

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2011

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2011/2010
Pre-recorded DVD-video	200,530	76.8%	91.4%
Pre-recorded Blu-ray	60,554	23.2%	128.3%
Total Amount	261,084	100.0%	98.0%

2 . Number of Unit

	Unit	%	2011/2010
Pre-recorded DVD-video	68,194,786	82.7%	88.3%
Pre-recorded Blu-ray	14,225,427	17.3%	112.1%
Total Amount	82,420,213	100.0%	91.7%

3 . Sales by Channel

(mil. yen)

	DVD video					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	123,059	61.4%	87.7%	39,229,560	57.5%	83.6%
Rental Outlets	76,269	38.0%	97.7%	28,377,147	41.6%	95.8%
Business use *	1,202	0.6%	120.4%	588,079	0.9%	89.1%

	Blu-ray					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	57,574	95.1%	128.6%	12,777,337	89.8%	114.0%
Rental Outlets	2,907	4.8%	123.6%	1,377,459	9.7%	94.3%
Business use *	73	0.1%	121.7%	70,631	0.5%	430.9%

	TOTAL					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	180,633	69.2%	97.6%	52,006,897	63.1%	89.5%
Rental Outlets	79,176	30.3%	98.5%	29,754,606	36.1%	95.7%
Business use *	1,275	0.5%	120.5%	658,710	0.8%	97.4%

* non-rental commercial use

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January-December 2010

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2010/2009
Pre-recorded DVD-video	219,290	82.3%	88.0%
Pre-recorded Blu-ray	47,191	17.7%	195.7%
UMD	67	0.0%	15.4%
Total Amount	266,548	100.0%	97.3%

2 . Number of Unit

	Unit	%	2010/2009
Pre-recorded DVD-video	77,194,473	85.8%	94.0%
Pre-recorded Blu-ray	12,687,382	14.1%	236.6%
UMD	64,281	0.1%	20.2%
Total Amount	89,946,136	100.0%	102.4%

3 . Sales by Channel

(mil. yen)

	DVD video					
	Amount	%	2010/2009	Unit	%	2010/2009
Retail Outlets (Sell-through)	140,240	64.0%	89.9%	46,901,126	60.8%	93.4%
Rental Outlets	78,052	35.6%	84.3%	29,633,311	38.4%	94.0%
Business use *	998	0.5%	145.3%	660,036	0.9%	171.6%

	Blu-ray					
	Amount	%	2010/2009	Unit	%	2010/2009
Retail Outlets (Sell-through)	44,780	94.9%	197.6%	11,209,835	88.4%	233.6%
Rental Outlets	2,351	5.0%	162.2%	1,461,154	11.5%	261.1%
Business use *	60	0.1%	857.1%	16,393	0.1%	632.7%

	UMD					
	Amount	%	2010/2009	Unit	%	2010/2009
Retail Outlets (Sell-through)	67	100.0%	15.4%	64,279	100.0%	20.2%
Rental Outlets	0	0.0%	ERR	0	0.0%	ERR
Business use *	0	0.0%	ERR	2	0.0%	40.0%

	TOTAL					
	Amount	%	2010/2009	Unit	%	2010/2009
Retail Outlets (Sell-through)	185,087	69.4%	103.4%	58,175,240	64.7%	105.1%
Rental Outlets	80,403	30.2%	85.5%	31,094,465	34.6%	96.9%
Business use *	1,058	0.4%	152.4%	676,431	0.8%	174.7%

* non-rental commercial use

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January-December 2009

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2009/2008
Pre-recorded DVD-video	249,280	91.0%	90.4%
Pre-recorded Video Cassettes	24,115	8.8%	246.9%
Pre-recorded Blu-ray (including HD DVD)	132	0.0%	51.2%
UMD	436	0.2%	172.3%
Total Amount	273,963	100.0%	95.8%

2 . Number of Unit

	Unit	%	2009/2008
Pre-recorded DVD-video	82,128,474	93.5%	98.2%
Pre-recorded Video Cassettes	5,361,885	6.1%	235.9%
Pre-recorded Blu-ray (including HD DVD)	31,008	0.0%	42.9%
UMD	317,959	0.4%	156.7%
Total Amount	87,839,326	100.0%	102.0%

3 . Sales by Channel

(There's no data regarding Video-cassettes)

(mil. yen)

	DVD video					
	Amount	%	2009/2008	Unit	%	2009/2008
Retail Outlets (Sell-through)	155,961	62.6%	88.9%	50,225,346	61.1%	93.8%
Rental Outlets	92,632	37.1%	93.6%	31,518,592	38.4%	108.2%
Business use *	687	0.3%	47.8%	384,536	0.5%	42.0%

	Blu-ray					
	Amount	%	2009/2008	Unit	%	2009/2008
Retail Outlets (Sell-through)	22,659	94.0%	251.7%	4,799,709	89.5%	246.3%
Rental Outlets	1,449	6.0%	190.2%	559,585	10.4%	172.8%
Business use *	7	0.0%	700.0%	2,591	0.1%	624.3%

	UMD					
	Amount	%	2009/2008	Unit	%	2009/2008
Retail Outlets (Sell-through)	436	100.0%	172.3%	317,954	100.0%	156.7%
Rental Outlets	0	0.0%	ERR	0	0.0%	ERR
Business use *	0	0.0%	ERR	5	0.0%	29.4%

	TOTAL					
	Amount	%	2009/2008	Unit	%	2009/2008
Retail Outlets (Sell-through)	179,056	65.4%	97.0%	55,343,009	63.0%	99.3%
Rental Outlets	94,081	34.4%	94.4%	32,078,177	36.5%	108.9%
Business use *	694	0.2%	48.3%	387,132	0.5%	42.3%

* non-rental commercial use

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January-December 2008

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2008/2007
Pre-recorded DVD-video	275,727	96.4%	86.9%
Pre-recorded Video Cassettes	258	0.1%	33.2%
Pre-recorded Blu-ray (including HD DVD)	9,860	3.4%	301.5%
UMD	253	0.1%	59.1%
Total Amount	286,098	100.0%	88.9%

2 . Number of Unit

	Unit	%	2008/2007
Pre-recorded DVD-video	83,598,098	97.0%	86.3%
Pre-recorded Video Cassettes	72,253	0.1%	21.4%
Pre-recorded Blu-ray (including HD DVD)	2,302,235	2.7%	223.0%
UMD	202,944	0.2%	64.4%
Total Amount	86,175,530	100.0%	87.5%

3 . Sales by Channel

(There's no data regarding Video-cassettes)

(mil. yen)

	DVD video					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	175,356	63.6%	83.9%	53,554,889	64.1%	80.1%
Rental Outlets	98,934	35.9%	92.8%	29,127,854	34.8%	111.2%
Business use *	1,437	0.5%	86.5%	915,355	1.1%	24.1%

	Blu-ray (including HD DVD)					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	9,097	92.3%	307.5%	1,978,041	85.9%	260.8%
Rental Outlets	762	7.7%	76200.0%	323,779	14.1%	107926.3%
Business use *	1	0.0%	0.3%	415	0.0%	0.2%

	UMD					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	253	100.0%	59.3%	202,927	100.0%	65.1%
Rental Outlets	0	0.0%	ERR	0	0.0%	ERR
Business use *	0	0.0%	0.0%	17	0.0%	0.5%

	TOTAL					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	184,706	64.6%	87.0%	55,735,857	64.7%	82.1%
Rental Outlets	99,696	34.9%	93.5%	29,451,633	34.2%	112.4%
Business use *	1,438	0.5%	72.9%	915,787	1.1%	22.5%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2007

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2007/2006
Pre-recorded DVD-video	317,247	99.8%	97.5%
Pre-recorded Video Cassettes	777	0.2%	14.1%
Total Amount	318,024	100.0%	96.1%

2 . Number of Unit

	Unit	%	2007/2006
Pre-recorded DVD-video	96,819,940	99.7%	93.2%
Pre-recorded Video Cassettes	337,132	0.3%	26.3%
Total Amount	97,157,072	100.0%	92.4%

3 . Sales by Channel

(mil. yen)

	DVD Video					
	Amount	%	2007/2006	Unit	%	2007/2006
Retail Outlets (Sell-through)	208,957	65.9%	94.4%	66,827,479	69.0%	87.0%
Rental Outlets	106,629	33.6%	104.7%	26,200,106	27.1%	116.0%
Business use *	1,661	0.5%	85.0%	3,792,355	3.9%	83.6%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2006

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2006/2005
Pre-recorded DVD-video	325,280	98.3%	93.6%
Pre-recorded Video Cassettes	5,522	1.7%	23.9%
Total Amount	330,802	100.0%	89.2%

2 . Number of Unit

	Unit	%	2006/2005
Pre-recorded DVD-video	103,900,456	98.8%	94.4%
Pre-recorded Video Cassettes	1,281,463	1.2%	27.7%
Total Amount	105,181,919	100.0%	91.7%

3 . Sales by Channel

(mil. yen)

	DVD Video					
	Amount	%	2006/2005	Unit	%	2006/2005
Retail Outlets (Sell-through)	221,437	68.1%	84.5%	76,776,381	73.9%	85.7%
Rental Outlets	101,890	31.3%	121.5%	22,586,878	21.7%	140.8%
Business use *	1,953	0.6%	119.4%	4,537,197	4.4%	102.4%

	Video Cassettes					
	Amount	%	2006/2005	Unit	%	2006/2005
Retail Outlets (Sell-through)	1,290	23.4%	39.1%	529,727	41.3%	52.3%
Rental Outlets	3,871	70.1%	20.0%	608,138	47.5%	18.3%
Business use *	361	6.5%	79.0%	143,598	11.2%	52.0%

	TOTAL					
	Amount	%	2006/2005	Unit	%	2006/2005
Retail Outlets (Sell-through)	222,727	67.3%	83.9%	77,306,108	73.5%	85.3%
Rental Outlets	105,761	32.0%	102.4%	23,195,016	22.1%	119.7%
Business use *	2,314	0.7%	110.6%	4,680,795	4.5%	99.4%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2005

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2005/2004
Pre-recorded DVD-video	347,707	93.8%	108.7%
Pre-recorded Video Cassettes	23,153	6.2%	41.6%
Total Amount	370,860	100.0%	98.8%

2 . Number of Unit

	Unit	%	2005/2004
Pre-recorded DVD-video	110,051,146	96.0%	110.0%
Pre-recorded Video Cassettes	4,621,105	4.0%	45.0%
Total Amount	114,672,251	100.0%	104.0%

3 . Sales by Channel

(mil. yen)

	DVD Video					
	Amount	%	2005/2004	Unit	%	2005/2004
Retail Outlets (Sell-through)	262,179	75.4%	104.5%	89,580,742	81.4%	107.6%
Rental Outlets	83,893	24.1%	124.8%	16,038,626	14.6%	119.5%
Business use *	1,635	0.5%	101.2%	4,431,778	4.0%	133.2%

	Video Cassettes					
	Amount	%	2005/2004	Unit	%	2005/2004
Retail Outlets (Sell-through)	3,300	14.2%	43.6%	1,012,930	21.9%	36.5%
Rental Outlets	19,396	83.8%	41.1%	3,332,119	72.1%	48.2%
Business use *	457	2.0%	49.6%	276,056	6.0%	46.7%

	TOTAL					
	Amount	%	2005/2004	Unit	%	2005/2004
Retail Outlets (Sell-through)	265,479	71.6%	102.7%	90,593,672	79.0%	105.3%
Rental Outlets	103,289	27.8%	90.3%	19,370,745	16.9%	95.2%
Business use *	2,092	0.6%	82.5%	4,707,834	4.1%	120.1%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2004

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2004/2003
Pre-recorded Video Cassettes	55,631	14.8%	61.9%
Pre-recorded DVD-video	319,762	85.2%	124.0%
Total Amount	375,393	100.0%	108.0%

2 . Number of Unit

	Unit	%	2004/2003
Pre-recorded Video Cassettes	10,277,333	9.3%	61.3%
Pre-recorded DVD-video	100,016,646	90.7%	129.6%
Total Amount	110,293,979	100.0%	117.4%

3 . Sales by Channel

(mil. yen)

	Video Cassettes					
	Amount	%	2004/2003	Unit	%	2004/2003
Retail Outlets (Sell-through)	7,565	13.6%	48.2%	2,771,945	27.0%	45.4%
Rental Outlets	47,145	84.7%	65.6%	6,913,662	67.3%	74.5%
Business use *	921	1.7%	41.3%	591,726	5.7%	42.7%

	DVD Video					
	Amount	%	2004/2003	Unit	%	2004/2003
Retail Outlets (Sell-through)	250,929	78.5%	113.0%	83,264,804	83.3%	119.9%
Rental Outlets	67,218	21.0%	201.4%	13,425,097	13.4%	251.3%
Business use *	1,615	0.5%	66.2%	3,326,745	3.3%	138.7%

	TOTAL					
	Amount	%	2004/2003	Unit	%	2004/2003
Retail Outlets (Sell-through)	258,494	68.8%	108.8%	86,036,749	78.0%	113.9%
Rental Outlets	114,363	30.5%	108.6%	20,338,759	18.4%	139.1%
Business use *	2,536	0.7%	54.3%	3,918,471	3.6%	103.6%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
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January-December 2003

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2003/2002
Pre-recorded Video Cassettes *1	89,832	25.6%	73.1%
Pre-recorded Laser Discs	1,632	0.5%	51.7%
Pre-recorded Miscellaneous CD *2	1,224	0.4%	79.0%
Pre-recorded DVD-video	257,787	73.5%	130.7%
Pre-recorded DVD-ROM	158	0.0%	ERR
Total Amount	350,633	100.0%	107.9%

*1 including 1/2inch,8mm.

*2 including VideoCD,CD-I,CD-ROM,CD-G,etc.

2 . Number of Unit

	Unit	%	2003/2002
Pre-recorded video cassettes *1	16,774,244	17.7%	69.0%
Pre-recorded laser discs	325,052	0.4%	44.9%
Pre-recorded Miscellaneous CD *2	681,291	0.7%	35.2%
Pre-recorded DVD-video	77,173,426	81.2%	132.5%
Pre-recorded DVD-ROM	40,072	0.0%	284.1%
Total Amount	94,994,085	100.0%	111.5%

3 . Sales by Channel

(mil. yen)

	Video Cassettes					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	15,690	17.5%	49.3%	6,111,508	36.4%	51.2%
Rental Outlets	71,912	80.0%	81.3%	9,278,422	55.3%	84.7%
Business use *	2,230	2.5%	85.6%	1,384,314	8.3%	97.4%

	Laser Discs					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	-27	ERR	ERR	18,936	5.8%	27.8%
Rental Outlets						
Business use *	1,659	100.0%	52.1%	306,116	94.2%	46.7%

	Miscellaneous CD					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	291	23.8%	93.3%	128,280	18.8%	34.9%
Rental Outlets						
Business use *	933	76.2%	75.4%	553,011	81.2%	35.3%

	DVD video					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	221,978	86.1%	124.5%	69,432,889	90.0%	129.2%
Rental Outlets	33,369	13.0%	212.1%	5,342,101	6.9%	187.4%
Business use *	2,440	0.9%	76.0%	2,398,436	3.1%	145.8%

	DVD-ROM					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	153	96.8%	332.6%	35,822	89.4%	277.6%
Rental Outlets						
Business use *	5	3.2%	ERR	4,250	10.6%	354.2%

	TOTAL					
	Amount	%	2003/2002	Unit	%	2003/2002
Retail Outlets (Sell-through)	238,085	67.9%	113.1%	75,727,435	79.7%	114.5%
Rental Outlets	105,281	30.0%	101.0%	14,620,523	15.4%	105.9%
Business use *	7,267	2.1%	72.0%	4,646,127	4.9%	87.8%

* non-rental commercial use

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2002

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2002/2001
Pre-recorded Video Cassettes *1	122,935	37.8%	92.7%
Pre-recorded Laser Discs	3,157	1.0%	83.0%
Pre-recorded Miscellaneous CD *2	1,549	0.5%	32.7%
Pre-recorded DVD-video	197,288	60.7%	129.9%
Pre-recorded DVD-ROM	-94	ERR	ERR
Total Amount	324,835	100.0%	110.5%

*1 including 1/2inch,8mm.

*2 including VideoCD,CD-I,CD-ROM,CD-G,etc.

2 . Number of Unit

	Unit	%	2002/2001
Pre-recorded video cassettes *1	24,302,418	28.5%	86.5%
Pre-recorded laser discs	724,203	0.9%	72.7%
Pre-recorded Miscellaneous CD *2	1,933,249	2.3%	42.7%
Pre-recorded DVD-video	58,235,254	68.3%	135.0%
Pre-recorded DVD-ROM	14,104	0.0%	5.5%
Total Amount	85,209,228	100.0%	110.7%

3 . Sales by Channel

(mil. yen)

	Video Cassettes					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	31,833	25.9%	85.8%	11,929,354	49.1%	78.5%
Rental Outlets	88,496	72.0%	95.1%	10,951,563	45.1%	92.6%
Business use *	2,606	2.1%	110.0%	1,421,501	5.8%	134.7%

	Laser Discs					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	-28	ERR	ERR	68,207	9.4%	72.0%
Rental Outlets						
Business use *	3,185	100.0%	75.0%	655,996	90.6%	72.8%

	Miscellaneous CD					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	312	20.1%	16.9%	367,057	19.0%	24.0%
Rental Outlets						
Business use *	1,237	79.9%	42.9%	1,566,192	81.0%	52.2%

	DVD video					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	178,345	90.4%	125.3%	53,739,595	92.3%	132.3%
Rental Outlets	15,733	8.0%	235.5%	2,850,746	4.9%	250.5%
Business use *	3,209	1.6%	110.1%	1,644,913	2.8%	119.4%

	DVD-ROM					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	46		4.5%	12,904	91.5%	5.1%
Rental Outlets						
Business use *	-140	ERR	ERR	1,200	8.5%	38.7%

	TOTAL					
	Amount	%	2002/2001	Unit	%	2002/2001
Retail Outlets (Sell-through)	210,508	64.8%	115.8%	66,117,117	77.6%	114.6%
Rental Outlets	104,230	32.1%	104.5%	13,802,309	16.2%	106.4%
Business use *	10,097	3.1%	81.3%	5,289,802	6.2%	83.5%

* non-rental commercial use

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January-December 2001

1. Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2001/2000
Pre-recorded Video Cassettes *1	132,554	45.1%	84.7%
Pre-recorded Laser Discs	3,802	1.3%	57.3%
Pre-recorded Miscellaneous CD *2	4,730	1.6%	76.5%
Pre-recorded DVD-video	151,887	51.7%	145.1%
Pre-recorded DVD-ROM	1,028	0.3%	328.4%
Total Amount	294,001	100.0%	107.1%

*1 including 1/2inch,8mm.

*2 including VideoCD,CD-I,CD-ROM,CD-G,etc.

2. Number of Unit

	Unit	%	2001/2000
Pre-recorded video cassettes *1	28,080,187	36.5%	84.5%
Pre-recorded laser discs	995,533	1.3%	55.4%
Pre-recorded Miscellaneous CD *2	4,526,660	5.9%	59.3%
Pre-recorded DVD-video	43,134,334	56.0%	144.1%
Pre-recorded DVD-ROM	256,296	0.3%	375.6%
Total Amount	76,993,010	100.0%	106.0%

3. Sales by Channel

(mil. yen)

	Video Cassettes					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	37,110	28.0%	69.9%	15,195,821	54.1%	79.2%
Rental Outlets	93,075	70.2%	93.3%	11,829,293	42.1%	98.6%
Business use *	2,369	1.8%	63.3%	1,055,073	3.8%	52.0%

	Laser Discs					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	-443	ERR	ERR	94,755	9.5%	22.2%
Rental Outlets						
Business use *	4,245	100.0%	76.2%	900,778	90.5%	65.7%

	Miscellaneous CD					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	1,844	39.0%	66.7%	1,527,308	33.7%	76.9%
Rental Outlets						
Business use *	2,886	61.0%	84.3%	2,999,352	66.3%	53.1%

	DVD video					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	142,292	93.7%	146.0%	40,618,481	94.2%	151.3%
Rental Outlets	6,681	4.4%	164.4%	1,137,798	2.6%	53.7%
Business use *	2,914	1.9%	91.5%	1,378,055	3.2%	142.3%

	DVD-ROM					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	1,026	99.8%	331.0%	253,192	98.8%	374.3%
Rental Outlets						
Business use *	2	0.2%	66.7%	3,104	1.2%	517.3%

	TOTAL					
	Amount	%	2001/2000	Unit	%	2001/2000
Retail Outlets (Sell-through)	181,829	61.9%	117.5%	57,689,557	74.9%	118.9%
Rental Outlets	99,756	33.9%	96.1%	12,967,091	16.9%	91.9%
Business use *	12,416	4.2%	78.0%	6,336,362	8.2%	63.2%

* non-rental commercial use