

JVA Monthly Data 2008

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	20,853	70.8%	82.6%	6,195	70.3%	76.4%	729	72.0%		178,654	64.3%	85.2%	55,368	65.3%	82.4%	8,531	86.3%
Rental	8,437	28.6%	72.7%	2,504	28.4%	86.2%	707	102.8%		97,842	35.2%	91.9%	28,426	33.5%	109.4%	8,693	135.9%
Business Use	183	0.6%	176.0%	113	1.3%	55.1%	5	29.4%		1,478	0.5%	90.5%	980	1.2%	25.8%	162	395.1%
DVD Video	29,473	91.8%	79.8%	8,812	94.6%	78.5%	1,441	83.9%	Increased 12 Decreased 19 Other 1	277,974	96.4%	87.5%	84,774	97.1%	87.4%	17,386	106.5%
Video Cassette	18	0.1%	48.6%	3	0.0%	57.6%	0	0.0%	Increased 0 Decreased 4 Other 4	167	0.1%	21.2%	71	0.1%	21.3%	32	22.7%
Blu-ray (include HD DVD)	2,598	8.1%	490.2%	475	5.1%	302.8%	160	340.4%	Increased 10 Decreased 5 Other 9	9,808	3.4%	299.8%	2,296	2.6%	221.8%	677	255.5%
UMD	28	0.1%	65.1%	24	0.3%	58.9%	3	300.0%	Increased 0 Decreased 2 Other 1	260	0.1%	61.5%	204	0.2%	64.8%	43	148.3%
Total	32,117	100.0%	85.5%	9,314	100.0%	81.5%	1,604	90.7%		288,209	100.0%	89.4%	87,346	100.0%	88.6%	18,138	108.2%

	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	13,215	61.2%	51.3%	4,747	64.9%	49.9%	981	106.2%		157,801	63.5%	85.5%	49,173	64.7%	83.3%	7,802	87.9%
Rental	8,179	37.9%	80.3%	2,439	33.3%	95.0%	882	131.3%		89,405	36.0%	94.2%	25,921	34.1%	112.3%	7,986	139.9%
Business Use	199	0.9%	261.8%	129	1.8%	51.9%	4	100.0%		1,295	0.5%	84.7%	867	1.1%	24.2%	157	654.2%
DVD Video	21,593	94.3%	59.9%	7,314	94.8%	59.3%	1,867	116.7%	Increased 10 Decreased 22 Other 1	248,501	97.0%	88.5%	75,962	97.3%	88.6%	15,945	109.2%
Video Cassette	-107	ERR	ERR	17	0.2%	49.1%	8	266.7%	Increased 3 Decreased 6 Other 0	149	0.1%	19.9%	68	0.1%	20.7%	32	23.2%
Blu-ray (include HD DVD)	1,391	6.1%	274.4%	343	4.4%	128.9%	101	459.1%	Increased 7 Decreased 3 Other 11	7,210	2.8%	262.9%	1,821	2.3%	207.3%	517	237.2%
UMD	33	0.1%	68.8%	40	0.5%	96.1%	28	311.1%	Increased 1 Decreased 2 Other 0	232	0.1%	61.1%	180	0.2%	65.7%	40	142.9%
Total	22,910	100.0%	62.6%	7,715	100.0%	60.8%	2,004	122.6%		256,092	100.0%	89.9%	78,031	100.0%	89.5%	16,534	110.3%

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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	11,020	59.6%	73.4%	3,614	60.3%	75.9%	774	92.1%		144,586	63.7%	91.1%	44,427	64.7%	89.7%	6,821	85.8%	
Rental	7,357	39.8%	94.4%	2,297	38.3%	110.5%	674	140.4%		81,226	35.8%	95.9%	23,482	34.2%	114.5%	7,104	141.0%	
Business Use	126	0.7%	104.1%	87	1.4%	28.6%	8	800.0%		1,096	0.5%	75.4%	739	1.1%	22.1%	153	765.0%	
DVD Video	18,503	95.8%	80.7%	5,998	97.1%	83.9%	1,456	110.2%	Increased 10 Decreased 22 Other 1	226,908	97.3%	92.7%	68,648	97.6%	93.5%	14,078	108.2%	
Video Cassette	27	0.1%	73.0%	1	0.0%	14.9%	0	0.0%	Increased 5 Decreased 5 Other 0	256	0.1%	35.9%	51	0.1%	17.3%	24	17.8%	
Blu-ray (include HD DVD)	782	4.0%	177.3%	170	2.8%	142.4%	41	241.2%	Increased 6 Decreased 3 Other 9	5,819	2.5%	260.4%	1,478	2.1%	241.4%	416	212.2%	
UMD	10	0.1%	16.9%	10	0.2%	24.8%	0	0.0%	Increased 0 Decreased 3 Other 1	199	0.1%	59.9%	140	0.2%	60.3%	12	63.2%	
Total	19,322	100.0%	82.4%	6,179	100.0%	84.5%	1,497	111.1%		233,182	100.0%	94.0%	70,317	100.0%	94.4%	14,530	108.8%	

	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	13,052	57.4%	79.1%	4,204	60.7%	88.7%	712	97.7%		133,566	64.1%	92.9%	40,813	65.1%	91.2%	6,047	85.1%	
Rental	9,453	41.6%	100.3%	2,556	36.9%	115.2%	683	95.3%		73,869	35.4%	96.0%	21,185	33.8%	115.0%	6,430	141.1%	
Business Use	217	1.0%	86.5%	164	2.4%	57.7%	13	650.0%		970	0.5%	72.8%	652	1.0%	21.5%	145	763.2%	
DVD Video	22,722	96.2%	86.8%	6,925	97.2%	95.6%	1,408	97.2%	Increased 13 Decreased 19 Other 1	208,405	97.4%	93.9%	62,650	97.7%	94.6%	12,622	108.0%	
Video Cassette	33	0.1%	73.3%	7	0.1%	54.5%	1	33.3%	Increased 5 Decreased 3 Other 2	229	0.1%	33.9%	50	0.1%	17.4%	24	18.2%	
Blu-ray (include HD DVD)	843	3.6%	726.7%	177	2.5%	500.3%	42	280.0%	Increased 7 Decreased 1 Other 6	5,037	2.4%	280.8%	1,307	2.0%	265.4%	375	209.5%	
UMD	12	0.1%	92.3%	12	0.2%	61.8%	1	50.0%	Increased 0 Decreased 1 Other 3	189	0.1%	69.2%	130	0.2%	67.7%	12	100.0%	
Total	23,610	100.0%	89.6%	7,120	100.0%	97.4%	1,452	98.9%		213,860	100.0%	95.2%	64,137	100.0%	95.4%	13,033	108.5%	

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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	12,608	62.8%	84.5%	3,858	60.2%	79.8%	690	96.1%		120,514	64.9%	94.7%	36,609	65.7%	91.4%	5,335	83.6%
Rental	7,284	36.3%	77.0%	2,436	38.0%	96.3%	660	108.9%		64,416	34.7%	95.4%	18,629	33.4%	114.9%	5,747	149.6%
Business Use	195	1.0%	110.2%	117	1.8%	40.7%	2	200.0%		753	0.4%	69.7%	488	0.9%	17.7%	132	776.5%
DVD Video	20,087	96.1%	81.8%	6,411	96.5%	83.8%	1,352	102.0%	Increased 13 Decreased 18 Other 3	185,683	97.6%	94.8%	55,725	97.7%	94.5%	11,214	109.5%
Video Cassette	16	0.1%	28.1%	2	0.0%	3.7%	2	20.0%	Increased 2 Decreased 5 Other 2	196	0.1%	31.1%	43	0.1%	15.6%	23	17.8%
Blu-ray (include HD DVD)	780	3.7%	339.1%	225	3.4%	369.0%	69	287.5%	Increased 5 Decreased 5 Other 7	4,194	2.2%	249.9%	1,130	2.0%	247.3%	333	203.0%
UMD	19	0.1%	105.6%	8	0.1%	48.2%	0	0.0%	Increased 1 Decreased 2 Other 1	177	0.1%	68.1%	118	0.2%	68.3%	11	110.0%
Total	20,902	100.0%	84.1%	6,646	100.0%	85.4%	1,423	104.6%		190,250	100.0%	95.9%	57,017	100.0%	95.2%	11,581	109.9%

	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	17,963	67.6%	116.7%	5,839	69.4%	107.5%	719	96.5%		107,906	65.2%	96.1%	32,751	66.4%	93.1%	4,645	82.0%
Rental	8,504	32.0%	107.8%	2,445	29.0%	127.8%	684	135.2%		57,132	34.5%	98.5%	16,193	32.8%	118.4%	5,087	157.2%
Business Use	97	0.4%	102.1%	133	1.6%	61.3%	12	600.0%		558	0.3%	61.7%	371	0.8%	15.0%	130	812.5%
DVD Video	26,564	95.7%	113.7%	8,416	96.2%	111.3%	1,415	112.9%	Increased 18 Decreased 14 Other 1	165,596	97.8%	96.7%	49,315	97.9%	96.0%	9,862	110.6%
Video Cassette	31	0.1%	48.4%	4	0.0%	25.2%	1	11.1%	Increased 5 Decreased 3 Other 2	180	0.1%	31.4%	41	0.1%	18.2%	21	17.6%
Blu-ray (include HD DVD)	1,148	4.1%	397.2%	319	3.7%	459.3%	70	291.7%	Increased 7 Decreased 2 Other 8	3,414	2.0%	235.8%	905	1.8%	228.5%	264	188.6%
UMD	14	0.1%	73.7%	10	0.1%	47.4%	1	100.0%	Increased 1 Decreased 1 Other 2	158	0.1%	65.3%	110	0.2%	70.6%	11	122.2%
Total	27,757	100.0%	116.9%	8,749	100.0%	114.1%	1,487	115.5%		169,348	100.0%	97.6%	50,371	100.0%	96.6%	10,158	110.6%

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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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	14,312	64.2%	86.1%	4,454	67.8%	84.6%	671	80.6%		91,483	65.0%	93.4%	28,231	65.9%	93.6%	4,030	82.5%
Rental	7,934	35.6%	84.0%	2,095	31.9%	85.8%	629	129.2%		48,820	34.7%	98.9%	14,389	33.6%	127.4%	3,863	144.5%
Others/Business Use	48	0.2%	42.1%	17	0.3%	7.3%	8	266.7%		461	0.3%	57.7%	248	0.6%	11.0%	121	806.7%
DVD Video	22,294	99.8%	85.2%	6,565	99.9%	82.7%	1,308	98.9%	Increased 14 Decreased 16 Other 3	140,764	99.9%	95.0%	42,868	99.9%	98.1%	8,014	105.8%
Video Cassette	37	0.2%	49.3%	9	0.1%	45.0%	4	40.0%	Increased 3 Decreased 5 Other 1	165	0.1%	30.5%	38	0.1%	17.0%	22	22.2%
Total	22,331	100.0%	85.1%	6,575	100.0%	82.6%	1,312	98.4%		140,929	100.0%	94.8%	42,906	100.0%	97.6%	8,036	104.7%

	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	13,602	67.5%	90.2%	4,341	68.9%	90.5%	525	84.5%		77,171	65.1%	94.8%	23,778	65.5%	95.4%	3,359	82.9%
Rental	6,478	32.2%	88.7%	1,943	30.8%	109.1%	453	111.6%		40,886	34.5%	102.4%	12,294	33.9%	138.9%	3,234	147.9%
Others/Business Use	58	0.3%	45.3%	19	0.3%	7.2%	13	650.0%		413	0.3%	60.3%	231	0.6%	11.4%	113	941.7%
DVD Video	20,138	99.8%	89.5%	6,303	99.9%	92.1%	991	96.3%	Increased 19 Decreased 11 Other 2	118,470	99.9%	97.1%	36,303	99.9%	101.5%	6,706	107.3%
Video Cassette	31	0.2%	46.3%	5	0.1%	14.5%	1	9.1%	Increased 2 Decreased 6 Other 3	128	0.1%	27.5%	29	0.1%	14.1%	18	20.2%
Total	20,169	100.0%	89.4%	6,308	100.0%	91.7%	992	95.4%		118,598	100.0%	96.8%	36,331	100.0%	101.0%	6,724	106.1%

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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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	13,492	60.5%	92.9%	5,311	65.9%	108.3%	587	72.6%		63,569	64.6%	95.9%	19,437	64.8%	96.6%	2,834	82.6%
Rental	8,731	39.2%	106.6%	2,717	33.7%	153.3%	790	176.3%		34,408	35.0%	105.4%	10,351	34.5%	146.5%	2,781	156.1%
Others/Business Use	69	0.3%	51.5%	34	0.4%	4.2%	2	200.0%		355	0.4%	63.7%	211	0.7%	12.1%	100	1000.0%
DVD Video	22,292	99.9%	97.6%	8,063	100.0%	107.6%	1,379	109.7%	Increased 18 Decreased 12 Other 2	98,332	99.9%	98.8%	30,000	99.9%	103.7%	5,715	109.5%
Video Cassette	15	0.1%	25.9%	3	0.0%	23.5%	2	28.6%	Increased 0 Decreased 6 Other 3	97	0.1%	24.3%	24	0.1%	14.0%	17	21.8%
Total	22,307	100.0%	97.4%	8,066	100.0%	107.5%	1,381	109.3%		98,429	100.0%	98.5%	30,024	100.0%	103.2%	5,732	108.2%

	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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	19,378	66.2%	94.7%	5,615	64.5%	92.8%	853	76.2%		50,077	65.9%	96.7%	14,126	64.4%	92.8%	2,247	85.7%
Rental	9,669	33.1%	100.1%	2,962	34.0%	142.4%	771	150.3%		25,677	33.8%	105.0%	7,634	34.8%	144.2%	1,991	149.4%
Others/Business Use	185	0.6%	136.0%	131	1.5%	29.5%	13	433.3%		286	0.4%	67.6%	177	0.8%	18.9%	98	1088.9%
DVD Video	29,232	99.9%	96.6%	8,708	99.9%	101.5%	1,637	100.1%	Increased 15 Decreased 16 Other 2	76,040	99.9%	99.2%	21,937	99.9%	102.3%	4,336	109.4%
Video Cassette	41	0.1%	33.6%	12	0.1%	12.0%	7	30.4%	Increased 0 Decreased 8 Other 2	82	0.1%	24.0%	20	0.1%	13.2%	15	21.1%
Total	29,273	100.0%	96.4%	8,720	100.0%	100.5%	1,644	99.2%		76,122	100.0%	98.9%	21,958	100.0%	101.7%	4,351	107.8%

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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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	17,387	63.6%	121.2%	4,694	61.0%	110.3%	768	117.6%		30,699	65.6%	98.0%	8,511	64.3%	92.9%	1,394	92.7%
Rental	9,877	36.2%	126.1%	2,976	38.7%	159.3%	500	126.6%		16,008	34.2%	108.3%	4,672	35.3%	145.3%	1,220	148.8%
Others/Business Use	53	0.2%	26.5%	26	0.3%	8.0%	7	350.0%		101	0.2%	35.2%	47	0.4%	9.5%	85	1416.7%
DVD Video	27,317	99.9%	122.1%	7,697	100.0%	119.3%	1,275	121.4%	Increased 20 Decreased 10 Other 3	46,808	99.9%	100.9%	13,230	99.9%	102.8%	2,699	115.9%
Video Cassette	24	0.1%	23.1%	3	0.0%	10.6%	4	23.5%	Increased 1 Decreased 7 Other 4	41	0.1%	18.7%	8	0.1%	15.4%	8	16.7%
Total	27,341	100.0%	121.7%	7,699	100.0%	118.9%	1,279	119.9%		46,849	100.0%	100.5%	13,238	100.0%	102.4%	2,707	113.9%

	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 increased/increased	Price	Share	VS. Year Ago	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	13,312	68.3%	78.4%	3,817	69.0%	77.8%	626	73.6%		13,312	68.3%	78.4%	3,817	69.0%	77.8%	626	73.6%
Rental	6,131	31.5%	88.2%	1,696	30.7%	125.9%	720	169.4%		6,131	31.5%	88.2%	1,696	30.7%	125.9%	720	169.4%
Others/Business Use	48	0.2%	55.2%	21	0.4%	12.4%	78	1950.0%		48	0.2%	55.2%	21	0.4%	12.4%	78	1950.0%
DVD Video	19,491	99.9%	81.2%	5,533	99.9%	86.2%	1,424	111.3%	Increased 15 Decreased 15 Other 3	19,491	99.9%	81.2%	5,533	99.9%	86.2%	1,424	111.3%
Video Cassette	17	0.1%	14.8%	5	0.1%	19.6%	4	12.9%	Increased 0 Decreased 8 Other 5	17	0.1%	14.8%	5	0.1%	19.6%	4	12.9%
Total	19,508	100.0%	80.8%	5,539	100.0%	85.9%	1,428	109.0%		19,508	100.0%	80.8%	5,539	100.0%	85.9%	1,428	109.0%