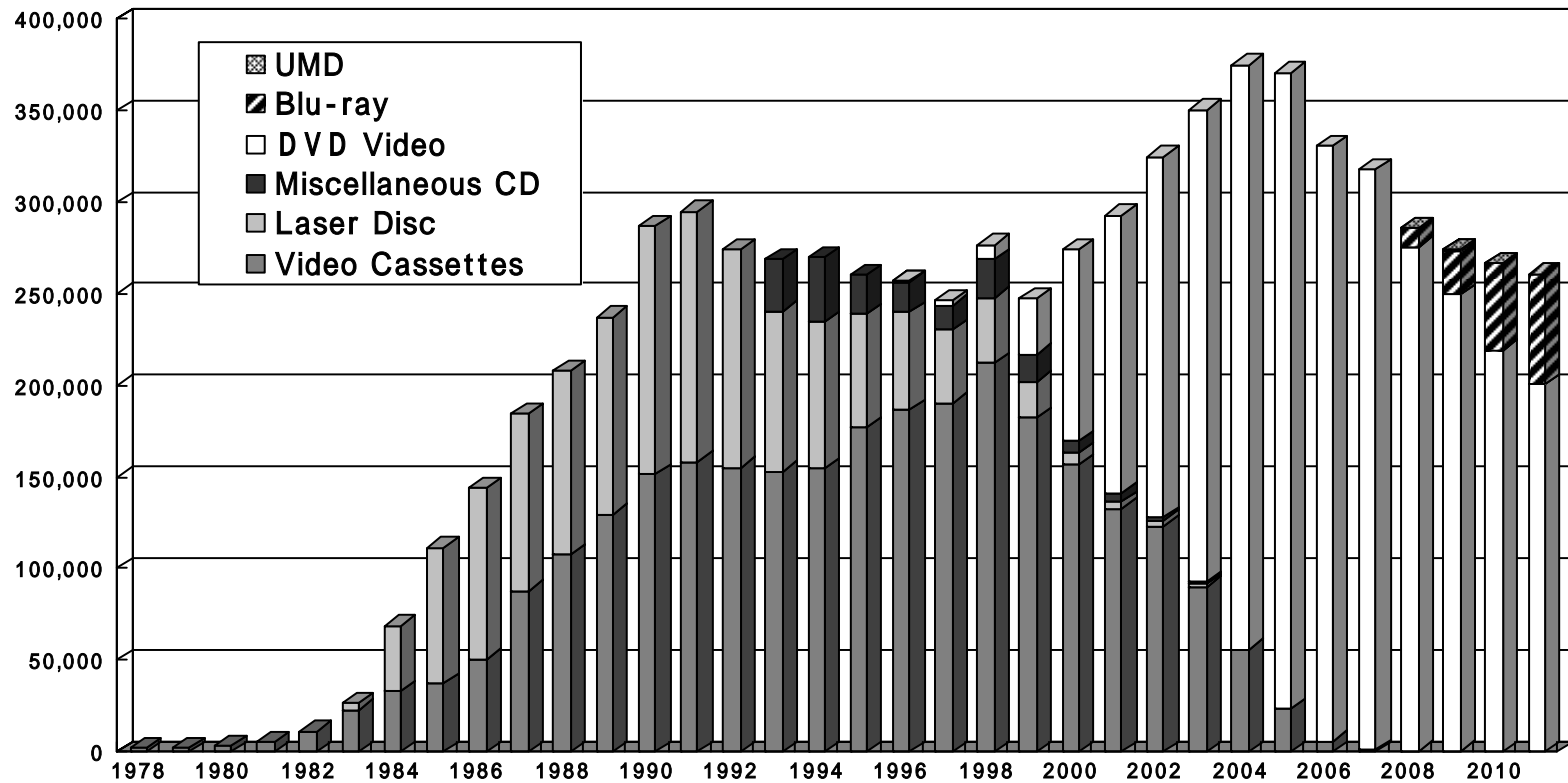


VIDEO SOFTWARE SHIPMENTS (in million Yen)



JAPAN VIDEO SOFTWARE ASSOCIATION

Sales Turnover of Video Software Shipments (1978-2011)

(mil. Yen)																
Year	Total	vs. Previous year	Video Cassettes	vs. Previous year	Laser Discs	vs. Previous year	Miscellaneous CD	vs. Previous year	DVD Video	vs. Previous year	DVD-ROM	vs. Previous year	Blu-ray	vs. Previous year	UMD	vs. Previous year
1978	2,049		2,049	102.8%												
1979	2,166	105.7%	2,166	105.7%												
1980	2,967	137.0%	2,967	137.0%												
1981	5,273	177.7%	5,273	177.7%												
1982	10,935	207.4%	10,935	207.4%												
1983	26,462	242.0%	22,516	206.0%	3,946											
1984	68,384	258.4%	32,669	145.1%	35,715	905.0%										
1985	111,575	163.2%	37,364	114.4%	74,211	207.8%										
1986	143,971	129.0%	50,427	135.0%	93,544	126.1%										
1987	184,606	128.2%	87,739	174.0%	96,867	103.6%										
1988	208,181	112.8%	107,815	122.9%	100,366	103.6%										
1989	237,277	114.0%	129,507	120.1%	107,770	107.4%										
1990	286,954	120.9%	151,304	116.8%	135,650	125.9%										
1991	295,006	102.8%	158,447	104.7%	136,559	100.7%										
1992	274,047	92.9%	155,150	97.9%	118,897	87.1%										
1993	268,733	98.1%	152,987	98.6%	87,826	73.9%	27,920									
1994	270,177	100.5%	154,822	101.2%	79,648	90.7%	35,707	127.9%								
1995	260,384	96.4%	177,015	114.3%	61,727	77.5%	21,642	60.6%								
1996	257,023	98.7%	186,847	105.6%	53,039	85.9%	16,789	77.6%	348							
1997	246,483	95.9%	190,271	101.8%	39,928	75.3%	13,387	79.7%	2,897	832.5%						
1998	277,154	112.4%	212,078	111.5%	35,868	89.8%	21,211	158.4%	7,997	276.0%						
1999	247,557	89.3%	182,376	86.0%	19,592	54.6%	15,347	72.4%	30,242	378.2%						
2000	274,421	110.9%	156,576	85.9%	6,632	33.9%	6,187	40.3%	104,713	346.3%	313					
2001	294,001	107.1%	132,554	84.7%	3,802	57.3%	4,730	76.5%	151,887	145.1%	1,028	328.4%				
2002	324,835	110.5%	122,935	92.7%	3,157	83.0%	1,549	32.7%	197,288	129.9%	-94	ERR				
2003	350,633	107.9%	89,832	73.1%	1,632	51.7%	1,224	79.0%	257,787	130.7%	158	ERR				
2004	375,393	108.0%	55,631	61.9%					319,762	124.0%						
2005	370,860	98.8%	23,153	41.6%					347,707	108.7%						
2006	330,802	89.2%	5,522	23.9%					325,280	93.6%						
2007	318,024	96.1%	777	14.1%					317,247	97.5%						
2008	286,098	88.9%	258	33.2%					275,727	86.9%			* 9860	301.5%	253	59.1%
2009	273,963	95.8%	132	51.2%					249,280	90.4%			24,115	246.9%	436	172.3%
2010	266,548	97.3%							219,290	88.0%			47,191	195.7%	67	15.4%
2011	261,084	98.0%							200,530	91.4%			60,554	128.3%		

* including HD DVD

Units of Video software shipments (1978-2011)

Year	Total	vs. Previous year	Video Cassettes	vs. Previous year	Laser Discs	vs. Previous year	Miscellaneous CD	vs. Previous year	DVD Video	vs. Previous year	DVD-ROM	vs. Previous year	Blu-ray	vs. Previous year	UMD	vs. Previous year
1978	163,948		163,948													
1979	140,782	85.9%	140,782	85.9%												
1980	193,289	137.3%	193,289	137.3%												
1981	475,975	246.3%	475,975	246.3%												
1982	1,010,151	212.2%	1,010,151	212.2%												
1983	2,676,190	264.9%	1,948,110	192.9%	728,080											
1984	9,118,016	340.7%	3,088,798	158.6%	6,029,218	828.1%										
1985	16,348,232	179.3%	4,010,548	129.8%	12,337,684	204.6%										
1986	21,113,208	129.1%	5,458,123	136.1%	15,655,085	126.9%										
1987	25,266,310	119.7%	9,526,363	174.5%	15,739,947	100.5%										
1988	31,408,977	124.3%	14,813,310	155.5%	16,595,667	105.4%										
1989	42,222,628	134.4%	21,431,338	144.7%	20,791,290	125.3%										
1990	53,519,350	126.8%	27,118,650	126.5%	26,400,700	127.0%										
1991	51,875,678	96.9%	26,526,692	97.8%	25,348,986	96.0%										
1992	51,627,012	99.5%	27,595,864	104.0%	24,031,148	94.8%										
1993	58,052,050	112.4%	26,817,799	97.2%	18,563,323	77.2%	12,670,928									
1994	65,367,955	112.6%	29,763,834	111.0%	19,936,716	107.4%	15,667,405	123.6%								
1995	66,497,358	101.7%	38,813,494	130.4%	14,664,232	73.6%	13,019,632	83.1%								
1996	62,300,055	93.7%	41,267,678	106.3%	12,840,938	87.6%	8,070,493	62.0%	120,946							
1997	58,065,400	93.2%	42,106,704	102.0%	9,049,137	70.5%	6,008,498	74.5%	901,061	745.0%						
1998	77,558,789	133.6%	52,329,445	124.3%	7,635,989	84.4%	14,903,733	248.0%	2,689,622	298.5%						
1999	67,941,977	87.6%	41,066,198	78.5%	4,462,968	58.4%	13,701,826	91.9%	8,710,985	323.9%						
2000	72,657,101	106.9%	33,220,926	80.9%	1,796,838	40.3%	7,636,613	55.7%	29,934,485	343.6%	68,239					
2001	76,993,010	106.0%	28,080,187	84.5%	995,533	55.4%	4,526,660	59.3%	43,134,334	144.1%	256,296					
2002	85,209,228	110.7%	24,302,418	86.5%	724,203	72.7%	1,933,249	42.7%	58,235,254	135.0%	14,104	5.5%				
2003	94,994,085	111.5%	16,774,244	69.0%	325,052	44.9%	681,291	35.2%	77,173,426	132.5%	40,072	284.1%				
2004	110,293,979	117.4%	10,277,333	61.3%					100,016,646	129.6%						
2005	114,672,251	104.0%	4,621,105	45.0%					110,051,146	110.0%						
2006	105,181,919	91.7%	1,281,463	27.7%					103,900,456	94.4%						
2007	97,157,072	92.4%	337,132	26.3%					96,819,940	93.2%						
2008	86,175,530	87.5%	72,253	21.4%					83,598,098	86.3%			* 2,302,235	223.0%	202,944	64.4%
2009	87,839,326	102.0%	31,008	42.9%					82,128,474	98.2%			5,361,885	235.9%	317,959	156.7%
2010	89,946,136	102.4%							77,194,473	94.0%			12,687,382	236.6%	64,281	20.2%
2011	82,420,213	91.7%							68,194,786	88.3%			14,225,427	112.1%		