

# JVA Monthly Data 2019

Price MM Yen  
Units 000

	December Actual									# of Cum. (Jan.-Dec.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	5,367	72.6%	82.2%	1,543	50.8%	79.8%	328	85.9%		48,227	65.2%	80.3%	13,432	43.3%	82.8%	3,406	83.0%
Others	15	0.2%	75.0%	21	0.7%	36.2%	12	54.5%		264	0.4%	65.7%	771	2.5%	76.5%	52	92.9%
Rental	1,968	26.6%	85.3%	1,467	48.3%	94.3%	453	117.1%		25,000	33.8%	79.6%	16,662	53.7%	77.4%	4,347	86.3%
Business Use	42	0.6%	87.5%	7	0.2%	88.9%	20	66.7%		521	0.7%	97.0%	144	0.5%	20.4%	168	49.9%
DVD Video	7,392	45.2%	83.0%	3,038	62.8%	85.4%	813	99.0%	Increased 11 Decreased 17 Other 1	74,012	46.6%	80.1%	31,009	65.3%	78.6%	7,973	83.6%
Retail	8,604	96.0%	92.3%	1,551	86.2%	88.2%	307	115.8%		81,451	95.9%	98.8%	14,617	88.8%	96.7%	2,866	100.1%
Others	46	0.5%	328.6%	13	0.7%	179.0%	8	200.0%		248	0.3%	113.2%	67	0.4%	32.1%	25	92.6%
Rental	266	3.0%	95.3%	229	12.7%	136.1%	14	107.7%		2,980	3.5%	87.3%	1,734	10.5%	85.5%	187	78.2%
Business Use	51	0.6%	2550.0%	7	0.4%	3617.1%	0	—		228	0.3%	268.2%	34	0.2%	191.8%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	8,967	54.8%	93.3%	1,800	37.2%	93.1%	329	116.7%	Increased 10 Decreased 16 Other 3	84,907	53.4%	98.6%	16,452	34.7%	94.7%	3,078	98.3%
Total	16,359	100.0%	88.3%	4,838	100.0%	88.1%	1,142	103.5%		158,919	100.0%	89.0%	47,460	100.0%	83.5%	11,051	87.3%

	November Actual									# of Cum. (Jan.-Nov.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	2,533	57.8%	60.5%	776	34.7%	62.6%	292	82.5%		42,860	64.3%	80.0%	11,888	42.5%	83.2%	3,078	82.7%
Others	17	0.4%	34.0%	25	1.1%	31.1%	5	125.0%		249	0.4%	65.2%	750	2.7%	78.9%	40	117.6%
Rental	1,794	41.0%	72.4%	1,431	64.0%	74.4%	452	109.7%		23,032	34.6%	79.2%	15,195	54.3%	76.0%	3,894	83.8%
Business Use	36	0.8%	83.7%	5	0.2%	0.9%	7	46.7%		479	0.7%	98.0%	137	0.5%	19.7%	148	48.2%
DVD Video	4,380	40.9%	64.8%	2,237	60.4%	59.5%	756	96.3%	Increased 6 Decreased 19 Other 4	66,620	46.7%	79.8%	27,971	65.6%	77.9%	7,160	82.2%
Retail	6,137	96.8%	97.0%	1,285	87.5%	106.0%	211	77.0%		72,847	95.9%	99.6%	13,065	89.2%	97.9%	2,559	98.5%
Others	7	0.1%	20.0%	2	0.1%	1.6%	1	50.0%		202	0.3%	98.5%	54	0.4%	26.9%	17	73.9%
Rental	179	2.8%	75.2%	180	12.2%	83.4%	11	47.8%		2,714	3.6%	86.5%	1,505	10.3%	80.9%	173	76.5%
Business Use	16	0.3%	145.5%	2	0.1%	82.7%	0	—		177	0.2%	213.3%	27	0.2%	154.3%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	6,339	59.1%	95.9%	1,469	39.6%	94.0%	223	74.6%	Increased 15 Decreased 10 Other 4	75,940	53.3%	99.2%	14,652	34.4%	95.0%	2,749	96.5%
Total	10,719	100.0%	80.2%	3,707	100.0%	69.6%	979	90.3%		142,560	100.0%	89.1%	42,623	100.0%	83.0%	9,909	85.7%

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

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	October Actual									# of Cum. (Jan.-Oct.)								
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	6,101	75.4%	168.9%	1,488	48.8%	136.4%	326	103.8%		40,327	64.8%	81.7%	11,113	43.2%	85.2%	2,786	82.7%	
Others	20	0.2%	71.4%	84	2.8%	78.9%	2	100.0%		232	0.4%	69.9%	725	2.8%	83.4%	35	116.7%	
Rental	1,928	23.8%	78.8%	1,469	48.2%	93.0%	506	109.5%		21,238	34.1%	79.8%	13,764	53.5%	76.2%	3,442	81.3%	
Business Use	40	0.5%	88.9%	5	0.2%	70.8%	18	138.5%		443	0.7%	99.3%	132	0.5%	72.3%	141	48.3%	
DVD Video	8,089	45.3%	131.9%	3,045	61.9%	109.4%	852	107.7%	Increased 7 Decreased 19 Other 3	62,240	47.2%	81.1%	25,734	66.1%	80.0%	6,404	80.8%	
Retail	9,500	97.4%	165.7%	1,732	92.2%	165.1%	211	92.5%		66,711	95.8%	99.9%	11,780	89.4%	97.0%	2,348	101.0%	
Others	3	0.0%	17.6%	2	0.1%	28.4%	0	—		195	0.3%	114.7%	52	0.4%	76.2%	16	76.2%	
Rental	243	2.5%	90.0%	143	7.6%	137.4%	17	85.0%		2,535	3.6%	87.5%	1,325	10.1%	80.6%	162	79.8%	
Business Use	8	0.1%	66.7%	1	0.1%	62.9%	0	—		161	0.2%	223.6%	25	0.2%	165.8%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	9,754	54.7%	161.7%	1,878	38.1%	161.7%	228	91.9%	Increased 14 Decreased 12 Other 3	69,602	52.8%	99.6%	13,182	33.9%	95.1%	2,526	99.0%	
Total	17,843	100.0%	146.7%	4,923	100.0%	124.8%	1,080	103.9%		131,842	100.0%	89.9%	38,916	100.0%	84.6%	8,930	85.2%	

	September Actual									# of Cum. (Jan.-Sep.)								
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	3,523	61.1%	94.6%	907	39.6%	87.0%	298	104.6%		34,226	63.2%	74.8%	9,625	42.4%	80.5%	2,460	80.6%	
Others	23	0.4%	74.2%	17	0.7%	19.3%	4	200.0%		212	0.4%	69.7%	641	2.8%	84.0%	33	117.9%	
Rental	2,169	37.6%	69.8%	1,332	58.2%	57.1%	364	85.6%		19,310	35.7%	79.9%	12,295	54.2%	74.6%	2,936	77.8%	
Business Use	52	0.9%	100.0%	34	1.5%	244.9%	24	57.1%		403	0.7%	100.5%	128	0.6%	72.4%	123	44.1%	
DVD Video	5,767	47.4%	83.4%	2,290	64.2%	65.8%	690	91.5%	Increased 8 Decreased 19 Other 2	54,151	47.5%	76.7%	22,688	66.7%	77.2%	5,552	77.8%	
Retail	6,156	96.1%	100.0%	1,163	91.0%	93.6%	348	158.2%		57,211	95.6%	93.7%	10,048	88.9%	90.6%	2,137	101.9%	
Others	7	0.1%	36.8%	2	0.2%	33.0%	3	—		192	0.3%	125.5%	50	0.4%	81.9%	16	76.2%	
Rental	240	3.7%	55.6%	112	8.8%	38.6%	19	70.4%		2,292	3.8%	87.2%	1,183	10.5%	76.8%	145	79.2%	
Business Use	2	0.0%	33.3%	1	0.0%	71.4%	0	—		153	0.3%	255.0%	24	0.2%	177.7%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	6,405	52.6%	96.8%	1,278	35.8%	83.0%	370	149.8%	Increased 10 Decreased 17 Other 2	59,848	52.5%	93.7%	11,305	33.3%	89.0%	2,298	99.8%	
Total	12,172	100.0%	90.0%	3,567	100.0%	71.1%	1,060	105.9%		113,999	100.0%	84.8%	33,993	100.0%	80.8%	7,850	83.2%	

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Units 000

	August Actual									# of Cum. (Jan.-Aug.)								
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	3,184	63.4%	36.3%	809	41.1%	45.1%	236	64.3%		30,703	63.5%	73.1%	8,718	42.7%	79.9%	2,162	78.1%	
Others	32	0.6%	188.2%	125	6.4%	324.7%	4	200.0%		189	0.4%	69.2%	624	3.1%	92.6%	29	111.5%	
Rental	1,772	35.3%	71.7%	1,013	51.6%	59.9%	340	89.2%		17,141	35.4%	81.4%	10,963	53.7%	77.5%	2,572	76.8%	
Business Use	36	0.7%	92.3%	18	0.9%	93.1%	22	51.2%		351	0.7%	100.6%	94	0.5%	57.7%	99	41.8%	
DVD Video	5,024	47.5%	44.5%	1,965	68.0%	55.5%	602	75.9%	Increased 7 Decreased 21 Other 1	48,384	47.5%	75.9%	20,399	67.0%	78.8%	4,862	76.2%	
Retail	5,322	95.9%	57.2%	830	89.8%	53.6%	188	66.9%		51,055	95.5%	93.0%	8,885	88.6%	90.2%	1,789	95.3%	
Others	13	0.2%	118.2%	4	0.4%	54.0%	0	—		185	0.3%	138.1%	47	0.5%	88.6%	13	61.9%	
Rental	201	3.6%	73.9%	88	9.5%	59.7%	14	82.4%		2,052	3.8%	93.4%	1,071	10.7%	85.6%	126	80.8%	
Business Use	14	0.3%	127.3%	2	0.2%	172.6%	0	—		151	0.3%	279.6%	24	0.2%	184.1%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	5,550	52.5%	57.9%	923	32.0%	54.2%	202	67.8%	Increased 11 Decreased 15 Other 3	53,443	52.5%	93.3%	10,027	33.0%	89.8%	1,928	93.8%	
Total	10,574	100.0%	50.6%	2,888	100.0%	55.1%	804	73.7%		101,827	100.0%	84.2%	30,426	100.0%	82.1%	6,790	80.5%	

	July Actual									# of Cum. (Jan.-Jul.)								
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago	
Retail	4,312	67.3%	97.1%	1,254	51.0%	93.6%	350	86.4%		27,519	63.5%	82.7%	7,910	42.9%	86.8%	1,926	80.2%	
Others	16	0.2%	28.6%	22	0.9%	18.5%	5	250.0%		157	0.4%	61.3%	498	2.7%	78.5%	25	104.2%	
Rental	2,026	31.6%	75.1%	1,176	47.8%	54.1%	403	93.7%		15,369	35.4%	82.7%	9,949	54.0%	79.9%	2,232	75.2%	
Business Use	52	0.8%	113.0%	7	0.3%	93.0%	13	41.9%		315	0.7%	101.6%	76	0.4%	52.9%	77	39.7%	
DVD Video	6,406	46.8%	88.5%	2,460	61.9%	67.5%	771	88.8%	Increased 11 Decreased 17 Other 1	43,360	47.5%	82.7%	18,434	66.9%	82.5%	4,260	76.2%	
Retail	7,008	96.4%	104.7%	1,375	90.7%	99.3%	314	108.7%		45,733	95.5%	100.3%	8,056	88.5%	97.0%	1,601	100.3%	
Others	25	0.3%	96.2%	7	0.5%	59.1%	2	11.8%		172	0.4%	139.8%	43	0.5%	94.2%	13	61.9%	
Rental	228	3.1%	93.8%	132	8.7%	56.5%	21	61.8%		1,851	3.9%	96.2%	983	10.8%	89.1%	112	80.6%	
Business Use	10	0.1%	500.0%	1	0.1%	575.0%	0	—		137	0.3%	318.6%	22	0.2%	185.2%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	7,271	53.2%	104.4%	1,516	38.1%	92.9%	337	99.1%	Increased 10 Decreased 17 Other 2	47,893	52.5%	100.5%	9,104	33.1%	96.2%	1,726	98.2%	
Total	13,677	100.0%	96.3%	3,975	100.0%	75.4%	1,108	91.7%		91,253	100.0%	91.2%	27,537	100.0%	86.6%	5,986	81.5%	

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# JVA Monthly Data 2019

Price MM Yen  
Units 000

	June Actual									# of Cum. (Jan.-Jun.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	3,159	61.7%	51.1%	857	39.7%	49.2%	388	117.2%		23,222	62.1%	80.7%	6,705	43.0%	85.5%	1,964	98.2%
Others	38	0.7%	200.0%	47	2.2%	133.3%	2	33.3%		166	0.4%	79.4%	426	2.7%	83.0%	22	110.0%
Rental	1,879	36.7%	76.7%	1,246	57.7%	62.3%	422	93.8%		13,774	36.8%	84.5%	8,393	53.8%	81.0%	2,251	87.3%
Business Use	43	0.8%	130.3%	10	0.5%	126.1%	27	71.1%		260	0.7%	104.4%	69	0.4%	50.5%	91	55.2%
DVD Video	5,119	47.9%	59.0%	2,159	70.0%	57.1%	839	101.7%	Increased 13 Decreased 15 Other 1	37,422	47.9%	82.2%	15,594	67.2%	82.7%	4,328	90.9%
Retail	5,322	95.4%	85.4%	831	89.9%	67.5%	218	106.9%		38,781	95.3%	100.0%	6,757	88.7%	98.2%	1,505	113.8%
Others	2	0.0%	10.0%	2	0.2%	19.7%	0	—		146	0.4%	150.9%	37	0.5%	106.5%	11	275.0%
Rental	207	3.7%	97.2%	85	9.2%	85.8%	13	72.2%		1,632	4.0%	96.3%	805	10.6%	92.3%	104	100.0%
Business Use	46	0.8%	1533.3%	6	0.6%	238.6%	17	—		126	0.3%	307.3%	20	0.3%	178.0%	17	1700.0%
Blu-ray (including ULTRA HD Blu-ray)	5,577	52.1%	86.3%	924	30.0%	68.8%	248	111.7%	Increased 12 Decreased 14 Other 3	40,685	52.1%	100.2%	7,619	32.8%	97.7%	1,637	114.4%
Total	10,696	100.0%	70.6%	3,084	0.0%	60.2%	1,087	103.8%		78,107	100.0%	90.7%	23,213	115.5%	87.1%	5,965	96.3%

	May Actual									# of Cum. (Jan.-May.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	2,894	60.1%	100.3%	1,098	52.2%	117.7%	226	83.7%		20,063	62.1%	88.8%	5,848	43.5%	95.9%	1,576	94.4%
Others	10	0.2%	16.1%	19	0.9%	10.9%	4	200.0%		128	0.4%	67.4%	379	2.8%	79.3%	20	142.9%
Rental	1,888	39.2%	82.3%	981	46.7%	67.8%	299	61.8%		11,895	36.8%	85.9%	7,148	53.2%	85.4%	1,829	86.0%
Business Use	25	0.5%	78.1%	4	0.2%	57.7%	10	62.5%		217	0.7%	100.5%	58	0.4%	45.8%	64	50.4%
DVD Video	4,817	46.7%	91.3%	2,102	68.1%	82.2%	539	69.8%	Increased 14 Decreased 11 Other 4	32,303	47.9%	87.7%	13,434	66.7%	89.1%	3,489	88.6%
Retail	5,205	94.8%	111.0%	894	90.7%	96.5%	195	98.0%		33,459	95.3%	102.8%	5,925	88.5%	104.9%	1,287	115.1%
Others	21	0.4%	140.0%	2	0.2%	25.3%	1	50.0%		144	0.4%	187.6%	35	0.5%	138.6%	11	275.0%
Rental	253	4.6%	95.5%	89	9.0%	76.9%	10	66.7%		1,425	4.1%	96.2%	720	10.8%	93.1%	91	105.8%
Business Use	9	0.2%	180.0%	1	0.1%	45.4%	0	—		80	0.2%	210.5%	15	0.2%	161.5%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	5,488	53.3%	110.3%	986	31.9%	93.7%	206	95.4%	Increased 17 Decreased 10 Other 2	35,113	52.1%	102.9%	6,695	33.3%	103.7%	1,389	114.9%
Total	10,305	100.0%	100.5%	3,088	0.0%	85.5%	745	75.4%		67,411	100.0%	95.0%	20,129	100.2%	93.5%	4,878	94.8%

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	April Actual									# of Cum. (Jan.-Apr.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	4,621	65.8%	121.6%	1,310	45.1%	110.0%	358	126.5%		17,169	62.5%	87.1%	4,751	41.9%	91.9%	1,350	96.4%
Others	15	0.2%	65.2%	20	0.7%	27.0%	2	66.7%		118	0.4%	92.2%	361	3.2%	117.5%	16	133.3%
Rental	2,361	33.6%	85.7%	1,556	53.6%	90.3%	425	103.4%		10,007	36.4%	86.6%	6,167	54.4%	89.1%	1,530	93.1%
Business Use	30	0.4%	111.1%	17	0.6%	387.6%	4	33.3%		192	0.7%	104.3%	55	0.5%	45.1%	54	48.6%
DVD Video	7,027	42.7%	106.4%	2,903	56.4%	97.0%	789	111.3%	Increased 11 Decreased 16 Other 2	27,486	48.1%	87.1%	11,333	66.5%	90.6%	2,950	93.2%
Retail	9,071	96.2%	113.2%	2,020	89.9%	139.1%	319	146.3%		28,254	95.4%	101.5%	5,031	88.1%	106.6%	1,092	118.8%
Others	22	0.2%	172.6%	13	0.6%	332.0%	2	200.0%		123	0.4%	199.2%	33	0.6%	195.5%	10	500.0%
Rental	331	3.5%	110.0%	214	9.5%	134.2%	27	168.8%		1,172	4.0%	96.3%	631	11.1%	95.9%	81	114.1%
Business Use	4	0.0%	50.0%	0	0.0%	39.4%	0	—		71	0.2%	215.2%	14	0.2%	193.3%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	9,428	57.3%	113.1%	2,247	43.6%	139.0%	348	148.1%	Increased 16 Decreased 10 Other 3	29,625	51.9%	101.6%	5,709	33.5%	105.7%	1,183	119.1%
Total	16,455	100.0%	110.1%	5,150	100.0%	111.8%	1,137	120.4%		57,106	100.0%	94.0%	17,041	100.0%	95.1%	4,133	99.4%

	March Actual									# of Cum. (Jan.-Mar.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	4,265	61.3%	61.6%	1,158	38.6%	68.0%	415	97.6%		12,548	61.3%	78.9%	3,441	40.8%	86.5%	992	88.8%
Others	26	0.4%	76.5%	72	2.4%	84.9%	0	0.0%		103	0.5%	98.1%	341	4.0%	146.4%	14	155.6%
Rental	2,599	37.3%	83.1%	1,744	58.1%	98.8%	361	84.7%		7,646	37.4%	86.9%	4,610	54.7%	88.7%	1,105	89.7%
Business Use	71	1.0%	114.5%	25	0.8%	67.6%	6	28.6%		162	0.8%	103.2%	37	0.4%	32.1%	50	50.5%
DVD Video	6,961	47.8%	68.6%	2,999	70.9%	83.5%	782	89.3%	Increased 9 Decreased 18 Other 2	20,459	50.3%	82.0%	8,430	70.9%	88.5%	2,161	88.0%
Retail	7,278	95.7%	78.4%	1,077	87.6%	79.2%	331	114.5%		19,183	95.0%	96.7%	3,011	87.0%	92.2%	773	110.3%
Others	26	0.3%	236.4%	6	0.5%	92.9%	1	100.0%		101	0.5%	206.1%	20	0.6%	154.6%	8	800.0%
Rental	247	3.2%	68.6%	135	11.0%	69.1%	17	70.8%		841	4.2%	91.8%	417	12.1%	83.7%	54	98.2%
Business Use	56	0.7%	560.0%	12	1.0%	250.3%	0	—		67	0.3%	268.0%	13	0.4%	224.1%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	7,607	52.2%	78.7%	1,230	29.1%	78.5%	349	111.1%	Increased 12 Decreased 14 Other 3	20,197	49.7%	97.0%	3,462	29.1%	91.5%	835	110.2%
Total	14,568	100.0%	73.5%	4,229	100.0%	82.0%	1,131	95.0%		40,651	100.0%	88.8%	11,891	100.0%	89.4%	2,996	93.2%

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

# JVA Monthly Data 2019

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	February Actual									# of Cum. (Jan.-Feb.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	3,507	60.8%	91.4%	982	42.0%	96.2%	326	88.6%		8,283	61.4%	92.2%	2,283	42.0%	100.3%	577	83.4%
Others	33	0.6%	80.5%	35	1.5%	52.9%	8	400.0%		77	0.6%	108.5%	268	4.9%	182.0%	14	280.0%
Rental	2,181	37.8%	74.6%	1,314	56.2%	68.7%	376	93.1%		5,047	37.4%	89.0%	2,867	52.8%	83.6%	744	92.3%
Business Use	46	0.8%	92.0%	7	0.3%	75.6%	35	175.0%		91	0.7%	95.8%	13	0.2%	15.9%	44	56.4%
DVD Video	5,767	53.2%	84.2%	2,338	73.6%	77.7%	745	93.8%	Increased 12 Decreased 16 Other 1	13,498	51.7%	91.1%	5,430	70.9%	91.5%	1,379	87.2%
Retail	4,793	94.4%	99.4%	753	90.0%	85.3%	251	111.1%		11,905	94.6%	112.8%	1,934	86.7%	101.4%	442	107.3%
Others	37	0.7%	246.7%	8	0.9%	233.5%	6	—		75	0.6%	197.4%	14	0.6%	211.3%	7	—
Rental	243	4.8%	91.7%	76	9.0%	33.9%	15	83.3%		594	4.7%	106.8%	282	12.7%	93.0%	37	119.4%
Business Use	5	0.1%	38.5%	1	0.1%	83.3%	0	0.0%		11	0.1%	73.3%	1	0.1%	109.8%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	5,078	46.8%	99.3%	837	26.4%	75.4%	272	111.0%	Increased 13 Decreased 13 Other 3	12,585	48.2%	112.8%	2,232	29.1%	100.6%	486	109.5%
Total	10,845	100.0%	90.6%	3,175	100.0%	77.1%	1,017	97.9%		26,083	100.0%	100.4%	7,662	100.0%	94.0%	1,865	92.1%

	January Actual									# of Cum. (Jan.-Jan.)							
	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	Units	Share	VS. Year Ago	# of New Release	VS. Year Ago
Retail	4,776	61.8%	92.8%	1,300	42.0%	103.8%	251	77.5%		4,776	61.8%	92.8%	1,300	42.0%	103.8%	251	77.5%
Others	44	0.6%	146.7%	234	7.6%	285.5%	6	200.0%		44	0.6%	146.7%	234	7.6%	285.5%	6	200.0%
Rental	2,866	37.1%	104.4%	1,553	50.2%	102.2%	368	91.5%		2,866	37.1%	104.4%	1,553	50.2%	102.2%	368	91.5%
Business Use	45	0.6%	100.0%	6	0.2%	8.5%	9	15.5%		45	0.6%	100.0%	6	0.2%	8.5%	9	15.5%
DVD Video	7,731	50.7%	97.1%	3,093	68.9%	105.7%	634	80.6%	Increased 14 Decreased 12 Other 3	7,731	50.7%	97.1%	3,093	68.9%	105.7%	634	80.6%
Retail	7,112	94.7%	124.2%	1,181	84.7%	115.3%	191	102.7%		7,112	94.7%	124.2%	1,181	84.7%	115.3%	191	102.7%
Others	38	0.5%	165.2%	6	0.5%	189.0%	1	—		38	0.5%	165.2%	6	0.5%	189.0%	1	—
Rental	351	4.7%	120.6%	207	14.8%	256.0%	22	169.2%		351	4.7%	120.6%	207	14.8%	256.0%	22	169.2%
Business Use	6	0.1%	300.0%	1	0.0%	170.9%	0	—		6	0.1%	300.0%	1	0.0%	170.9%	0	—
Blu-ray (including ULTRA HD Blu-ray)	7,507	49.3%	124.2%	1,394	31.1%	125.8%	214	107.5%	Increased 18 Decreased 9 Other 2	7,507	49.3%	124.2%	1,394	31.1%	125.8%	214	107.5%
Total	15,238	100.0%	108.8%	4,487	100.0%	111.2%	848	86.0%		15,238	100.0%	108.8%	4,487	100.0%	111.2%	848	86.0%

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