Decreased 17 Other 2	148,176	99.6%	96.9%	43,717	99.5%	90.4%	7,573	97.5%
Video Cassette	57	0.2%	17.3%	49	0.6%	74.1%	10	12.0%	Increased 1 Decreased 15 Other 1	541	0.4%	13.9%	224	0.5%	25.7%	99	12.4%
Total	24,615	100.0%	100.7%	7,702	100.0%	91.3%	1,335	86.0%		148,717	100.0%	94.8%	43,941	100.0%	89.3%	7,672	89.6%

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	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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	15,390	65.8%	89.3%	5,431	71.8%	78.9%	745	85.3%		112,290	65.6%	94.1%	35,196	68.6%	85.5%	5,662	103.8%
Rental	7,887	33.7%	81.1%	1,913	25.3%	84.5%	506	84.5%		58,026	33.9%	101.2%	13,681	26.6%	108.9%	3,235	87.4%
Others/Business Use	95	0.4%	61.7%	216	2.9%	36.3%	2	100.0%		904	0.5%	73.7%	2,466	4.8%	89.5%	16	51.6%
DVD Video	23,372	99.7%	86.2%	7,560	99.8%	77.6%	1,253	85.0%	Increased 16 Decreased 15 Other 3	171,220	99.7%	96.2%	51,343	99.6%	90.9%	8,913	97.0%
Video Cassette	64	0.3%	16.1%	16	0.2%	14.7%	9	11.1%	Increased 0 Decreased 14 Other 4	574	0.3%	13.5%	225	0.4%	22.8%	119	12.6%
Total	23,436	100.0%	85.2%	7,577	100.0%	76.9%	1,262	81.2%		171,794	100.0%	94.3%	51,568	100.0%	89.7%	9,032	89.1%

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	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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	16,618	63.5%	102.4%	5,265	66.3%	90.5%	833	93.5%		97,995	66.1%	95.3%	30,177	69.0%	84.5%	4,884	105.0%
Rental	9,446	36.1%	114.9%	2,442	30.8%	120.1%	487	118.5%		49,382	33.3%	100.7%	11,290	25.8%	107.7%	2,674	86.7%
Others/Business Use	114	0.4%	48.3%	231	2.9%	39.6%	3	37.5%		799	0.5%	76.3%	2,249	5.1%	103.9%	15	50.0%
DVD Video	26,178	99.7%	106.1%	7,937	99.7%	94.1%	1,323	101.0%	Increased 14 Decreased 15 Other 3	148,176	99.6%	96.9%	43,717	99.5%	90.4%	7,573	97.5%
Retail	49	65.3%	42.6%	12	57.0%	25.7%	3	14.3%		284	52.5%	36.2%	172	77.0%	48.1%	37	24.8%
Rental	12	16.0%	3.3%	6	31.0%	9.6%	7	8.4%		168	31.1%	5.7%	24	10.9%	5.4%	62	9.8%
Others/Business Use	14	18.7%	50.0%	3	12.0%	16.0%	0	0.0%		89	16.5%	65.9%	27	12.1%	46.5%	0	0.0%
Video Cassette	75	0.3%	14.9%	21	0.3%	16.1%	10	9.3%	Increased 2 Decreased 17 Other 0	541	0.4%	13.9%	224	0.5%	25.7%	99	12.4%
Total	26,253	100.0%	104.2%	7,958	100.0%	92.9%	1,333	94.0%		148,717	100.0%	94.8%	43,941	100.0%	89.3%	7,672	89.6%

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	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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	15,075	67.0%	98.2%	4,794	70.1%	85.1%	621	105.6%		81,377	66.7%	93.9%	24,913	69.6%	83.4%	4,051	107.8%
Rental	7,303	32.4%	117.1%	1,780	26.0%	129.1%	406	66.2%		39,936	32.7%	97.9%	8,848	24.7%	104.7%	2,187	81.8%
Others/Business Use	128	0.6%	100.0%	268	3.9%	80.2%	2	18.2%		685	0.6%	84.5%	2,019	5.6%	127.6%	12	54.5%
DVD Video	22,506	99.7%	103.7%	6,842	99.5%	93.1%	1,029	84.9%	Increased 12 Decreased 18 Other 2	121,998	99.6%	95.1%	35,780	99.4%	89.7%	6,250	96.8%
Retail	32	47.8%	33.3%	29	83.0%	35.1%	1	5.6%		235	50.4%	35.1%	161	79.1%	51.4%	34	26.6%
Rental	17	25.4%	5.8%	3	7.7%	5.5%	10	15.2%		156	33.5%	6.0%	18	8.8%	4.6%	55	10.0%
Others/Business Use	18	26.9%	90.0%	3	9.4%	48.4%	0	0.0%		75	16.1%	70.1%	25	12.1%	57.7%	0	0.0%
Video Cassette	67	0.3%	16.4%	34	0.5%	25.4%	11	12.9%	Increased 2 Decreased 14 Other 1	466	0.4%	13.8%	203	0.6%	27.4%	89	12.9%
Total	22,573	100.0%	102.1%	6,877	100.0%	91.9%	1,040	80.2%		122,464	100.0%	93.0%	35,983	100.0%	88.5%	6,339	88.8%

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	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	14,525	63.6%	65.0%	4,904	65.5%	56.0%	808	104.4%		66,302	66.6%	93.0%	20,119	69.5%	83.0%	3,430	108.2%	
Rental	8,190	35.8%	82.2%	1,773	23.7%	94.5%	448	127.6%		32,633	32.8%	94.4%	7,068	24.4%	99.9%	1,781	86.5%	
Others/Business Use	134	0.6%	79.8%	814	10.9%	332.3%	1	ERR		557	0.6%	81.6%	1,751	6.1%	140.3%	10	90.9%	
DVD Video	22,849	99.7%	70.3%	7,491	99.8%	68.8%	1,257	111.7%	Increased 10 Decreased 21 Other 1	99,492	99.6%	93.4%	28,937	99.4%	88.9%	5,221	99.6%	
Retail	29	50.0%	11.4%	9	68.7%	7.8%	1	5.6%		203	50.9%	35.4%	132	78.3%	57.1%	33	30.0%	
Rental	15	25.9%	2.7%	2	15.4%	2.6%	6	7.1%		139	34.8%	6.0%	15	9.0%	4.5%	45	9.3%	
Others/Business Use	14	24.1%	63.6%	2	15.9%	25.7%	0	0.0%		57	14.3%	65.5%	21	12.7%	59.5%	0	0.0%	
Video Cassette	58	0.3%	7.0%	14	0.2%	6.5%	7	6.6%	Increased 0 Decreased 16 Other 3	399	0.4%	13.4%	168	0.6%	27.8%	78	12.9%	
Total	22,907	100.0%	68.8%	7,505	100.0%	67.6%	1,264	102.7%		99,891	100.0%	91.2%	29,106	100.0%	87.8%	5,299	90.7%	

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	20,459	67.6%	120.0%	6,052	70.6%	119.0%	1,119	117.4%		51,777	67.6%	105.8%	15,214	70.9%	98.3%	2,622	109.4%	
Rental	9,661	31.9%	86.9%	2,079	24.2%	80.9%	513	102.8%		24,443	31.9%	99.4%	5,295	24.7%	101.9%	1,333	78.0%	
Others/Business Use	136	0.4%	51.1%	444	5.2%	114.9%	3	27.3%		423	0.6%	82.1%	937	4.4%	93.4%	9	81.8%	
DVD Video	30,256	99.6%	106.4%	8,575	98.8%	106.6%	1,635	111.8%	Increased 14 Decreased 16 Other 1	76,643	99.6%	103.5%	21,446	99.3%	98.9%	3,964	96.3%	
Retail	76	62.3%	84.4%	85	83.1%	223.5%	13	30.2%		174	51.0%	54.4%	122	79.2%	110.9%	32	34.8%	
Rental	19	15.6%	3.4%	2	1.9%	2.0%	10	5.0%		124	36.4%	7.0%	13	8.4%	5.1%	39	9.8%	
Others/Business Use	27	22.1%	96.4%	15	15.1%	155.9%	0	0.0%		43	12.6%	66.2%	19	12.4%	70.0%	0	0.0%	
Video Cassette	122	0.4%	18.2%	102	1.2%	72.4%	23	9.2%	Increased 4 Decreased 18 Other 0	341	0.4%	15.9%	155	0.7%	39.2%	71	14.3%	
Total	30,378	100.0%	104.4%	8,677	100.0%	106.0%	1,658	96.8%		76,984	100.0%	101.0%	21,601	100.0%	97.9%	4,035	87.5%	

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	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	14,340	64.1%	93.6%	4,257	66.0%	85.0%	653	82.3%		31,318	67.5%	98.2%	9,162	71.2%	88.2%	1,503	104.1%	
Rental	7,830	35.0%	114.5%	1,869	29.0%	131.5%	395	56.8%		14,782	31.9%	109.7%	3,216	25.0%	122.5%	820	67.8%	
Others/Business Use	200	0.9%	153.8%	328	5.1%	100.2%	2	ERR		287	0.6%	115.3%	494	3.8%	80.0%	6	ERR	
DVD Video	22,370	99.5%	100.4%	6,453	99.6%	95.6%	1,050	70.6%	Increased 17 Decreased 15 Other 0	46,387	99.5%	101.7%	12,871	99.6%	94.4%	2,329	87.8%	
Retail	66	63.5%	55.9%	19	78.0%	205.4%	6	31.6%		98	44.7%	42.6%	37	71.5%	51.8%	19	38.8%	
Rental	31	29.8%	4.7%	4	14.4%	3.5%	11	12.0%		105	47.9%	8.7%	11	21.3%	6.8%	29	14.6%	
Others/Business Use	7	6.7%	33.3%	2	7.6%	21.9%	0	ERR		16	7.3%	43.2%	4	7.2%	21.5%	0	ERR	
Video Cassette	104	0.5%	13.0%	25	0.4%	20.4%	17	15.3%	Increased 0 Decreased 20 Other 0	219	0.5%	14.8%	52	0.4%	20.7%	48	19.4%	
Total	22,474	100.0%	97.3%	6,478	100.0%	94.2%	1,067	66.7%		46,606	100.0%	99.0%	12,924	100.0%	93.1%	2,377	81.9%	

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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 creased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	16,978	70.7%	102.5%	4,905	76.4%	91.1%	850	130.6%		16,978	70.7%	102.5%	4,905	76.4%	91.1%	850	130.6%	
Rental	6,952	28.9%	104.8%	1,347	21.0%	111.8%	425	82.5%		6,952	28.9%	104.8%	1,347	21.0%	111.8%	425	82.5%	
Others/Business Use	87	0.4%	73.1%	166	2.6%	57.3%	4	ERR		87	0.4%	73.1%	166	2.6%	57.3%	4	ERR	
DVD Video	24,017	99.5%	103.0%	6,418	99.6%	93.3%	1,279	109.7%	Increased 12 Decreased 18 Other 2	24,017	99.5%	103.0%	6,418	99.6%	93.3%	1,279	109.7%	
Retail	32	27.8%	28.6%	18	65.8%	29.0%	13	43.3%		32	27.8%	28.6%	18	65.8%	29.0%	13	43.3%	
Rental	74	64.3%	13.4%	8	27.3%	12.5%	18	16.8%		74	64.3%	13.4%	8	27.3%	12.5%	18	16.8%	
Others/Business Use	9	7.8%	56.3%	2	6.9%	21.2%	0	ERR		9	7.8%	56.3%	2	6.9%	21.2%	0	ERR	
Video Cassette	115	0.5%	16.9%	28	0.4%	20.9%	31	22.6%	Increased 3 Decreased 17 Other 0	115	0.5%	16.9%	28	0.4%	20.9%	31	22.6%	
Total	24,132	100.0%	100.5%	6,446	100.0%	91.9%	1,310	100.5%		24,132	100.0%	100.5%	6,446	100.0%	91.9%	1,310	100.5%	