

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

1 . Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2011/2010
Pre-recorded DVD-video	101,235	80.6%	99.5%
Pre-recorded Blu-ray Disc	24,405	19.4%	138.3%
Total Amount	125,640	100.0%	105.3%

2 . Number of Unit

	Unit	%	2011/2010
Pre-recorded DVD-video	34,333,642	86.0%	99.6%
Pre-recorded Blu-ray Disc	5,579,318	14.0%	123.3%
Total Amount	39,912,960	100.0%	102.4%

3 . Sales by Channel

(mil. yen)

	DVD video					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	63,303	62.5%	96.4%	20,214,859	58.9%	90.1%
Rental Outlets	37,278	36.8%	104.9%	13,827,034	40.3%	117.6%
Business use *	654	0.6%	132.7%	291,749	0.8%	108.1%

	Blu-ray Disc					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	23,240	95.2%	136.5%	5,008,390	89.8%	119.8%
Rental Outlets	1,145	4.7%	199.8%	563,608	10.1%	169.8%
Business use *	20	0.1%	45.5%	7,320	0.1%	68.3%

	TOTAL					
	Amount	%	2011/2010	Unit	%	2011/2010
Retail Outlets (Sell-through)	86,543	68.9%	104.6%	25,223,249	63.2%	94.8%
Rental Outlets	38,423	30.6%	106.4%	14,390,642	36.1%	119.0%
Business use *	674	0.5%	125.5%	299,069	0.7%	106.6%

* non-rental commercial use

4. Sales Volume by Genre in the first half of 2011

(mil.ven)									
Genre	Amount	%	2011/2010	DVD-video	%	2011/2010	BD	%	2011/2010
Drama Domestic (Theatrical & Miscellaneous)	13,691	10.9%	109.5%	11,876	11.7%	106.3%	1,815	7.4%	137.0%
Drama Domestic (TV)	7,800	6.2%	75.6%	7,493	7.4%	73.7%	307	1.3%	210.3%
Drama International(Theatrical & Miscellaneous) *1	15,757	12.5%	71.7%	11,595	11.5%	65.1%	4,162	17.1%	99.6%
Drama International(TV) *1	7,761	6.2%	135.2%	7,673	7.6%	134.5%	88	0.4%	251.4%
Drama Asian(Theatrical & Miscellaneous) *2	1,262	1.0%	901.4%	1,163	1.2%	668.4%	99	0.4%	ERR
Drama Asian(TV) *2	7,007	5.6%	122.4%	6,874	6.8%	120.1%	133	0.5%	13300.0%
Animation for Grown-ups Domestic	32,746	26.1%	106.8%	18,369	18.1%	92.6%	14,377	58.9%	132.8%
Animation for Grown-ups International	1,261	1.0%	59.0%	1,033	1.0%	56.4%	228	0.9%	74.0%
Animation for Kids Domestic	3,331	2.7%	151.9%	3,305	3.3%	151.3%	26	0.1%	288.9%
Non-Animation for Kids Domestic	1,714	1.4%	78.8%	1,596	1.6%	73.4%	118	0.5%	11800.0%
Animation for Kids International	756	0.6%	229.8%	697	0.7%	214.5%	59	0.2%	1475.0%
Non-Animation for Kids International	23	0.0%	95.8%	21	0.0%	87.5%	2	0.0%	ERR
Music Domestic	22,354	17.8%	130.8%	20,094	19.9%	121.8%	2,260	9.3%	383.1%
Music International	1,621	1.3%	124.4%	1,570	1.6%	128.3%	51	0.2%	64.6%
Karaoke	24	0.0%	104.3%	24	0.0%	104.3%	0	0.0%	ERR
How-to,Hobby	5,695	4.5%	99.8%	5,509	5.4%	99.1%	186	0.8%	124.0%
Sports	384	0.3%	67.5%	370	0.4%	65.0%	14	0.1%	ERR
Education (School,Business,Language)	247	0.2%	181.6%	247	0.2%	181.6%	0	0.0%	ERR
Adult	81	0.1%	368.2%	81	0.1%	368.2%	0	0.0%	ERR
Others	2,125	1.7%	367.0%	1,645	1.6%	300.2%	480	2.0%	1548.4%
Total	125,640	100.0%	105.3%	101,235	100.0%	99.5%	24,405	100.0%	138.3%

									(mil.ven)
Genre	Units	%	2011/2010	DVD-video	%	2011/2010	BD	%	2011/2010
Drama Domestic (Theatrical & Miscellaneous)	3,510,180	8.8%	101.8%	3,162,358	9.2%	98.4%	347,822	6.2%	147.4%
Drama Domestic (TV)	1,503,341	3.8%	89.3%	1,478,657	4.3%	89.1%	24,684	0.4%	107.5%
Drama International(Theatrical & Miscellaneous) *1	8,907,254	22.3%	73.2%	7,047,641	20.5%	69.0%	1,859,613	33.3%	95.7%
Drama International(TV) *1	3,529,766	8.8%	154.2%	3,520,305	10.3%	156.2%	9,461	0.2%	27.2%
Drama Asian(Theatrical & Miscellaneous) *2	970,454	2.4%	1123.0%	916,682	2.7%	973.0%	53,772	1.0%	ERR
Drama Asian(TV) *2	2,968,611	7.4%	142.4%	2,864,379	8.3%	137.4%	104,232	1.9%	947563.6%
Animation for Grown-ups Domestic	7,062,563	17.7%	107.2%	4,676,030	13.6%	100.5%	2,386,533	42.8%	123.4%
Animation for Grown-ups International	587,508	1.5%	63.9%	500,215	1.5%	61.3%	87,293	1.6%	83.5%
Animation for Kids Domestic	1,330,871	3.3%	175.9%	1,324,511	3.9%	175.1%	6,360	0.1%	2058.3%
Non-Animation for Kids Domestic	568,340	1.4%	74.5%	544,466	1.6%	71.4%	23,874	0.4%	20062.2%
Animation for Kids International	616,374	1.5%	229.2%	589,123	1.7%	220.4%	27,251	0.5%	1696.8%
Non-Animation for Kids International	3,338	0.0%	28.6%	2,119	0.0%	18.2%	1,219	0.0%	ERR
Music Domestic	5,422,048	13.6%	112.6%	4,909,589	14.3%	105.8%	512,459	9.2%	292.6%
Music International	641,560	1.6%	71.0%	621,807	1.8%	71.1%	19,753	0.4%	68.7%
Karaoke	20,536	0.1%	109.2%	20,536	0.1%	109.2%	0	0.0%	ERR
How-to,Hobby	1,699,839	4.3%	97.8%	1,656,640	4.8%	97.8%	43,199	0.8%	99.7%
Sports	128,086	0.3%	77.8%	107,566	0.3%	65.3%	20,520	0.4%	ERR
Education (School,Business,Language)	40,488	0.1%	133.2%	40,109	0.1%	131.9%	379	0.0%	ERR
Adult	2,578	0.0%	39.6%	2,227	0.0%	34.2%	351	0.0%	ERR
Others	399,225	1.0%	163.6%	348,682	1.0%	146.5%	50,543	0.9%	833.8%
Total	39,912,960	100.0%	102.4%	34,333,642	100.0%	99.6%	5,579,318	100.0%	123.3%

*1 Except Asian

*2 Asia=Korea,China,Chinese-Taipei,Hong Kong