|              |        |        |          | De    | ecembe | er Act   | ual         |          |                    |             |         |        | # of 0   | Cum (J | JanD   | ec.)     |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|--------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of V      | S.       | # of the company w | vhose sales |         | 1      | /S.      |        |        | VS.      | # of        | VS.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increase | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 16,272 | 72.3%  | 78.4%    | 4,686 | 63.7%  | 68.1%    | 568         | 96.6%    |                    |             | 123,888 | 61.7%  | 87.9%    | 39,486 | 57.7%  | 84.2%    | 5,479       | 86.2%    |
| Rental       | 6,137  | 27.3%  | 86.8%    | 2,648 | 36.0%  | 82.7%    | 654         | 91.3%    |                    |             | 75,685  | 37.7%  | 96.7%    | 28,414 | 41.5%  | 96.6%    | 6,385       | 99.8%    |
| Business Use | 82     | 0.4%   | 103.8%   | 17    | 0.2%   | 32.7%    | 36          | 400.0%   |                    |             | 1,186   | 0.6%   | 114.0%   | 588    | 0.9%   | 86.3%    | 236         | 265.2%   |
|              |        |        |          |       |        |          |             |          | Increased          | 7           |         |        |          |        |        |          |             |          |
| DVD Video    | 22,491 | 75.1%  | 80.6%    | 7,351 | 80.8%  | 72.6%    | 1,258       | 95.8%    | Decreased          | 23          | 200,759 | 76.7%  | 91.1%    | 68,488 | 82.7%  | 88.9%    | 12,100      | 94.2%    |
|              |        |        |          |       |        |          |             |          | Other              | 1           |         |        |          |        |        |          |             |          |
| Retail       | 7,119  | 95.4%  | 99.3%    | 1,513 | 86.6%  | 71.3%    | 239         | 116.6%   |                    |             | 58,200  | 95.2%  | 129.6%   | 12,886 | 89.9%  | 115.4%   | 1,943       | 118.4%   |
| Rental       | 344    | 4.6%   | 84.7%    | 229   | 13.1%  | 129.9%   | 175         | 250.0%   |                    |             | 2,884   | 4.7%   | 122.4%   | 1,371  | 9.6%   | 95.0%    | 747         | 184.9%   |
| Business Use | 3      | 0.0%   | 60.0%    | 4     | 0.2%   | 152.2%   | 0           | ERR      |                    |             | 73      | 0.1%   | 121.7%   | 71     | 0.5%   | 430.9%   | 2           | ERR      |
|              |        |        |          |       |        |          |             |          | Increased          | 18          |         |        |          |        |        |          |             |          |
| Blu-ray      | 7,466  | 24.9%  | 98.5%    | 1,747 | 19.2%  | 75.9%    | 414         | 150.5%   | Decreased          | 9           | 61,157  | 23.3%  | 129.3%   | 14,328 | 17.3%  | 113.4%   | 2,692       | 131.6%   |
| ,            | ,      |        |          |       |        |          |             |          | Other              | 1           |         |        |          | ,      |        |          | ,           |          |
| Total        | 29,957 | 100.0% | 84.4%    | 9,097 | 100.0% | 73.2%    | 1,672       | 105.3%   |                    |             | 261,916 | 100.0% | 97.9%    | 82,816 | 100.0% | 92.4%    | 14,792      | 99.4%    |

|              |        |        |          | No    | vembe  | er Act   | ual         |          |                   |             |         |        | # of (   | Cum (J | anNo   | ov . )   |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|-------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of V      | S.       | # of the company  | whose sales |         |        | VS.      |        | 7      | VS.      | # of \      | /S.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increas | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 10,228 | 60.7%  | 84.0%    | 3,591 | 54.4%  | 87.3%    | 520         | 116.9%   |                   |             | 107,616 | 60.4%  | 89.5%    | 34,800 | 56.9%  | 86.9%    | 4,911       | 85.2%    |
| Rental       | 6,503  | 38.6%  | 90.2%    | 2,887 | 43.8%  | 90.1%    | 478         | 76.2%    |                   |             | 69,548  | 39.0%  | 97.6%    | 25,766 | 42.1%  | 98.3%    | 5,731       | 100.9%   |
| Business Use | 120    | 0.7%   | 200.0%   | 117   | 1.8%   | 147.4%   | 9 E         | ERR      |                   |             | 1,104   | 0.6%   | 114.9%   | 571    | 0.9%   | 90.7%    | 200         | 250.0%   |
|              |        |        |          |       |        |          |             |          | Increased         | 12          |         |        |          |        |        |          |             |          |
| DVD Video    | 16,851 | 67.8%  | 86.7%    | 6,596 | 76.1%  | 89.1%    | 1,007       | 93.9%    | Decreased         | 18          | 178,268 | 76.9%  | 92.7%    | 61,137 | 82.9%  | 91.4%    | 10,842      | 94.1%    |
|              |        |        |          |       |        |          |             |          | Other             | 1           |         |        |          |        |        |          |             |          |
| Retail       | 7,646  | 95.6%  | 150.7%   | 1,884 | 91.2%  | 166.2%   | 235         | 158.8%   |                   |             | 51,081  | 95.1%  | 135.4%   | 11,373 | 90.4%  | 125.7%   | 1,704       | 118.7%   |
| Rental       | 309    | 3.9%   | 86.6%    | 128   | 6.2%   | 60.5%    | 42          | 53.2%    |                   |             | 2,540   | 4.7%   | 130.3%   | 1,142  | 9.1%   | 90.1%    | 572         | 171.3%   |
| Business Use | 40     | 0.5%   | 1000.0%  | 54    | 2.6%   | 3660.3%  | 0           | ERR      |                   |             | 70      | 0.1%   | 127.3%   | 66     | 0.5%   | 486.6%   | 2           | ERR      |
| -            |        |        |          |       |        |          |             |          | Increased         | 16          |         |        |          |        |        |          |             |          |
| Blu-ray      | 7,995  | 32.2%  | 147.1%   | 2,066 | 23.9%  | 153.5%   | 277         | 122.0%   | Decreased         | 10          | 53,691  | 23.1%  | 135.1%   | 12,581 | 17.1%  | 121.8%   | 2,278       | 128.7%   |
|              |        |        |          |       |        |          |             |          | Other             | 3           | ·       |        |          |        |        |          |             |          |
|              |        |        |          |       |        |          |             |          |                   |             |         |        |          |        |        |          |             |          |
| Total        | 24,846 | 100.0% | 99.9%    | 8,661 | 100.0% | 99.0%    | 1,284       | 98.8%    |                   |             | 231,959 | 100.0% | 99.9%    | 73,718 | 100.0% | 95.5%    | 13,120      | 98.7%    |
|              | , , ,  |        |          | .,    |        |          | ,           |          |                   |             | ,,,,,,  |        |          | ,,     |        |          | ,           |          |

|              |        |        |          | C     | ctober | · Actu   | al          |          |                   |             |         |        | # of     | Cum (J | JanO   | ct .)    |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|-------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of \      | /S.      | # of the company  | whose sales |         | 7      | /S.      |        |        | VS.      | # of        | VS.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increas | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 8,135  | 55.5%  | 96.9%    | 2,506 | 52.2%  | 93.7%    | 415         | 84.0%    |                   |             | 97,388  | 60.3%  | 90.2%    | 31,209 | 57.2%  | 86.9%    | 4,391       | 82.5%    |
| Rental       | 6,461  | 44.0%  | 104.9%   | 2,267 | 47.2%  | 79.5%    | 518         | 92.3%    |                   |             | 63,045  | 39.1%  | 98.5%    | 22,879 | 41.9%  | 99.4%    | 5,253       | 104.0%   |
| Business Use | 72     | 0.5%   | 144.0%   | 32    | 0.7%   | 38.4%    | 44          | 4400.0%  |                   |             | 984     | 0.6%   | 109.2%   | 454    | 0.8%   | 82.5%    | 191         | 238.8%   |
|              |        |        |          |       |        |          |             |          | Increased         | 15          |         |        |          |        |        |          |             |          |
| DVD Video    | 14,668 | 73.7%  | 100.4%   | 4,805 | 77.7%  | 85.7%    | 977         | 92.5%    | Decreased         | 15          | 161,417 | 77.9%  | 93.3%    | 54,541 | 83.8%  | 91.7%    | 9,835       | 94.1%    |
|              |        |        |          |       |        |          |             |          | Other             | 1           |         |        |          |        |        |          |             |          |
| Retail       | 4,899  | 93.7%  | 119.2%   | 1,315 | 95.2%  | 129.6%   | 131         | 94.2%    |                   |             | 43,435  | 95.1%  | 133.0%   | 9,489  | 90.2%  | 119.9%   | 1,469       | 114.1%   |
| Rental       | 330    | 6.3%   | 135.2%   | 66    | 4.8%   | 48.1%    | 22          | 29.3%    |                   |             | 2,231   | 4.9%   | 140.1%   | 1,014  | 9.6%   | 96.1%    | 530         | 207.8%   |
| Business Use | 2      | 0.0%   | ERR      | 1     | 0.0%   | 324.6%   | 0           | ERR      |                   |             | 30      | 0.1%   | 58.8%    | 13     | 0.1%   | 104.5%   | 2           | ERR      |
|              |        |        |          |       |        |          |             |          | Increased         | 16          |         |        |          |        |        |          |             |          |
| Blu-ray      | 5,231  | 26.3%  | 120.1%   | 1,382 | 22.3%  | 120.0%   | 153         | 71.5%    | Decreased         | 10          | 45,696  | 22.1%  | 133.2%   | 10,516 | 16.2%  | 117.1%   | 2,001       | 129.7%   |
|              |        |        |          |       |        |          |             |          | Other             | 4           |         |        |          |        |        |          |             |          |
| Total        | 19,899 | 100.0% | 104.9%   | 6,187 | 100.0% | 91.5%    | 1,130       | 89.0%    |                   |             | 207,113 | 100.0% | 99.9%    | 65,057 | 100.0% | 95.0%    | 11,836      | 98.7%    |

|              |        |        |          | Se    | ptemb  | er Act   | tual        |          |                   |             |         |        | # of 0   | Cum (J | JanSe  | ep . )   |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|-------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of V      | S.       | # of the company  | whose sales |         | ,      | VS.      |        | ,      | VS.      | # of V      | S.       |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increas | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 7,821  | 52.9%  | 65.6%    | 2,592 | 52.8%  | 78.8%    | 568         | 92.2%    |                   |             | 89,253  | 60.8%  | 89.6%    | 28,702 | 57.7%  | 86.4%    | 3,976       | 82.4%    |
| Rental       | 6,885  | 46.6%  | 88.2%    | 2,298 | 46.8%  | 78.3%    | 558         | 109.6%   |                   |             | 56,584  | 38.6%  | 97.8%    | 20,612 | 41.4%  | 102.3%   | 4,735       | 105.4%   |
| Business Use | 81     | 0.5%   | 64.3%    | 19    | 0.4%   | 41.9%    | 36          | 450.0%   |                   |             | 912     | 0.6%   | 107.2%   | 422    | 0.8%   | 90.2%    | 147         | 186.1%   |
|              |        |        |          |       |        |          |             |          | Increased         | 11          |         |        |          |        |        |          |             |          |
| DVD Video    | 14,787 | 72.4%  | 74.5%    | 4,909 | 81.9%  | 78.3%    | 1,162       | 102.6%   | Decreased         | 19          | 146,749 | 78.4%  | 92.7%    | 49,736 | 84.5%  | 92.3%    | 8,858       | 94.3%    |
|              |        |        |          |       |        |          |             |          | Other             | 0           |         |        |          |        |        |          |             |          |
| Retail       | 5,383  | 95.3%  | 148.7%   | 955   | 88.2%  | 124.8%   | 169         | 103.0%   |                   |             | 38,536  | 95.2%  | 135.0%   | 8,173  | 89.5%  | 118.5%   | 1,338       | 116.4%   |
| Rental       | 267    | 4.7%   | 112.7%   | 128   | 11.8%  | 103.9%   | 78          | 325.0%   |                   |             | 1,901   | 4.7%   | 140.9%   | 948    | 10.4%  | 103.2%   | 508         | 282.2%   |
| Business Use | 1      | 0.0%   | 50.0%    | 0     | 0.0%   | 103.8%   | 2           | ERR      |                   |             | 28      | 0.1%   | 54.9%    | 12     | 0.1%   | 100.9%   | 2           | ERR      |
| -            |        |        |          |       |        |          |             |          | Increased         | 16          |         |        |          |        |        |          |             |          |
| Blu-ray      | 5,651  | 27.6%  | 146.4%   | 1,083 | 18.1%  | 121.9%   | 249         | 132.4%   | Decreased         | 10          | 40,465  | 21.6%  | 135.2%   | 9,134  | 15.5%  | 116.6%   | 1,848       | 139.1%   |
|              | ,      |        |          | ,     |        |          |             |          | Other             | 4           |         |        |          |        |        |          |             |          |
|              |        |        |          |       |        |          |             |          |                   |             |         |        |          |        |        |          |             |          |
| Total        | 20,438 | 100.0% | 86.2%    | 5,992 | 100.0% | 83.7%    | 1,411       | 106.8%   |                   |             | 187,214 | 100.0% | 99.4%    | 58,870 | 100.0% | 95.4%    | 10,706      | 99.8%    |
|              |        |        |          | .,    |        |          |             |          |                   |             |         |        |          | ,      |        |          | ,,,,,,      |          |

|              |        |        |          | A     | ugust  | Actu     | al          |          |                    |             |         |        | # of (   | Cum (J | anA    | ug .)    |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|--------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of V      | S.       | # of the company v | whose sales |         | 1      | /S.      |        |        | VS.      | # of        | VS.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increase | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 8,196  | 59.5%  | 76.7%    | 2,724 | 56.1%  | 83.3%    | 407         | 71.7%    |                    |             | 81,432  | 61.7%  | 92.9%    | 26,111 | 58.2%  | 87.2%    | 3,408       | 80.9%    |
| Rental       | 5,475  | 39.7%  | 92.4%    | 2,058 | 42.4%  | 85.7%    | 487         | 119.1%   |                    |             | 49,699  | 37.7%  | 99.3%    | 18,314 | 40.9%  | 106.3%   | 4,177       | 104.9%   |
| Business Use | 105    | 0.8%   | 118.0%   | 75    | 1.6%   | 88.9%    | 66 F        | ERR      | 1                  |             | 831     | 0.6%   | 114.6%   | 403    | 0.9%   | 95.5%    | 111         | 156.3%   |
|              |        |        |          |       |        |          |             |          | Increased          | 13          |         |        |          |        |        |          |             |          |
| DVD Video    | 13,776 | 74.2%  | 82.5%    | 4,857 | 83.4%  | 84.4%    | 960         | 98.3%    | Decreased          | 17          | 131,962 | 79.1%  | 95.3%    | 44,827 | 84.8%  | 94.2%    | 7,696       | 93.1%    |
|              |        |        |          |       |        |          |             |          | Other              | 0           |         |        |          |        |        |          |             |          |
| Retail       | 4,626  | 96.8%  | 122.2%   | 905   | 93.4%  | 94.0%    | 146         | 101.4%   |                    |             | 33,153  | 95.2%  | 133.0%   | 7,219  | 89.7%  | 117.7%   | 1,169       | 118.7%   |
| Rental       | 150    | 3.1%   | 63.6%    | 60    | 6.2%   | 51.7%    | 78          | 780.0%   |                    |             | 1,634   | 4.7%   | 146.9%   | 820    | 10.2%  | 103.1%   | 430         | 275.6%   |
| Business Use | 5      | 0.1%   | 166.7%   | 4     | 0.4%   | 631.6%   | 0           | ERR      |                    |             | 27      | 0.1%   | 55.1%    | 12     | 0.1%   | 100.8%   | 0           | ERR      |
|              |        |        |          |       |        |          |             |          | Increased          | 15          |         |        |          |        |        |          |             |          |
| Blu-ray      | 4,781  | 25.8%  | 118.8%   | 969   | 16.6%  | 89.7%    | 224         | 145.5%   | Decreased          | 12          | 34,814  | 20.9%  | 133.5%   | 8,051  | 15.2%  | 116.0%   | 1,599       | 140.1%   |
| ,            | ,      |        |          |       |        |          |             |          | Other              | 2           | ,       |        |          | ,      |        |          |             |          |
|              |        |        |          |       |        |          |             |          |                    |             |         |        |          |        |        |          |             |          |
| Total        | 18,557 | 100.0% | 89.5%    | 5,827 | 100.0% | 85.2%    | 1,184       | 104.7%   |                    |             | 166,776 | 100.0% | 101.4%   | 52,878 | 100.0% | 97.0%    | 9,295       | 98.8%    |
|              |        |        |          |       |        |          |             |          |                    |             |         |        |          |        |        |          |             |          |

|              |        |        |          |       | July   | Actual   |   |          |                   |             |         |        | # of     | Cum (. | JanJ   | ul.)     |             |          |
|--------------|--------|--------|----------|-------|--------|----------|---|----------|-------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of V                                  | S.       | # of the company  | whose sales |         | ,      | VS.      |        |        | VS.      | # of \      | /S.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release                             | Year Ago | decreased/increas | ed          | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 9,933  | 58.6%  | 87.9%    | 3,172 | 56.3%  | 74.6%    | 415                                     | 91.2%    |                   |             | 73,236  | 62.0%  | 95.1%    | 23,387 | 58.5%  | 87.7%    | 3,001       | 82.4%    |
| Rental       | 6,946  | 41.0%  | 80.7%    | 2,428 | 43.1%  | 79.4%    | 471                                     | 85.0%    |                   |             | 44,224  | 37.4%  | 100.2%   | 16,255 | 40.7%  | 109.7%   | 3,690       | 103.2%   |
| Business Use | 72     | 0.4%   | 50.3%    | 36    | 0.6%   | 53.1%    | 1                                       | 100.0%   |                   |             | 726     | 0.6%   | 114.2%   | 328    | 0.8%   | 97.1%    | 45          | 63.4%    |
|              |        |        |          |       |        |          |   |          | Increased         | 13          |         |        |          |        |        |          |             |          |
| DVD Video    | 16,951 | 75.1%  | 84.6%    | 5,636 | 79.0%  | 76.4%    | 887                                     | 87.8%    | Decreased         | 17          | 118,186 | 79.7%  | 97.1%    | 39,970 | 84.9%  | 95.5%    | 6,736       | 92.4%    |
|              |        |        |          |       |        |          |   |          | Other             | 0           | ·       |        |          |        |        |          |             |          |
| Retail       | 5,287  | 93.9%  | 128.9%   | 1,305 | 86.9%  | 131.6%   | 166                                     | 90.7%    |                   |             | 28,527  | 95.0%  | 135.0%   | 6,313  | 89.2%  | 122.1%   | 1,023       | 121.6%   |
| Rental       | 339    | 6.0%   | 111.9%   | 196   | 13.1%  | 56.6%    | 91                                      | 130.0%   |                   |             | 1,484   | 4.9%   | 169.4%   | 760    | 10.7%  | 112.0%   | 352         | 241.1%   |
| Business Use | 2      | 0.0%   | 100.0%   | 1     | 0.1%   | 215.7%   | 0                                       | ERR      |                   |             | 22      | 0.1%   | 47.8%    | 8      | 0.1%   | 73.5%    | 0           | ERR      |
|              |        |        |          |       |        |          |   |          | Increased         | 19          |         |        |          |        |        |          |             |          |
| Blu-ray      | 5.628  | 24.9%  | 127.7%   | 1.502 | 21.0%  | 112.2%   | 257                                     | 101.6%   | Decreased         | 9           | 30.033  | 20.3%  | 136.2%   | 7,082  | 15.1%  | 120.8%   | 1,375       | 139.3%   |
|              | ,      |        |          | ,     |        |          |   |          | Other             | 2           | ,       |        |          |        |        |          |             |          |
|              |        |        |          |       |        |          |   |          |                   |             |         |        |          |        |        |          |             |          |
| Total        | 22,579 | 100.0% | 92.4%    | 7.138 | 100.0% | 81.9%    | 1,144                                   | 90.6%    |                   |             | 148,219 | 100.0% | 103.1%   | 47,051 | 100.0% | 98.6%    | 8,111       | 98.0%    |
|              | ,      |        |          | .,    |        |          | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |          |                   |             | 2,      |        |          | .,     |        |          | .,          |          |

|           |              |        |        |          |       | June   | Actua    | 1           |          |                  |             |         |        | # of 0   | Cum (J | Jan∫ເ  | ın.)     |             |          |
|-----------|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|------------------|-------------|---------|--------|----------|--------|--------|----------|-------------|----------|
|           |              |        |        | VS.      |       |        | VS.      | # of \      | /S.      | # of the company | whose sales |         | ,      | VS.      |        |        | VS.      | # of V      | /S.      |
|           |              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increa | sed         | Price   | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
|           | Retail       | 13,594 | 70.2%  | 116.7%   | 4,249 | 64.4%  | 90.3%    | 433         | 73.8%    |                  |             | 62,270  | 61.7%  | 94.7%    | 19,888 | 58.6%  | 88.8%    | 2,639       | 83.4%    |
|           | Rental       | 5,720  | 29.5%  | 90.7%    | 2,322 | 35.2%  | 108.5%   | 378         | 88.7%    |                  |             | 37,998  | 37.7%  | 108.4%   | 13,792 | 40.7%  | 117.9%   | 3,042       | 101.9%   |
|           | Business Use | 48     | 0.2%   | 53.3%    | 25    | 0.4%   | 92.6%    | 4           | 100.0%   |                  |             | 649     | 0.6%   | 144.5%   | 232    | 0.7%   | 81.5%    | 43          | 195.5%   |
|           |              |        |        |          |       |        |          |             |          | Increased        | 12          |         |        |          |        |        |          |             |          |
| DVD Video |              | 19,362 | 78.6%  | 107.3%   | 6,597 | 84.2%  | 96.0%    | 815         | 80.1%    | Decreased        | 18          | 100,917 | 81.0%  | 99.7%    | 33,911 | 86.1%  | 98.6%    | 5,724       | 92.7%    |
|           |              |        |        |          |       |        |          |             |          | Other            | 1           |         |        |          |        |        |          |             |          |
|           | Retail       | 4,953  | 93.8%  | 119.1%   | 1,135 | 91.6%  | 101.1%   | 237         | 266.3%   |                  |             | 22,448  | 94.8%  | 131.6%   | 4,845  | 88.5%  | 115.6%   | 850         | 130.6%   |
|           | Rental       | 329    | 6.2%   | 304.6%   | 104   | 8.4%   | 163.5%   | 28          | 400.0%   |                  |             | 1,204   | 5.1%   | 212.3%   | 625    | 11.4%  | 193.8%   | 239         | 327.4%   |
|           | Business Use | 1      | 0.0%   | 3.8%     | 0     | 0.0%   | 4.8%     | 0           | ERR      |                  |             | 19      | 0.1%   | 43.2%    | 7      | 0.1%   | 68.3%    | 0           | ERR      |
| '         |              |        |        |          |       |        |          |             |          | Increased        | 15          |         |        |          |        |        |          |             |          |
| Blu-ray   |              | 5.283  | 21.4%  | 123.0%   | 1,239 | 15.8%  | 103.9%   | 265         | 276.0%   | Decreased        | 10          | 23.671  | 19.0%  | 133.9%   | 5.476  | 13.9%  | 121.1%   | 1.089       | 150.4%   |
|           |              | -,     |        |          | -,    |        |          |             |          | Other            | 5           | ,       |        |          | 2,210  |        |          | -,          |          |
|           |              |        |        |          |       |        |          |             |          | Increased        | 1           |         |        |          |        |        |          |             |          |
| UMD       |              | 0      | 0.0%   | 0.0%     | 0     | 0.0%   | 8.0%     | 0           | 0.0%     | Decreased        | 1           | -9      | ERR    | ERR      | -3     | ERR    | ERR      | 0           | 0.0%     |
| CIVID     |              | U      | 0.070  | 0.070    | U     | 0.070  | 0.070    |             | 0.070    | Other            | 0           | 3       | Little | Litte    | 3      | Litte  | Litte    | · ·         | 0.070    |
|           |              |        |        |          |       |        |          |             |          | Other            | U           |         |        | i        |        |        |          |             |          |
| Total     |              | 24,645 | 100.0% | 110.4%   | 7,837 | 100.0% | 97.1%    | 1,080       | 96.7%    |                  |             | 124,579 | 100.0% | 104.7%   | 39,384 | 100.0% | 101.1%   | 6,813       | 98.0%    |
|           |              | -,     |        |          | .,    |        |          | ,,,,,       |          |                  |             | 3,0.0   |        |          | ,      |        |          | -,,         |          |

|           |   |  |                          | May  | Actua  | l  |   |  |  |   |  | # of  | Cum (.   | JanN   | lay)   |   |  |
|-----------|---|--|--------------------------|--|--|--|---|--|--|---|--|---|--|--|--|---|--|
|           |   | VS.  |                          |  | VS.  | # of \   | /S.   | # of the company   | whose sales  |   | 1  | /S.   |  |  | VS.  | # of  | VS.  |
| Price     | Share   | Year Ago   | Units                    | Share  | Year Ago   | New Release  | Year Ago  | decreased/increa   | sed  | Price   | Share  | Year Ago  | Units  | Share  | Year Ago   | New Release   | Year Ago   |
| ail 8,146 | 56.5%   | 93.9%  | 2,915                    | 56.3%  | 110.3%   | 365  | 79.5%   | 5  |  | 48,676  | 59.7%  | 89.9%   | 15,639   | 57.3%  | 88.4%  | 2,206   | 85.6%  |
| tal 6,163 | 42.8%   | 137.1%   | 2,213                    | 42.8%  | 182.2%   | 528  | 144.3%  | 5  |  | 32,278  | 39.6%  | 112.3%  | 11,469   | 42.0%  | 120.0%   | 2,664   | 104.1%   |
| Jse 99    | 0.7%  | 157.1%   | 48                       | 0.9%   | 81.1%  | 11   | 366.7%  | 5  |  | 601   | 0.7%   | 167.4%  | 206  | 0.8%   | 80.4%  | 39  | 216.7%   |
|           |   |  |                          |  |  |  |   | Increased  | 16   |   |  |   |  |  |  |   |  |
| 14,408    | 79.8%   | 108.8%   | 5,175                    | 85.8%  | 132.2%   | 904  | 109.2%  | Decreased  | 14   | 81,555  | 81.6%  | 98.0%   | 27,314   | 86.6%  | 99.3%  | 4,909   | 95.2%  |
|           |   |  |                          |  |  |  |   | Other  | 1  |   |  |   |  |  |  |   |  |
| ail 3,51  | 96.5%   | 165.9%   | 805                      | 94.0%  | 169.2%   | 111  | 94.9%   | 5  |  | 17,495  | 95.1%  | 135.6%  | 3,709  | 87.5%  | 121.0%   | 613   | 109.1%   |
| tal 12    | 3.5%  | 136.6%   | 50                       | 5.8%   | 119.4%   | 39   | 650.0%  | 5  |  | 875   | 4.8%   | 190.6%  | 521  | 12.3%  | 201.2%   | 211   | 319.7%   |
| Jse 2     | 0.1%  | 14.3%  | 2                        | 0.2%   | 63.1%  | 0  | ERF   |  |  | 18  | 0.1%   | 100.0%  | 7  | 0.2%   | 164.6%   | 0   | ERR  |
|           |   |  |                          |  |  |  |   | Increased  | 17   |   |  |   |  |  |  |   |  |
| 3.643     | 20.2%   | 163.7%   | 857                      | 14.2%  | 164.5%   | 150  | 122.0%  | Decreased  | 7  | 18.388  | 18.4%  | 137.4%  | 4.237  | 13.4%  | 127.3%   | 824   | 131.2%   |
|           |   |  |                          |  |  |  |   | Other  | 6  | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,   |  |   | ,  |  |  |   |  |
|           |   |  |                          |  |  |  |   | Increased  | 0  |   |  |   |  |  |  |   |  |
|           | 0.0%  | 33 3%  | 1                        | 0.0%   | 215 2%   | 0  | 0.0%  |  | 1  | -9  | ERR  | ERR   | -4   | ERR  | ERR  | 0   | 0.0%   |
|           | 0.070   | 00.070   | -                        | 0.070  | 210.270  |  | 0.07  |  | 1  |   | 21414  | 27474   | -  | 21111  | Livit  |   | 0.070  |
|           | †   |  |                          |  |  |  |   |  | *  |   |  |   |  |  |  |   |  |
| 18,052    | 100.0%  | 116.7%   | 6,033                    | 100.0%   | 136.0%   | 1,054  | 110.5%  |  |  | 99,934  | 100.0%   | 103.4%  | 31,548   | 100.0%   | 102.1%   | 5,733   | 98.3%  |
| n         | tail 8,146 ntal 6,163 Use 96 14,408 tail 3,514 ntal 127 Use 2 3,643 | tatil 8,146 56.5% httal 6,163 42.8% Use 99 0.7%  14,408 79.8% httal 3,514 96.5% httal 127 3.5% Use 2 0.1%  3,643 20.2% | Price   Share   Year Ago | Price         Share         Year Ago         Units           stail         8,146         56.5%         93.9%         2,915           ntal         6,163         42.8%         137.1%         2,213           Use         99         0.7%         157.1%         48           14,408         79.8%         108.8%         5,175           stail         3,514         96.5%         165.9%         805           ntal         127         3.5%         136.6%         50           Use         2         0.1%         14.3%         2           3,643         20.2%         163.7%         857           1         0.0%         33.3%         1 | Price Share VS. Year Ago Units Share  tail 8,146 56.5% 93.9% 2,915 56.3%  ntal 6,163 42.8% 137.1% 2,213 42.8%  Use 99 0.7% 157.1% 48 0.9%  14,408 79.8% 108.8% 5,175 85.8%  tail 3,514 96.5% 165.9% 805 94.0%  ntal 127 3.5% 136.6% 50 5.8%  Use 2 0.1% 14.3% 2 0.2%  3,643 20.2% 163.7% 857 14.2% | Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   Link   Share   Share   VS.   Year Ago   Link   Share   Share   VS.   Year Ago   Link   Share   VS.   Year Ago   Link   Share   VS.   Year Ago   Link   Li | Price   Share   Year Ago   Units   Share   Year Ago   New Release | Price   Share   VS.   Year Ago   Units   Share   VS.   Fear Ago   VS.   Year Ago   Yea | Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   New Release   Year Ago   New | Price   Share   VS.   # of   VS.   # of   VS.     # of   VS.     # of   the company whose sales | Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   New Release   Ne | Price   Share   VS.   # of   VS.   # of   VS.   # of the company whose sales   Price   Share   VS.     # of   VS.     # of   VS.     # of the company whose sales   Price   Share   VS. | Price   Share   VS.   Year Ago   Units   Share   VS.   # of   Year Ago   New Release   New Release   New Release   Year Ago   New Release   New R | Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   Units   Share   Year Ago   VS.   Year Ago   decreased/increased   Price   Share   VS.   Year Ago   Units   Share   Year Ago   decreased/increased   Price   Share   Share   Year Ago   Units   Year Ago   Units   Year Ago   Units   Year Ago   Units   Share   Year Ago   Units   Year Ago   U | Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   New Release   New Release | Price   Share   VS.   Year Ago   Units   Share   VS.   # of the company whose sales   Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   Year Ago | Price   Share   VS   Year Ago   Units   Share   VS   Year Ago   VS   For the company whose sales   Price   Share   VS   Year Ago   New Release   New Release   Price   Share   VS   Year Ago   New Release   Price   Share   VS   Year Ago   New Release   New |

|              |        |        |          |       | April   | Actua    | <u>l</u>    |          |                   |             |        |        | # of     | Cum (. | JanA    | pr.)     |             |          |
|--------------|--------|--------|----------|-------|---------|----------|-------------|----------|-------------------|-------------|--------|--------|----------|--------|---------|----------|-------------|----------|
|              |        |        | VS.      |       |         | VS.      | # of \      | /S.      | # of the company  | whose sales |        | V      | S.       |        |         | VS.      | # of        | VS.      |
|              | Price  | Share  | Year Ago | Units | Share   | Year Ago | New Release | Year Ago | decreased/increas | sed         | Price  | Share  | Year Ago | Units  | Share   | Year Ago | New Release | Year Ago |
| Retail       | 10,919 | 61.6%  | 88.6%    | 3,647 | 61.4%   | 88.5%    | 553         | 120.5%   | 5                 |             | 40,530 | 60.4%  | 89.2%    | 12,724 | 57.5%   | 84.6%    | 1,841       | 86.9%    |
| Rental       | 6,643  | 37.5%  | 121.6%   | 2,220 | 37.4%   | 124.2%   | 430         | 143.3%   | 5                 |             | 26,115 | 38.9%  | 107.7%   | 9,257  | 41.8%   | 110.9%   | 2,136       | 97.4%    |
| Business Use | 157    | 0.9%   | 198.7%   | 75    | 1.3%    | 301.5%   | 17          | 566.7%   | 5                 |             | 502    | 0.7%   | 169.6%   | 159    | 0.7%    | 80.1%    | 28          | 186.7%   |
|              |        |        |          |       |         |          |             |          | Increased         | 15          |        |        |          |        |         |          |             |          |
| DVD Video    | 17,719 | 77.8%  | 99.2%    | 5,942 | 83.3%   | 100.2%   | 1,000       | 131.2%   | Decreased         | 16          | 67,147 | 82.0%  | 95.9%    | 22,139 | 86.8%   | 93.9%    | 4,005       | 92.6%    |
|              |        |        |          |       |         |          |             |          | Other             | 0           |        |        |          |        |         |          |             |          |
| Retail       | 4,870  | 96.4%  | 198.4%   | 1,091 | 91.2%   | 149.4%   | 173         | 111.6%   | 5                 |             | 13,981 | 94.8%  | 129.6%   | 2,904  | 85.9%   | 112.1%   | 502         | 112.8%   |
| Rental       | 174    | 3.4%   | 76.0%    | 103   | 8.6%    | 60.6%    | 22          | 48.9%    | 5                 | •           | 748    | 5.1%   | 204.4%   | 471    | 13.9%   | 216.8%   | 172         | 286.7%   |
| Business Use | 9      | 0.2%   | 900.0%   | 2     | 0.2%    | 1095.8%  | 0           | ERR      |                   | -           | 16     | 0.1%   | 400.0%   | 5      | 0.1%    | 561.7%   | 0           | ERR      |
|              |        |        |          |       |         |          |             |          | Increased         | 17          |        |        |          |        |         |          |             |          |
| Blu-ray      | 5.053  | 22.2%  | 188.2%   | 1.196 | 16.8%   | 132.9%   | 195         | 97.5%    | Decreased         | 8           | 14,745 | 18.0%  | 132.2%   | 3,381  | 13.2%   | 120.3%   | 674         | 133.5%   |
| ,            | ,,,,,  |        |          | -,    |         |          |             |          | Other             | 3           | ,      |        |          | -,     |         |          |             |          |
|              |        |        |          |       |         |          |             |          | Increased         | 0           |        |        |          |        |         |          |             |          |
| UMD          | -6     | ERR    | ERR      | -3    | ERR     | ERR      | 0           | 0.0%     | Decreased         | 1           | -10    | ERR    | ERR      | -5     | ERR     | ERR      | 0           | 0.0%     |
| CMD          |        | шии    | ши       | J     | Little  | Livit    |             | 0.07     | Other             | 1           | 10     | Little | Little   | J      | Little  | Litte    | J           | 0.070    |
|              |        |        |          |       |         |          |             |          | Other             | 1           |        |        |          |        |         |          |             |          |
| Total        | 22,766 | 100.0% | 110.7%   | 7,134 | 100.0%  | 104.3%   | 1,195       | 123.8%   |                   |             | 81,882 | 100.0% | 100.8%   | 25,515 | 100.0%  | 96.5%    | 4,679       | 95.9%    |
|              | =2,100 |        |          | .,101 | 230.070 | 2311070  | 2,100       | 230.07   |                   |             | 22,002 |        | 223.070  | 23,010 | 230.070 | 201070   | 1,070       | 23.070   |

|           |              |        |         |          | ľ     | March   | Actua    | al          |          |                  |             |        |         | # of     | Cum (J | JanM    | Iar.)    |  |          |
|-----------|--------------|--------|---------|----------|-------|---------|----------|-------------|----------|------------------|-------------|--------|---------|----------|--------|---------|----------|--|----------|
|           |              |        |         | VS.      |       |         | VS.      | # of        | /S.      | # of the company | whose sales |        | 1       | VS.      |        |         | VS.      | # of \   | /S.      |
|           |              | Price  | Share   | Year Ago | Units | Share   | Year Ago | New Release | Year Ago | decreased/increa | sed         | Price  | Share   | Year Ago | Units  | Share   | Year Ago | New Release                                      | Year Ago |
|           | Retail       | 9,040  | 56.9%   | 65.1%    | 2,223 | 47.7%   | 54.4%    | 374         | 57.5%    |                  |             | 29,611 | 59.9%   | 89.4%    | 9,077  | 56.0%   | 83.1%    | 1,288  | 77.6%    |
|           | Rental       | 6,705  | 42.2%   | 86.0%    | 2,411 | 51.7%   | 91.1%    | 647         | 69.7%    |                  |             | 19,472 | 39.4%   | 103.6%   | 7,037  | 43.4%   | 107.3%   | 1,706  | 90.1%    |
|           | Business Use | 141    | 0.9%    | 162.1%   | 27    | 0.6%    | 45.2%    | 10          | 142.9%   |                  |             | 345    | 0.7%    | 159.0%   | 84     | 0.5%    | 48.4%    | 11   | 91.7%    |
|           |              |        |         |          |       |         |          |             |          | Increased        | 10          |        |         |          |        |         |          |  |          |
| DVD Video | )            | 15,886 | 88.5%   | 72.9%    | 4,662 | 91.6%   | 68.6%    | 1,031       | 65.0%    | Decreased        | 21          | 49,428 | 83.6%   | 94.8%    | 16,197 | 88.1%   | 91.7%    | 3,005  | 84.3%    |
|           |              |        |         |          |       |         |          |             |          | Other            | 0           |        |         |          |        |         |          |  |          |
|           | Retail       | 1,943  | 93.6%   | 52.9%    | 367   | 85.2%   | 53.9%    | 132         | 143.5%   |                  |             | 9,111  | 94.0%   | 109.4%   | 1,813  | 83.0%   | 97.5%    | 329  | 113.4%   |
|           | Rental       | 133    | 6.4%    | 218.0%   | 63    | 14.7%   | 307.1%   | 39          | 975.0%   |                  |             | 574    | 5.9%    | 419.0%   | 369    | 16.9%   | 765.5%   | 150  | 1000.0%  |
|           | Business Use | 0      | 0.0%    | 0.0%     | 0     | 0.0%    | 91.7%    |             | ERR      | 1                |             | 7      | 0.1%    | 233.3%   | 3      | 0.1%    | 412.6%   | <del>                                     </del> | ERR      |
|           |              |        |         |          |       |         |          |             |          | Increased        | 11          |        |         |          |        |         |          |  |          |
| Blu-ray   |              | 2,076  | 11.6%   | 55.6%    | 430   | 8.5%    | 61.3%    | 171         | 178.1%   | Decreased        | 13          | 9.692  | 16.4%   | 114.4%   | 2,185  | 11.9%   | 114.4%   | 479  | 157.0%   |
| ,         |              | .,     |         |          |       |         |          |             |          | Other            | 4           | *,***  |         |          | ,      |         |          |  |          |
|           |              |        |         |          |       |         |          |             |          | Increased        | 0           |        |         |          |        |         |          |  |          |
| UMD       |              | -6     | ERR     | ERR      | -3    | ERR     | ERR      | 0           | 0.0%     | Decreased        | 2           | -4     | ERR     | ERR      | -2     | ERR     | ERR      | 0  | 0.0%     |
| CIVID     |              | 0      | Litte   | Litte    | 3     | Litte   | Litte    |             | 0.070    | Other            | 0           | *      | Litte   | Litte    | ~      | Litte   | Litte    |  | 0.070    |
|           |              |        |         |          |       |         |          |             |          | Other            | U           |        |         |          |        |         |          |  |          |
| Total     |              | 17,956 | 100.0%  | 70.3%    | 5,089 | 100.0%  | 67.7%    | 1,202       | 70.7%    |                  |             | 59,116 | 100.0%  | 97.5%    | 18,381 | 100.0%  | 93.7%    | 3,484  | 89.0%    |
|           |              | 17,000 | 100.070 | . 0.070  | 3,000 | 100.070 | 37.170   | 1,202       | . 0.1 /  |                  |             | 33,110 | 100.070 | 27.070   | 13,001 | 100.070 | 20.170   | 3,101  | 33.070   |

|              |        |        |          | Fε    | bruar  | y Act    | ual         |          |                   |             |        |        | # of     | Cum (. | JanF   | eb.)     |             |          |
|--------------|--------|--------|----------|-------|--------|----------|-------------|----------|-------------------|-------------|--------|--------|----------|--------|--------|----------|-------------|----------|
|              |        |        | VS.      |       |        | VS.      | # of \      | /S.      | # of the company  | whose sales |        | V      | S.       |        |        | VS.      | # of        | VS.      |
|              | Price  | Share  | Year Ago | Units | Share  | Year Ago | New Release | Year Ago | decreased/increas | ed          | Price  | Share  | Year Ago | Units  | Share  | Year Ago | New Release | Year Ago |
| Retail       | 8,433  | 55.5%  | 98.7%    | 2,935 | 53.1%  | 106.6%   | 405         | 74.0%    |                   |             | 20,571 | 61.3%  | 107.0%   | 6,853  | 59.4%  | 100.2%   | 914         | 90.6%    |
| Rental       | 6,682  | 43.9%  | 119.7%   | 2,562 | 46.4%  | 125.8%   | 494         | 92.5%    |                   |             | 12,767 | 38.1%  | 116.2%   | 4,626  | 40.1%  | 118.2%   | 1,059       | 109.6%   |
| Business Use | 91     | 0.6%   | 119.7%   | 27    | 0.5%   | 33.5%    | 0           | 0.0%     |                   |             | 204    | 0.6%   | 156.9%   | 56     | 0.5%   | 50.0%    | 1           | 20.0%    |
|              |        |        |          |       |        |          |             |          | Increased         | 15          |        |        |          |        |        |          |             |          |
| DVD Video    | 15,206 | 82.9%  | 107.0%   | 5,525 | 86.2%  | 113.4%   | 899         | 83.0%    | Decreased         | 16          | 33,542 | 81.5%  | 110.5%   | 11,535 | 86.8%  | 106.2%   | 1,974       | 99.7%    |
|              |        |        |          |       |        |          |             |          | Other             | 0           |        |        |          |        |        |          |             |          |
| Retail       | 2,874  | 92.0%  | 153.9%   | 651   | 73.9%  | 152.2%   | 107         | 100.0%   |                   |             | 7,168  | 94.1%  | 153.8%   | 1,447  | 82.4%  | 122.6%   | 197         | 99.5%    |
| Rental       | 247    | 7.9%   | 796.8%   | 228   | 25.9%  | 2096.5%  | 44          | 733.3%   |                   | -           | 441    | 5.8%   | 580.3%   | 305    | 17.4%  | 1108.8%  | 111         | 1009.1%  |
| Business Use | 3      | 0.1%   | 300.0%   | 2     | 0.2%   | 834.9%   | 0           | ERR      |                   | -           | 7      | 0.1%   | 350.0%   | 3      | 0.2%   | 499.2%   | 0           | ERR      |
|              |        |        |          |       |        |          |             |          | Increased         | 15          |        |        |          |        |        |          |             |          |
| Blu-ray      | 3.124  | 17.0%  | 164.5%   | 880   | 13.7%  | 200.7%   | 151         | 133.6%   | Decreased         | 12          | 7.616  | 18.5%  | 160.7%   | 1,755  | 13.2%  | 145.3%   | 308         | 147.4%   |
|              | 0,2    |        |          |       |        |          |             |          | Other             | 3           | .,     |        |          | -,     |        |          |             |          |
|              |        |        |          |       |        |          |             |          | Increased         | 0           |        |        |          |        |        |          |             |          |
| UMD          | 2      | 0.0%   | 22.2%    | 2     | 0.0%   | 23.9%    | 0           | 0.0%     | Decreased         | 1           | 2      | 0.0%   | 7.4%     | 2      | 0.0%   | 8.5%     | 0           | 0.0%     |
| CIVID        | ~      | 0.070  | 22.270   | ~     | 0.070  | 20.070   |             | 0.07     | Other             | 0           | ~      | 0.070  | 7.170    | ~      | 0.070  | 0.070    | Ü           | 0.070    |
|              |        |        |          |       |        |          |             |          | Other             | U           |        |        |          |        |        |          |             |          |
| Total        | 18,332 | 100.0% | 113.8%   | 6,407 | 100.0% | 120.5%   | 1,050       | 86.7%    | ,                 |             | 41,160 | 100.0% | 117.2%   | 13,292 | 100.0% | 109.9%   | 2,282       | 103.0%   |
|              |        |        |          |       |        |          |             |          |                   |             |        |        |          |        |        |          |             |          |

|              |        |         |          | J     | anuar   | y Actu   | ıal         |          |                  |             |        |         | # of     | Cum ( | JanJ    | an.)     |             |          |
|--------------|--------|---------|----------|-------|---------|----------|-------------|----------|------------------|-------------|--------|---------|----------|-------|---------|----------|-------------|----------|
|              |        |         | VS.      |       |         | VS.      | # of        | VS.      | # of the company | whose sales |        |         | VS.      |       |         | VS.      | # of        | VS.      |
|              | Price  | Share   | Year Ago | Units | Share   | Year Ago | New Release | Year Ago | decreased/increa | sed         | Price  | Share   | Year Ago | Units | Share   | Year Ago | New Release | Year Ago |
| Retail       | 12,138 | 66.2%   | 113.7%   | 3,918 | 65.2%   | 95.9%    | 509         | 110.2%   |                  |             | 12,138 | 66.2%   | 113.7%   | 3,918 | 65.2%   | 95.9%    | 509         | 110.2%   |
| Rental       | 6,085  | 33.2%   | 112.6%   | 2,063 | 34.3%   | 110.0%   | 565         | 130.8%   |                  |             | 6,085  | 33.2%   | 112.6%   | 2,063 | 34.3%   | 110.0%   | 565         | 130.8%   |
| Business Use | 113    | 0.6%    | 209.3%   | 29    | 0.5%    | 94.0%    | 1           | 33.3%    |                  |             | 113    | 0.6%    | 209.3%   | 29    | 0.5%    | 94.0%    | 1           | 33.3%    |
|              |        |         |          |       |         |          |             |          | Increased        | 16          |        |         |          |       |         |          |             |          |
| DVD Video    | 18,336 | 80.3%   | 113.6%   | 6,011 | 87.3%   | 100.3%   | 1,075       | 119.8%   | Decreased        | 12          | 18,336 | 80.3%   | 113.6%   | 6,011 | 87.3%   | 100.3%   | 1,075       | 119.8%   |
|              |        |         |          |       |         |          |             |          | Other            | 2           |        |         |          |       |         |          |             |          |
| Retail       | 4,294  | 95.6%   | 153.7%   | 796   | 91.0%   | 105.8%   | 90          | 98.9%    |                  |             | 4,294  | 95.6%   | 153.7%   | 796   | 91.0%   | 105.8%   | 90          | 98.9%    |
| Rental       | 194    | 4.3%    | 431.1%   | 77    | 8.9%    | 464.3%   | 67          | 1340.0%  |                  |             | 194    | 4.3%    | 431.1%   | 77    | 8.9%    | 464.3%   | 67          | 1340.0%  |
| Business Use | 4      | 0.1%    | 400.0%   | 1     | 0.1%    | 272.3%   | 0           | ERR      |                  |             | 4      | 0.1%    | 400.0%   | 1     | 0.1%    | 272.3%   | 0           | ERR      |
|              |        |         |          |       |         |          |             |          | Increased        | 21          |        |         |          |       |         |          |             |          |
| Blu-ray      | 4,492  | 19.7%   | 158.2%   | 874   | 12.7%   | 113.6%   | 157         | 163.5%   | Decreased        | 3           | 4,492  | 19.7%   | 158.2%   | 874   | 12.7%   | 113.6%   | 157         | 163.5%   |
|              |        |         |          |       |         |          |             |          | Other            | 4           |        |         |          |       |         |          |             |          |
|              |        |         |          |       |         |          |             |          | Increased        | 1           |        |         |          |       |         |          |             |          |
| UMD          | 0      | 0.0%    | 0.0%     | 0     | 0.0%    | 1.9%     | 0           | 0.0%     | Decreased        | 1           | 0      | 0.0%    | 0.0%     | 0     | 0.0%    | 1.9%     | 0           | 0.0%     |
|              |        |         |          |       |         |          |             |          | Other            | 0           |        |         |          | -     |         |          |             |          |
|              |        |         |          |       |         |          |             |          |                  |             |        |         |          |       |         |          |             |          |
| Total        | 22,828 | 100.0%  | 120.2%   | 6.885 | 100.0%  | 101.6%   | 1,232       | 122.7%   |                  |             | 22,828 | 100.0%  | 120.2%   | 6,885 | 100.0%  | 101.6%   | 1,232       | 122.7%   |
|              | 22,020 | 100.070 | 120.270  | 3,000 | 100.070 | 131.0%   | 1,202       | 122.170  |                  |             | 22,020 | 100.070 | 120.270  | 3,000 | 100.070 | 131.070  | 1,202       | 122.170  |