Price MM Yen Units 000

	# of V	ro.										
Share Year Ago		S.	# of the company whose	sales		V	S.			VS.	# of	VS.
	New Release	Year Ago	decreased/increased		Price	Share	Year Ago	Units	Share	Year Ago	New Release	Year Ago
46.7% 72.1%	467	81.2%			58,775	59.6%	84.9%	17,372	38.6%	82.3%	4,975	95.9%
0.6% 20.9%	4	200.0%			557	0.6%	68.8%	1,319	2.9%	48.3%	174	35.0%
52.1% 79.6%	494	89.8%			38,533	39.0%	85.7%	26,032	57.8%	89.2%	4,899	99.5%
0.5% 56.3%	54	73.0%			822	0.8%	70.6%	295	0.7%	30.2%	398	116.7%
			Increased	9								
68.3% 74.5%	1,019	84.8%	Decreased 2	20	98,687	52.7%	85.0%	45,018	70.4%	83.4%	10,446	95.3%
			Other	1								
88.1% 84.5%	396	94.7%			83,509	94.4%	99.7%	16,385	86.5%	100.7%	3,464	104.3%
0.1% 12.3%	7	350.0%			1,009	1.1%	310.5%	370	2.0%	542.6%	31	100.0%
11.8% 84.1%	22	71.0%			3,672	4.1%	92.4%	2,145	11.3%	89.9%	258	108.4%
0.0% 61.3%	1	_			305	0.3%	104.4%	49	0.3%	113.6%	2	_
			Increased 1	12								
31.7% 83.9%	426	94.5%	Decreased 1	17	88,495	47.3%	100.2%	18,949	29.6%	100.9%	3,755	104.6%
			Other	1								
							İ			Ì		
100.0% 77.3%	1,445	87.5%			187,182	100.0%	91.5%	63,967	100.0%	87.9%	14,201	97.6%
	0.6%         20.9%           52.1%         79.6%           0.5%         56.3%           68.3%         74.5%           88.1%         84.5%           0.1%         12.3%           11.8%         84.1%           0.0%         61.3%           31.7%         83.9%	0.6%         20.9%         4           52.1%         79.6%         494           0.5%         56.3%         54           68.3%         74.5%         1,019           88.1%         84.5%         396           0.1%         12.3%         7           11.8%         84.1%         22           0.0%         61.3%         1           31.7%         83.9%         426	0.6%         20.9%         4         200.0%           52.1%         79.6%         494         89.8%           0.5%         56.3%         54         73.0%           68.3%         74.5%         1,019         84.8%           88.1%         84.5%         396         94.7%           0.1%         12.3%         7         350.0%           11.8%         84.1%         22         71.0%           0.0%         61.3%         1         -           31.7%         83.9%         426         94.5%	0.6%         20.9%         4         200.0%           52.1%         79.6%         494         89.8%           0.5%         56.3%         54         73.0%           68.3%         74.5%         1,019         84.8%         Decreased Other           88.1%         84.5%         396         94.7%           0.1%         12.3%         7         350.0%           11.8%         84.1%         22         71.0%           0.0%         61.3%         1         -           31.7%         83.9%         426         94.5%         Decreased Other	0.6%         20.9%         4         200.0%           52.1%         79.6%         494         89.8%           0.5%         56.3%         54         73.0%           68.3%         74.5%         1,019         84.8%         Decreased         20           Other         1         0.00         0.00         0.00         0.00         0.00           11.8%         84.1%         22         71.0%         0.0%         0.0%         61.3%         1         -           31.7%         83.9%         426         94.5%         Decreased         17           Other         1         0.00         0.	0.6%         20.9%         4         200.0%         557           52.1%         79.6%         494         89.8%         38,533           0.5%         56.3%         54         73.0%         822           68.3%         74.5%         1,019         84.8%         Decreased         20         98,687           0ther         1         0ther         1         83,509         1,009         1,009           11.8%         84.1%         22         71.0%         3,672         305           0.0%         61.3%         1         —         305           1ncreased         12         305           1ncreased         12         88,495           0ther         1         88,495	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	0.6%         20.9%         4         200.0%         557         0.6%         68.8%         1,319           52.1%         79.6%         494         89.8%         38,533         39.0%         85.7%         26,032           0.5%         56.3%         54         73.0%         822         0.8%         70.6%         295           Increased         9         Decreased         20         98,687         52.7%         85.0%         45,018           88.1%         84.5%         396         94.7%         83,509         94.4%         99.7%         16,385           0.1%         12.3%         7         350.0%         1,009         1.1%         310.5%         370           11.8%         84.1%         22         71.0%         3,672         4.1%         92.4%         2,145           0.0%         61.3%         1         —         305         0.3%         104.4%         49           31.7%         83.9%         426         94.5%         Decreased         17         88,495         47.3%         100.2%         18,949	0.6%         20.9%         4         200.0%         557         0.6%         68.8%         1,319         2.9%           52.1%         79.6%         494         89.8%         38,533         39.0%         85.7%         26,032         57.8%           0.5%         56.3%         54         73.0%         822         0.8%         70.6%         295         0.7%           68.3%         74.5%         1,019         84.8%         Decreased         20         98,687         52.7%         85.0%         45,018         70.4%           0.0%         84.5%         396         94.7%         83,509         94.4%         99.7%         16,385         86.5%           0.1%         12.3%         7         350.0%         1,009         1.1%         310.5%         370         2.0%           11.8%         84.1%         22         71.0%         3,672         4.1%         92.4%         2,145         11.3%           0.0%         61.3%         1         -         305         0.3%         104.4%         49         0.3%           1.7%         83.9%         426         94.5%         Decreased         17         88,495         47.3%         100.2%         18,9	0.6%         20.9%         4         200.0%         557         0.6%         68.8%         1,319         2.9%         48.3%           52.1%         79.6%         494         89.8%         38,533         39.0%         85.7%         26,032         57.8%         89.2%           0.5%         56.3%         54         73.0%         822         0.8%         70.6%         295         0.7%         30.2%           68.3%         74.5%         1,019         84.8%         Decreased         20         98,687         52.7%         85.0%         45,018         70.4%         83.4%           0ther         1         88.1%         84.5%         396         94.7%         83,509         94.4%         99.7%         16,385         86.5%         100.7%           0.1%         12.3%         7         350.0%         1,009         1.1%         310.5%         370         2.0%         542.6%           11.8%         84.1%         22         71.0%         3,672         4.1%         92.4%         2,145         11.3%         89.9%           0.0%         61.3%         1         -         305         0.3%         104.4%         49         0.3%         113.6%	0.6%   20.9%   4   200.0%   557   0.6%   68.8%   1,319   2.9%   48.3%   174

				N	ovemb	er Act	ual					#	of Cur	n. (Jar	ıNove	ember	.)	
			VS.			VS.	# of \	7S.	# of the company	whose sales		1	VS.		1	VS.	# of V	7S.
	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	4,056	54.3%	76.7%	1,247	34.0%	77.8%	368	73.0%			51,678	58.9%	86.1%	15,191	37.6%	84.0%	4,508	97.7%
Others	8	0.1%	25.8%	33	0.9%	22.3%	1	11.1%			517	0.6%	72.2%	1,290	3.2%	49.8%	170	34.3%
Rental	3,363	45.0%	89.2%	2,351	64.0%	84.2%	451	92.8%			34,760	39.6%	86.3%	23,599	58.5%	90.3%	4,405	100.7%
Business Use	46	0.6%	69.7%	40	1.1%	346.4%	19	63.3%			765	0.9%	72.5%	271	0.7%	29.0%	344	128.8%
									Increased	10								
DVD Video	7,473	48.5%	81.7%	3,671	65.0%	80.6%	839	81.5%	Decreased	19	87,720	52.7%	86.0%	40,350	70.6%	84.5%	9,427	96.5%
									Other	1								
Retail	7,468	94.2%	108.1%	1,659	83.8%	121.2%	296	94.3%			74,076	94.2%	103.1%	14,479	86.3%	103.3%	3,068	105.7%
Others	89	1.1%	494.4%	32	1.6%	1336.0%	2	100.0%			997	1.3%	391.0%	368	2.2%	716.7%	24	82.8%
Rental	363	4.6%	80.3%	289	14.6%	117.2%	30	76.9%			3,228	4.1%	92.8%	1,890	11.3%	90.8%	236	114.0%
Business Use	5	0.1%	38.5%	0	0.0%	28.9%	0	_			296	0.4%	104.9%	48	0.3%	115.7%	1	_
									Increased	14								
Blu-ray	7,925	51.5%	107.2%	1,981	35.0%	122.3%	328	92.4%	Decreased	13	78,597	47.3%	103.6%	16,784	29.4%	103.6%	3,329	106.1%
(including ULTRA HD Blu-ray)	ŕ			ĺ ,					Other	3	,			,			1	
Total	15,398	100.0%	93.1%	5,652	100.0%	91.5%	1,167	84.3%			166,317	100.0%	93.5%	57,134	100.0%	89.4%	12,756	98.9%
	23,000		201170	3,002	220.070	31.07	1,101	21.070			200,021	220.070	20.070	5.,101	223.070	20.170	,.00	23.070

%Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"

Price MM Yen Units 000

				(	Octobe	r Actu	al					#	of Cu	ım. (Ja	ınOct	tober.)		
			VS.			VS.	# of \	IS.	# of the company	whose sales		7	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
Retail	3,731	54.0%	92.0%	1,148	31.0%	79.5%	328	104.8%			47,622	59.3%	87.1%	13,944	38.0%	84.6%	4,140	100.8%
Others	64	0.9%	46.0%	173	4.7%	170.2%	3	8.8%			509	0.6%	74.3%	1,257	3.4%	51.5%	169	34.8%
Rental	3,071	44.4%	88.1%	2,343	63.3%	90.9%	546	121.3%			31,397	39.1%	86.0%	21,248	57.9%	91.1%	3,954	101.7%
Business Use	48	0.7%	82.8%	37	1.0%	414.5%	15	187.5%			719	0.9%	72.7%	231	0.6%	25.0%	325	137.1%
									Increased	18								
DVD Video	6,914	49.9%	89.4%	3,700	68.4%	89.6%	892	110.8%	Decreased	21	80,247	53.2%	86.4%	36,679	71.2%	85.0%	8,588	98.3%
									Other	1								
Retail	6,591	95.1%	131.7%	1,485	87.0%	143.0%	276	119.5%			66,608	94.2%	102.6%	12,819	86.6%	101.3%	2,772	107.1%
Others	9	0.1%	_	1	0.0%	_	2	200.0%			908	1.3%	383.1%	336	2.3%	686.3%	22	81.5%
Rental	313	4.5%	118.6%	218	12.8%	136.4%	20	111.1%			2,865	4.1%	94.6%	1,601	10.8%	87.2%	206	122.6%
Business Use	17	0.2%	9.3%	2	0.1%	12.1%	0	_			291	0.4%	108.1%	47	0.3%	119.1%	1	_
									Increased	12								
Blu-ray	6,930	50.1%	129.2%	1,706	31.6%	143.4%	298	119.2%	Decreased	16	70,672	46.8%	103.2%	14,803	28.8%	101.6%	3,001	107.8%
(including ULTRA HD Blu-ray)	•								Other	2	•							
Total	13,844	100.0%	105.7%	5,407	100.0%	101.6%	1,190	112.8%			150,919	100.0%	93.5%	51,482	100.0%	89.2%	11,589	100.6%
	•			,							-			•				

				Se	ptemb	er Act	tual					#	of Cun	n. (Jan	Septe	ember	.)	
			VS.		1	VS.	# of	VS.	# of the company	whose sales			VS.		7	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	4,170	53.9%	98.7%	1,238	38.2%	100.4%	422	84.2%	•		43,891	59.9%	86.7%	12,795	38.8%	85.1%	3,812	100.4%
Others	20	0.3%	285.7%	27	0.8%	30.4%	2	13.3%			445	0.6%	81.5%	1,084	3.3%	46.3%	166	36.7%
Rental	3,466	44.8%	74.8%	1,942	59.9%	63.5%	308	59.3%	,		28,326	38.6%	85.8%	18,905	57.3%	91.1%	3,408	99.1%
Business Use	77	1.0%	104.1%	33	1.0%	65.5%	13	68.4%			671	0.9%	72.1%	194	0.6%	21.2%	310	135.4%
									Increased	13								
DVD Video	7,733	48.6%	86.5%	3,240	67.8%	73.1%	745	70.7%	Decreased	16	73,333	53.5%	86.1%	32,979	71.6%	84.5%	7,696	97.0%
									Other	1								
Retail	7,750	94.6%	124.6%	1,367	88.9%	120.1%	285	89.6%			60,017	94.2%	100.2%	11,334	86.5%	97.6%	2,496	105.9%
Others	80	1.0%	615.4%	24	1.5%	_	- 0	0.0%	1		899	1.4%	279.2%	335	2.6%	430.0%	20	76.9%
Rental	283	3.5%	74.7%	135	8.8%	51.4%	15	78.9%	1		2,552	4.0%	92.4%	1,383	10.6%	82.5%	186	124.0%
Business Use	76	0.9%	1085.7%	12	0.8%	1549.4%	0	_			274	0.4%	314.1%	45	0.3%	234.6%	1	_
									Increased	15								
Blu-ray	8,189	51.4%	123.8%	1,537	32.2%	109.9%	300	88.2%	Decreased	13	63,742	46.5%	101.0%	13,097	28.4%	97.8%	2,703	106.7%
(including ULTRA HD Blu-ray)									Other	2								
Total	15,922	100.0%	102.4%	4,777	100.0%	81.9%	1,045	75.0%	,		137,075	100.0%	92.5%	46,076	100.0%	87.9%	10,399	99.4%
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\*Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"

Price MM Yen Units 000

				A	August	t Actua	al					7	# of Cu	ım. (Ja	anAu	gust.)		
			VS.			VS.	# of \	VS.	# of the company	whose sales		7	7S.			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	3,183	51.7%	59.7%	1,184	39.6%	77.8%	361	93.5%	5		39,721	60.6%	85.6%	11,558	38.9%	83.8%	3,390	102.9%
Others	25	0.4%	131.6%	80	2.7%	71.3%	4	26.7%	5		425	0.6%	78.8%	1,057	3.6%	46.9%	164	36.3%
Rental	2,908	47.2%	81.5%	1,715	57.4%	68.5%	362	100.6%	5		24,860	37.9%	87.6%	16,963	57.0%	95.9%	3,100	106.2%
Business Use	40	0.6%	72.7%	10	0.3%	59.1%	29	152.6%	5		594	0.9%	69.3%	161	0.5%	18.7%	297	141.4%
									Increased	10								
DVD Video	6,156	59.0%	68.6%	2,990	76.5%	71.9%	756	96.9%	Decreased	18	65,600	54.1%	86.1%	29,739	72.0%	85.9%	6,951	101.1%
									Other	2								
Retail	3,966	92.6%	60.5%	777	84.6%	52.5%	235	92.2%	5		52,267	94.1%	97.3%	9,967	86.2%	95.2%	2,211	108.4%
Others	67	1.6%		28	3.1%		2	_			819	1.5%	265.0%	311	2.7%	390.3%	20	87.0%
Rental	236	5.5%	88.7%	113	12.3%	55.8%	17	65.4%	5		2,269	4.1%	95.2%	1,248	10.8%	88.3%	171	130.5%
Business Use	14	0.3%	1400.0%	1	_	165.2%	0	_			198	0.4%	246.8%	33	0.3%	178.3%	1	_
									Increased	15								
Blu-ray	4,283	41.0%	63.1%	919	23.5%	54.9%	254	90.4%	Decreased	12	55,553	45.9%	98.4%	11,560	28.0%	96.4%	2,403	109.6%
(including ULTRA HD Blu-ray)									Other	3								
Total	10,439	100.0%	66.2%	3,909	100.0%	67.0%	1,010	95.2%			121,153	100.0%	91.3%	41,299	100.0%	88.6%	9,354	103.1%

					July A	Actual	=						# of (	Cum. (d	JanJ	uly.)		
			VS.			VS.	# of V	/S.	# of the company	whose sales		1	VS.			VS.	# of V	7S.
	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	5,170	59.5%	112.5%	1,646	45.1%	123.3%	442	101.6%			36,538	61.5%	88.9%	10,374	38.8%	84.5%	3,029	104.1%
Others	168	1.9%	83.2%	238	6.5%	304.6%	12	42.9%			400	0.7%	76.9%	976	3.6%	45.7%	160	36.6%
Rental	3,276	37.7%	90.7%	1,752	48.0%	79.1%	344	97.5%			21,952	36.9%	88.4%	15,249	57.0%	100.4%	2,738	107.0%
Business Use	82	0.9%	110.4%	15	0.4%	133.0%	28	71.8%			554	0.9%	69.1%	151	0.6%	17.8%	268	140.3%
									Increased	12								
DVD Video	8,696	45.7%	102.5%	3,651	62.8%	100.3%	826	96.6%	Decreased	16	59,444	53.7%	88.4%	26,749	71.5%	87.9%	6,195	101.6%
									Other	2								
Retail	9,833	95.2%	175.1%	1,945	89.8%	193.5%	313	114.2%			48,301	94.2%	102.5%	9,190	86.4%	102.2%	1,976	110.8%
Others	30	0.3%	_	7	0.3%	_	8	800.0%			752	1.5%	218.0%	283	2.7%	318.7%	18	78.3%
Rental	360	3.5%	143.8%	193	8.9%	188.7%	17	94.4%			2,033	4.0%	96.0%	1,136	10.7%	93.7%	154	146.7%
Business Use	110	1.1%	5500.0%	21	1.0%	2051.0%	0	_			184	0.4%	232.2%	32	0.3%	178.6%	1	_
									Increased	10								
Blu-ray	10,333	54.3%	176.2%	2,165	37.2%	195.7%	338	115.4%	Decreased	17	51,270	46.3%	103.2%	10,640	28.5%	103.2%	2,149	112.4%
(including ULTRA HD Blu-ray)									Other	3				•				
Total	19,029	100.0%	132.6%	5,815	100.0%	122.5%	1,164	101.4%			110,714	100.0%	94.7%	37,390	100.0%	91.7%	8,344	104.2%
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\*\*Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"

Price MM Yen Units 000

					June .	Actua	l						# of (	Cum. (	JanJ	un.)		
		7	VS.			VS.	# of	VS.	# of the compan	whose sales			VS.			VS.	# of V	7S.
	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	4,245	58.9%	70.8%	1,477	45.4%	76.9%	470	126.3%			31,402	62.1%	86.3%	8,838	39.5%	71.5%	2,498	103.8%
Others	93	1.3%	143.1%	126	3.9%	87.0%	8	20.0%			246	0.5%	189.2%	733	3.3%	154.8%	130	173.3%
Rental	2,814	39.0%	87.0%	1,642	50.5%	74.9%	402	98.0%			18,523	36.6%	85.9%	12,683	56.6%	98.0%	2,358	109.7%
Business Use	59	0.8%	76.6%	9	0.3%	55.6%	27	117.4%			413	0.8%	60.6%	137	0.6%	20.4%	208	91.2%
									Increased	11								
DVD Video	7,211	51.8%	76.9%	3,254	67.4%	76.2%	907	107.3%	Decreased	18	50,584	55.4%	86.1%	22,391	72.5%	84.7%	5,194	106.9%
									Other	1								
Retail	5,743	85.6%	76.3%	1,134	72.0%	81.0%	341	155.7%			38,211	93.8%	91.8%	7,221	85.2%	89.0%	1,554	106.2%
Others	662	9.9%	389.4%	263	16.7%	488.5%	5	71.4%			759	1.9%	446.5%	288	3.4%	534.3%	10	0.0%
Rental	249	3.7%	105.1%	168	10.6%	160.0%	53	588.9%			1,678	4.1%	90.5%	952	11.2%	81.5%	156	160.8%
Business Use	55	0.8%	2750.0%	9	0.6%	2188.2%	0	_			73	0.2%	94.5%	11	0.1%	67.6%	1	
									Increased	13								
Blu-ray	6,709	48.2%	84.5%	1,574	32.6%	101.0%	399	169.8%	Decreased	14	40,721	44.6%	93.1%	8,472	27.5%	90.6%	1,721	110.2%
(including ULTRA HD Blu-ray)									Other	2								
Total	13,920	100.0%	80.4%	4,829	100.0%	82.8%	1,306	120.9%			91,305	100.0%	89.1%	30,863	100.0%	86.2%	6,915	107.3%

				May A	Actual							# of (	Cum. (	JanM	Iay.)		
		VS.			VS.	# of V	IS.	# of the company	whose sales		,	VS.		7	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
6,099	68.7%	176.4%	1,602	43.5%	150.4%	306	102.7%			27,157	62.6%	89.4%	7,361	38.5%	70.5%	2,028	99.7%
88	1.0%	135.4%	343	9.3%	104.3%	91	260.0%			153	0.4%	235.4%	607	3.2%	184.7%	122	348.6%
2,628	29.6%	84.6%	1,725	46.9%	95.0%	380	101.6%			15,709	36.2%	85.7%	11,041	57.7%	102.7%	1,956	112.4%
57	0.6%	93.4%	11	0.3%	97.2%	35	74.5%			354	0.8%	58.6%	128	0.7%	19.5%	181	88.3%
								Increased	14								
8,872	53.7%	132.6%	3,680	70.5%	114.3%	812	107.7%	Decreased	15	43,373	56.0%	87.8%	19,137	73.5%	86.3%	4,287	106.8%
								Other	1								
7,375	96.5%	154.5%	1,446	93.7%	169.6%	187	70.0%			32,468	95.5%	95.2%	6,087	88.2%	90.7%	1,213	95.9%
10	0.1%	-	2	0.1%	_	1	33.3%			97	0.3%	_	25	0.4%	_	5	0.0%
257	3.4%	90.8%	95	6.2%	84.9%	10	18.2%			1,429	4.2%	88.3%	784	11.4%	73.8%	103	117.0%
1	0.0%	14.3%	0	0.0%	14.0%	0	_			18	0.1%	23.9%	2	0.0%	14.4%	1	_
								Increased	18								
7,643	46.3%	150.9%	1,544	29.5%	159.9%	198	60.9%	Decreased	9	34,012	44.0%	95.0%	6,898	26.5%	88.5%	1,322	97.7%
								Other	3								
16,515	100.0%	140.5%	5,224	100.0%	124.8%	1,010	105.0%			77,385	100.0%	90.9%	26,035	100.0%	86.9%	5,609	104.5%
	6,099 88 2,628 57 8,872 7,375 10 257 1	Price         Share           6,099         68.7%           88         1.0%           2,628         29.6%           57         0.6%           8,872         53.7%           7,375         96.5%           10         0.1%           257         3.4%           7,643         46.3%	6,099 68.7% 176.4% 88 1.0% 135.4% 2,628 29.6% 84.6% 57 0.6% 93.4%  8,872 53.7% 132.6%  7,375 96.5% 154.5% 10 0.1% — 257 3.4% 90.8% 1 0.0% 14.3%  7,643 46.3% 150.9%	Price         Share         Year Ago         Units           6,099         68.7%         176.4%         1,602           88         1.0%         135.4%         343           2,628         29.6%         84.6%         1,725           57         0.6%         93.4%         11           8,872         53.7%         132.6%         3,680           7,375         96.5%         154.5%         1,446           10         0.1%         —         2           257         3.4%         90.8%         95           1         0.0%         14.3%         0           7,643         46.3%         150.9%         1,544	Price         Share         VS. Year Ago         Units         Share           6,099         68.7%         176.4%         1,602         43.5%           88         1.0%         135.4%         343         9.3%           2,628         29.6%         84.6%         1,725         46.9%           57         0.6%         93.4%         11         0.3%           8,872         53.7%         132.6%         3,680         70.5%           7,375         96.5%         154.5%         1,446         93.7%           10         0.1%         —         2         0.1%           257         3.4%         90.8%         95         6.2%           1         0.0%         14.3%         0         0.0%           7,643         46.3%         150.9%         1,544         29.5%	Price         Share         VS. Year Ago         Units         Share         VS. Year Ago           6,099         68.7%         176.4%         1,602         43.5%         150.4%           88         1.0%         135.4%         343         9.3%         104.3%           2,628         29.6%         84.6%         1,725         46.9%         95.0%           57         0.6%         93.4%         11         0.3%         97.2%           8,872         53.7%         132.6%         3,680         70.5%         114.3%           7,375         96.5%         154.5%         1,446         93.7%         169.6%           10         0.1%         -         2         0.1%         -           257         3.4%         90.8%         95         6.2%         84.9%           1         0.0%         14.3%         0         0.0%         14.0%           7,643         46.3%         150.9%         1,544         29.5%         159.9%	Price         Share         Year Ago         Units         Share         Year Ago         New Release           6,099         68.7%         176.4%         1,602         43.5%         150.4%         306           88         1.0%         135.4%         343         9.3%         104.3%         91           2,628         29.6%         84.6%         1,725         46.9%         95.0%         380           57         0.6%         93.4%         11         0.3%         97.2%         35           8,872         53.7%         132.6%         3,680         70.5%         114.3%         812           7,375         96.5%         154.5%         1,446         93.7%         169.6%         187           10         0.1%         -         2         0.1%         -         1           257         3.4%         90.8%         95         6.2%         84.9%         10           1         0.0%         14.3%         0         0.0%         14.0%         0           7,643         46.3%         150.9%         1,544         29.5%         159.9%         198	Price         Share         VS. Year Ago         Units         Share         VS. Year Ago         # of Year Ago         VS. Year Ago         VS. Year Ago         Wew Release         Year Ago         VS. Year Ago         Year Ago         VS. Year Ago         Year Ago         VS. Year Ago         <	Price         Share         VS. Year Ago         Units         Share         VS. Year Ago New Release         WS. Year Ago New Release         WS. Year Ago New Release         WS. Year Ago New Release         # of the company decreased/increa           6,099         68.7%         176.4%         1,602         43.5%         150.4%         306         102.7%         46.9%         93.9%         104.3%         91         260.0%         260.0%         2628         29.6%         84.6%         1,725         46.9%         95.0%         380         101.6%         101.6%         101.6%         101.6%         101.6%         101.6%         102.7%         102.6%         102.7%         102.6%         102.7%         102.6%         102.7%         102.6%	Price         Share         VS. Year Ago         Units         Share         VS. Year Ago         # of New Release         VS. Year Ago         # of the company whose sales decreased/increased           6,099         68.7%         176.4%         1,602         43.5%         150.4%         306         102.7%           88         1.0%         135.4%         343         9.3%         104.3%         91         260.0%           2,628         29.6%         84.6%         1,725         46.9%         95.0%         380         101.6%           57         0.6%         93.4%         11         0.3%         97.2%         35         74.5%           8,872         53.7%         132.6%         3,680         70.5%         114.3%         812         107.7%         Decreased         15           7,375         96.5%         154.5%         1,446         93.7%         169.6%         187         70.0%           10         0.1%         -         2         0.1%         -         1         33.3%           257         3.4%         90.8%         95         6.2%         84.9%         10         18.2%           1         0.0%         14.3%         0         0.0%	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	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           6,099         68.7%         176.4%         1,602         43.5%         150.4%         306         102.7%         27,157         62.6%         89.4%           88         1.0%         135.4%         343         9.3%         104.3%         91         260.0%         153         0.4%         235.4%           2,628         29.6%         84.6%         1,725         46.9%         95.0%         380         101.6%         15,709         36.2%         85.7%           57         0.6%         93.4%         11         0.3%         97.2%         35         74.5%         1creased         14         15,709         36.2%         85.7%           8,872         53.7%         132.6%         3,680         70.5%         114.3%         812         107.7%         Decreased         15         43,373         56.0%         87.8%           10         0.1%         -         2         0.1%         -         1         333,468         95.5%         95.2%	Price         Share         VS. Year Ago         Units         VS. Year Ago         # of the company whose sales decreased/increased         Price         Share         VS. Year Ago         Units           6,099         68.7%         176.4%         1,602         43.5%         150.4%         306         102.7%         27,157         62.6%         89.4%         7,361           88         1.0%         135.4%         343         9.3%         104.3%         91         260.0%         153         0.4%         235.4%         607           2,628         29.6%         84.6%         1,725         46.9%         95.0%         380         101.6%         15,709         36.2%         85.7%         11,041           57         0.6%         93.4%         11         0.3%         97.2%         35         74.5%         354         0.8%         58.6%         128           8,872         53.7%         132.6%         3,680         70.5%         114.3%         812         107.7%         Decreased         15         43,373         56.0%         87.8%         19,137           0ther         1         0.1%         -         1         33.3%         97         0.3%         -         25      <	Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   New Release   Year Ago   New	Price   Share   VS.   Year Ago   Units   Share   VS.   # of New Release   Year Ago   decreased/increased   Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   Year Ago   YS.   Y	Price   Share   VS.   Year Ago   Units   Share   VS.   Year Ago   Year

<sup>%</sup>Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"

Price MM Yen Units 000

					April	Actua	l						# of	Cum. (	JanA	(pr.)		
			VS.			VS.	# of \	IS.	# of the company	whose sales		7	/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
Retail	5,677	63.3%	98.9%	1,638	40.5%	52.0%	349	94.1%			21,058	61.0%	78.2%	5,759	37.3%	61.4%	1,722	99.2%
Others	19	0.2%	_	89	2.2%		2	0.0%			65	0.2%	_	264	1.7%	_	31	0.0%
Rental	3,206	35.8%	101.3%	2,279	56.4%	100.5%	418	119.8%			13,081	37.9%	86.0%	9,316	60.3%	104.3%	1,576	115.4%
Business Use	60	0.7%	45.1%	38	0.9%	6.7%	41	273.3%			297	0.9%	54.7%	117	0.8%	18.1%	146	92.4%
									Increased	11								
DVD Video	8,962	56.0%	99.2%	4,044	71.6%	67.5%	810	110.2%	Decreased	18	34,501	56.7%	80.8%	15,456	74.3%	81.5%	3,475	106.6%
									Other	1								
Retail	6,743	95.9%	84.8%	1,418	88.4%	78.2%	267	105.1%			25,093	95.2%	85.6%	4,641	86.7%	79.2%	1,026	95.3%
Others	25	0.4%	_	9	0.6%	_	3	0.0%			87	0.3%	_	23	0.4%	_	4	0.0%
Rental	262	3.7%	90.0%	177	11.0%	86.5%	55	343.8%			1,172	4.4%	87.8%	689	12.9%	72.4%	93	136.8%
Business Use	3	0.0%	150.0%	0	0.0%	74.9%	0	_			17	0.1%	24.9%	2	0.0%	14.4%	1	_
									Increased	14								
Blu-ray	7,033	44.0%	85.3%	1,604	28.4%	79.5%	325	120.4%	Decreased	12	26,369	43.3%	85.8%	5,355	25.7%	78.4%	1,124	98.2%
(including ULTRA HD Blu-ray)									Other	4								
Total	15,995	100.0%	92.5%	5,648	100.0%	70.5%	1,135	112.9%			60,870	100.0%	82.9%	20,811	100.0%	80.7%	4,599	104.4%

				]	March	Actua	al						# of (	Cum. (d	JanM	[ar.)		
			VS.		1	VS.	# of	VS.	# of the compan	y whose sales			VS.		7	/S.	# of	VS.
	Price	Share	Year Ago	Units	Share	Year Ago	New Release	Year Ago	decreased/incre	ased	Price	Share	Year Ago	Units	Share	Year Ago	New Release	Year Ago
Retail	7,236	64.2%	112.4%	1,900	40.3%	92.0%	674	119.5%			15,381	60.2%	72.6%	4,121	36.1%	66.1%	1,373	100.6%
Others	26	0.2%	_	72	1.5%	_	6	0.0%			46	0.2%	_	176	1.5%	_	29	0.0%
Rental	3,930	34.9%	79.2%	2,697	57.2%	99.1%	466	114.8%			9,875	38.7%	81.9%	7,037	61.7%	105.6%	1,158	113.9%
Business Use	78	0.7%	32.4%	46	1.0%	234.3%	37	88.1%			237	0.9%	57.8%	78	0.7%	105.9%	105	73.4%
									Increased	15								
DVD Video	11,270	55.8%	96.8%	4,716	73.1%	98.1%	1,183	116.9%	Decreased	14	25,539	56.9%	75.9%	11,412	75.3%	88.0%	2,665	105.5%
									Other	1								
Retail	8,479	94.8%	119.6%	1,504	86.6%	115.7%	328	97.0%			18,350	94.9%	85.9%	3,223	85.9%	79.6%	759	92.2%
Others	17	0.2%	1	4	0.2%	_	0	0.0%			62	0.3%	_	13	0.4%	100.0%	1	0.0%
Rental	435	4.9%	93.1%	228	13.1%	68.7%	16	80.0%			910	4.7%	87.2%	513	13.7%	68.6%	38	73.1%
Business Use	9	0.1%	42.4%	1	0.1%	11.1%	1	1			14	0.1%	21.1%	2	0.0%	12.2%	1	_
-									Increased	14								
Blu-ray	8,940	44.2%	118.0%	1,738	26.9%	105.9%	345	96.4%	Decreased	14	19,336	43.1%	86.0%	3,751	24.7%	78.0%	799	91.3%
(including ULTRA HD Blu-ray)	,			,					Other	2				,				
Total	20,210	100.0%	105.2%	6,453	100.0%	100.1%	1,528	111.5%			44,875	100.0%	79.9%	15,163	100.0%	85.3%	3,464	101.9%
	23,210	100.070	130.270	3,100	100.070	100.170	1,020	111.070			11,010	100.070	.0.070	15,100	100.070	20.070	3,101	101.070
							II											

\*\*Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"

Price MM Yen Units 000

				Fe	ebruar	y Acti	ıal						# of	Cum. (	JanF	Feb.)		
			VS.			VS.	# of	IS.	# of the company	whose sales		7	/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
Retail	3,690	52.8%	47.1%	970	28.2%	42.2%	402	105.0%			8,145	57.1%	55.2%	2,222	33.2%	53.3%	699	87.3%
Others	7	0.1%	_	26	0.7%	_	7	0.0%			20	0.1%	_	103	1.5%	-	23	0.0%
Rental	3,218	46.0%	90.6%	2,431	70.6%	125.2%	375	126.3%			5,945	41.7%	83.9%	4,340	64.8%	110.1%	692	113.3%
Business Use	79	1.1%	97.5%	16	0.5%	105.5%	34	117.2%			159	1.1%	94.0%	32	0.5%	58.9%	68	67.3%
									Increased	5								
DVD Video	6,994	57.2%	61.0%	3,444	77.3%	80.9%	818	115.4%	Decreased	24	14,269	57.9%	64.8%	6,697	76.9%	82.0%	1,482	98.0%
									Other	1								
Retail	4,937	94.5%	74.7%	838	83.0%	62.0%	223	83.5%			9,871	94.9%	69.1%	1,719	85.4%	62.6%	431	88.9%
Others	35	0.7%	_	7	0.7%	_	1	0.0%			45	0.4%	_	9	0.5%	100.0%	1	0.0%
Rental	251	4.8%	80.2%	164	16.2%	67.6%	14	100.0%			475	4.6%	82.3%	284	14.1%	68.5%	22	68.8%
Business Use	3	0.1%	11.5%	0	0.0%	15.9%	0	_			5	0.0%	11.1%	1	0.0%	14.0%	0	-
									Increased	10								
Blu-ray	5,226	42.8%	75.2%	1,009	22.7%	63.2%	238	84.7%	Decreased	18	10,396	42.1%	69.8%	2,013	23.1%	63.6%	454	87.8%
(including ULTRA HD Blu-ray)									Other	2								
Total	12,220	100.0%	66.4%	4,453	100.0%	76.1%	1,056	106.7%			24,665	100.0%	66.8%	8,710	100.0%	76.9%	1,936	95.4%

				J	anuar	y Actu	al						# of (	Cum. (	JanJ	an.)		
			VS.			VS.	# of \	JS.	# 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	4,455	61.2%	64.4%	1,251	38.5%	67.0%	297	71.1%			4,455	61.2%	64.4%	1,251	38.5%	67.0%	297	71.1%
Others	13	0.2%	_	78	2.4%	_	16	0.0%			13	0.2%	_	78	2.4%	_	16	0.0%
Rental	2,727	37.5%	77.1%	1,908	58.7%	95.5%	317	101.0%			2,727	37.5%	77.1%	1,908	58.7%	95.5%	317	101.0%
Business Use	80	1.1%	90.7%	16	0.5%	40.4%	34	47.2%			80	1.1%	90.7%	16	0.5%	40.4%	34	47.2%
									Increased	8								
DVD Video	7,275	58.5%	69.0%	3,253	76.4%	83.3%	664	82.6%	Decreased	20	7,275	58.5%	69.0%	3,253	76.4%	83.3%	664	82.6%
	·								Other	2								
Retail	4,934	95.4%	64.3%	881	87.8%	63.1%	208	95.4%			4,934	95.4%	64.3%	881	87.8%	63.1%	208	95.4%
Others	10	0.2%	_	2	0.2%	_	0	0.0%			10	0.2%	-	2	0.2%	_	0	0.0%
Rental	224	4.3%	84.8%	120	12.0%	69.9%	8	44.4%			224	4.3%	84.8%	120	12.0%	69.9%	8	44.4%
Business Use	2	0.0%	10.5%	0	0.0%	11.9%	0	_			2	0.0%	10.5%	0	0.0%	11.9%	0	_
									Increased	9								
Blu-ray	5,170	41.5%	65.0%	1,004	23.6%	63.9%	216	91.5%	Decreased	19	5,170	41.5%	65.0%	1,004	23.6%	63.9%	216	91.5%
(including ULTRA HD Blu-ray)	-,			, , , ,					Other	2	.,			,				
Total	12,445	100.0%	67.3%	4,257	100.0%	77.7%	880	84.6%			12,445	100.0%	67.3%	4,257	100.0%	77.7%	880	84.6%
	12,110	100.070	31.670	1,201	100.070		000	01.070			12,110	100.070	31.070	1,201	100.070		000	01.070

<sup>%</sup>Shipment of video software attached to other products such as magazines, comics,food , special route are added as "others"