

JVA Monthly Data 2020

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	4,681	76.7%	87.2%	1,136	46.6%	73.6%	236	72.0%	Increased 13 Decreased 12 Other 2	45,513	68.9%	94.4%	11,936	46.0%	88.9%	2,742	80.5%	
Others	10	0.2%	66.7%	33	1.4%	159.0%	0	0.0%		275	0.4%	104.2%	1,028	4.0%	133.3%	55	105.8%	
Rental	1,353	22.2%	68.8%	1,199	49.3%	81.8%	415	91.6%		19,855	30.1%	79.4%	12,749	49.1%	76.5%	4,183	96.2%	
Business Use	58	1.0%	138.1%	67	2.7%	999.0%	5	25.0%		423	0.6%	81.2%	230	0.9%	159.9%	202	120.2%	
DVD Video	6,102	46.3%	82.5%	2,435	68.6%	80.1%	656	80.7%		66,066	48.2%	89.3%	25,943	66.8%	83.7%	7,182	90.1%	
Retail	6,939	97.9%	80.6%	986	88.3%	63.5%	215	70.0%		Increased 8 Decreased 14 Other 5	68,695	96.7%	84.3%	11,895	92.4%	81.4%	2,141	74.7%
Others	34	0.5%	73.9%	7	0.6%	54.3%	7	87.5%			174	0.2%	70.0%	45	0.4%	68.2%	24	96.0%
Rental	113	1.6%	42.5%	123	11.0%	53.6%	7	50.0%			2,020	2.8%	67.8%	907	7.0%	52.3%	101	54.0%
Business Use	3	0.0%	5.9%	0	0.0%	4.0%	0	-			182	0.3%	79.8%	20	0.2%	59.8%	0	-
Blu-ray (including ULTRA HD Blu-ray)	7,089	53.7%	79.1%	1,116	31.4%	62.0%	229	69.6%		71,071	51.8%	83.7%	12,868	33.2%	78.2%	2,266	73.6%	
T o t a l	13,191	100.0%	80.6%	3,550	100.0%	73.4%	885	77.5%		137,137	100.0%	86.3%	38,811	100.0%	81.8%	9,448	85.5%	

	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	2,868	69.4%	113.2%	763	48.1%	98.4%	142	48.6%	Increased 15 Decreased 11 Other 1	40,832	68.1%	95.3%	10,800	45.9%	90.8%	2,506	81.4%	
Others	9	0.2%	52.9%	24	1.5%	95.5%	5	100.0%		265	0.4%	106.4%	995	4.2%	132.6%	55	137.5%	
Rental	1,231	29.8%	68.6%	796	50.2%	55.6%	316	69.9%		18,502	30.9%	80.3%	11,550	49.1%	76.0%	3,768	96.8%	
Business Use	23	0.6%	63.9%	3	0.2%	64.8%	7	100.0%		365	0.6%	76.2%	164	0.7%	119.2%	197	133.1%	
DVD Video	4,131	45.2%	94.3%	1,587	64.7%	70.9%	470	62.2%		59,964	48.4%	90.0%	23,508	66.7%	84.0%	6,526	91.1%	
Retail	4,953	98.7%	80.7%	833	96.2%	64.8%	118	55.9%		Increased 8 Decreased 16 Other 3	61,757	96.5%	84.8%	10,909	92.8%	83.5%	1,926	75.3%
Others	22	0.4%	314.3%	5	0.6%	225.2%	4	400.0%			140	0.2%	69.1%	39	0.3%	71.4%	17	100.0%
Rental	42	0.8%	23.5%	27	3.2%	15.3%	3	27.3%			1,907	3.0%	70.3%	784	6.7%	52.1%	94	54.3%
Business Use	1	0.0%	6.3%	0	0.0%	8.1%	0	-			179	0.3%	101.1%	20	0.2%	74.1%	0	-
Blu-ray (including ULTRA HD Blu-ray)	5,018	54.8%	79.2%	865	35.3%	58.9%	125	56.1%		63,982	51.6%	84.3%	11,752	33.3%	80.2%	2,037	74.1%	
T o t a l	9,149	100.0%	85.4%	2,452	100.0%	66.1%	595	60.8%		123,946	100.0%	86.9%	35,260	100.0%	82.7%	8,563	86.4%	

※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	3,223	72.9%	52.8%	860	45.3%	57.8%	222	68.1%	Increased 9 Decreased 16 Other 2	37,964	68.0%	94.1%	10,037	45.8%	90.3%	2,364	84.9%	
Others	35	0.8%	175.0%	128	6.8%	152.7%	2	100.0%		256	0.5%	110.3%	971	4.4%	133.9%	50	142.9%	
Rental	1,133	25.6%	58.8%	906	47.7%	61.7%	340	67.2%		17,271	30.9%	81.3%	10,753	49.1%	78.1%	3,452	100.3%	
Business Use	33	0.7%	82.5%	5	0.2%	101.5%	65	361.1%		342	0.6%	77.2%	160	0.7%	121.1%	190	134.8%	
DVD Video	4,424	43.7%	54.7%	1,899	64.7%	62.4%	629	73.8%		55,833	48.6%	89.7%	21,921	66.8%	85.2%	6,056	94.6%	
Retail	5,583	97.9%	58.8%	1,001	96.7%	57.8%	136	64.5%		Increased 11 Decreased 13 Other 3	56,804	96.3%	85.2%	10,077	92.6%	85.5%	1,808	77.0%
Others	29	0.5%	951.0%	7	0.7%	341.1%	2	-			118	0.2%	60.3%	34	0.3%	65.1%	13	81.3%
Rental	70	1.2%	28.8%	25	2.4%	17.4%	4	23.5%			1,865	3.2%	73.6%	757	7.0%	57.1%	91	56.2%
Business Use	23	0.4%	287.5%	2	0.2%	217.8%	0	-			178	0.3%	110.6%	20	0.2%	79.4%	0	-
Blu-ray (including ULTRA HD Blu-ray)	5,704	56.3%	58.5%	1,035	35.3%	55.1%	142	62.3%		58,964	51.4%	84.7%	10,887	33.2%	82.6%	1,912	75.7%	
T o t a l	10,128	100.0%	56.8%	2,934	100.0%	59.6%	771	71.4%	114,797	100.0%	87.1%	32,808	100.0%	84.3%	7,968	89.2%		

	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	3,552	72.8%	100.8%	992	26.4%	109.4%	336	112.8%	Increased 7 Decreased 19 Other 2	34,741	67.6%	101.5%	9,177	42.3%	95.3%	2,142	87.1%	
Others	20	0.4%	87.0%	106	2.8%	616.9%	0	0.0%		221	0.4%	104.2%	842	3.9%	131.4%	48	145.5%	
Rental	1,247	25.6%	57.5%	2,619	69.6%	196.7%	337	92.6%		16,138	31.4%	83.6%	11,542	53.1%	93.9%	3,112	106.0%	
Business Use	58	1.2%	111.5%	47	1.2%	138.0%	10	41.7%		309	0.6%	76.7%	156	0.7%	121.8%	125	101.6%	
DVD Video	4,877	47.5%	84.6%	3,765	72.7%	164.4%	683	99.0%		51,409	49.1%	94.9%	21,717	67.8%	95.7%	5,427	97.7%	
Retail	5,264	97.6%	85.5%	928	65.5%	79.8%	157	45.1%		Increased 10 Decreased 15 Other 3	51,221	96.2%	89.5%	9,076	88.0%	90.3%	1,672	78.2%
Others	8	0.1%	114.3%	3	0.2%	114.9%	0	0.0%			89	0.2%	46.4%	27	0.3%	53.6%	11	68.8%
Rental	117	2.2%	48.8%	486	34.3%	434.4%	2	10.5%			1,795	3.4%	78.3%	1,193	11.6%	100.9%	87	60.0%
Business Use	4	0.1%	200.0%	0	0.0%	79.2%	0	#DIV/0!			155	0.3%	101.3%	18	0.2%	73.7%	0	#DIV/0!
Blu-ray (including ULTRA HD Blu-ray)	5,393	52.5%	84.2%	1,417	27.3%	110.9%	159	43.0%		53,260	50.9%	89.0%	10,313	32.2%	91.2%	1,770	77.0%	
T o t a l	10,270	100.0%	84.4%	5,181	100.0%	145.2%	842	79.4%	104,669	100.0%	91.8%	32,031	100.0%	94.2%	7,197	91.7%		

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	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	3,816	73.2%	119.8%	958	50.8%	118.5%	271	114.8%		31,189	67.0%	101.6%	8,185	45.6%	93.9%	1,806	83.5%	
Others	13	0.2%	40.6%	57	3.0%	45.4%	30	750.0%		201	0.4%	106.3%	736	4.1%	118.0%	48	165.5%	
Rental	1,356	26.0%	76.5%	867	46.0%	85.5%	217	63.8%		14,891	32.0%	86.9%	8,923	49.7%	81.4%	2,775	107.9%	
Business Use	30	0.6%	83.3%	4	0.2%	21.4%	6	27.3%		251	0.5%	71.5%	109	0.6%	116.0%	115	116.2%	
DVD Video	5,215	51.2%	103.8%	1,886	69.5%	96.0%	524	87.0%	Increased 11 Decreased 16 Other 1	46,532	49.3%	96.2%	17,953	66.9%	88.0%	4,744	97.6%	
Retail	4,826	97.3%	90.7%	797	96.4%	96.0%	258	137.2%		45,957	96.0%	90.0%	8,148	91.6%	91.7%	1,515	84.7%	
Others	4	0.1%	30.8%	2	0.3%	55.2%	3	-		81	0.2%	43.8%	24	0.3%	50.5%	11	84.6%	
Rental	119	2.4%	59.2%	26	3.2%	29.8%	4	28.6%		1,678	3.5%	81.8%	707	7.9%	66.0%	85	67.5%	
Business Use	12	0.2%	85.7%	2	0.2%	80.3%	0	-		151	0.3%	100.0%	17	0.2%	73.6%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	4,961	48.8%	89.4%	827	30.5%	89.5%	265	131.2%	Increased 10 Decreased 15 Other 3	47,867	50.7%	89.6%	8,897	33.1%	88.7%	1,611	83.6%	
T o t a l	10,176	100.0%	96.2%	2,712	100.0%	93.9%	789	98.1%		94,399	100.0%	92.7%	26,850	100.0%	88.2%	6,355	93.6%	

	July Actual									# of Cum. (Jan.-July.)								
	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	5,301	71.8%	122.9%	1,244	50.3%	99.2%	177	50.6%		27,373	66.3%	99.5%	7,227	45.0%	91.4%	1,535	79.7%	
Others	60	0.8%	375.0%	87	3.5%	386.7%	3	60.0%		188	0.5%	119.7%	679	4.2%	136.3%	18	72.0%	
Rental	1,979	26.8%	97.7%	1,095	44.2%	93.1%	336	83.4%		13,535	32.8%	88.1%	8,056	50.1%	81.0%	2,558	114.6%	
Business Use	40	0.5%	76.9%	49	2.0%	666.3%	11	84.6%		221	0.5%	70.2%	105	0.7%	138.2%	109	141.6%	
DVD Video	7,380	57.7%	115.2%	2,475	70.3%	100.6%	527	68.4%	Increased 13 Decreased 12 Other 3	41,317	49.1%	95.3%	16,067	66.6%	87.2%	4,220	99.1%	
Retail	5,223	96.7%	74.5%	967	92.5%	70.3%	141	44.9%		41,131	95.9%	89.9%	7,352	91.1%	91.3%	1,257	78.5%	
Others	8	0.1%	32.0%	3	0.2%	36.2%	0	0.0%		77	0.2%	44.8%	22	0.3%	50.1%	8	61.5%	
Rental	165	3.1%	72.4%	75	7.1%	56.4%	11	52.4%		1,559	3.6%	84.2%	681	8.4%	69.3%	81	72.3%	
Business Use	8	0.1%	80.0%	1	0.1%	102.2%	0	-		139	0.3%	101.5%	16	0.2%	73.0%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	5,404	42.3%	74.3%	1,045	29.7%	69.0%	152	45.1%	Increased 10 Decreased 13 Other 5	42,906	50.9%	89.6%	8,070	33.4%	88.6%	1,346	78.0%	
T o t a l	12,784	100.0%	93.5%	3,520	100.0%	88.6%	679	61.3%		84,223	100.0%	92.3%	24,137	100.0%	87.7%	5,566	93.0%	

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Units 000

	June Actual									# of Cum. (Jan.-June.)							
	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	2,858	63.5%	90.5%	828	38.1%	96.6%	213	54.9%		22,072	65.0%	95.0%	5,983	44.0%	89.2%	1,358	69.1%
Others	33	0.7%	86.8%	210	9.7%	446.7%	3	150.0%		128	0.4%	77.1%	592	4.4%	138.9%	15	68.2%
Rental	1,584	35.2%	84.3%	1,130	52.0%	90.7%	294	69.7%		11,556	34.1%	83.9%	6,961	51.2%	82.9%	2,222	98.7%
Business Use	23	0.5%	53.5%	6	0.3%	63.7%	16	59.3%		181	0.5%	69.6%	56	0.4%	81.3%	98	107.7%
DVD Video	4,498	50.9%	87.9%	2,174	72.4%	100.7%	526	62.7%	Increased 13 Decreased 14 Other 1	33,937	47.5%	90.7%	13,592	65.9%	87.2%	3,693	85.3%
Retail	4,133	95.1%	77.7%	750	90.3%	90.2%	164	75.2%		35,908	95.7%	92.6%	6,385	90.9%	94.5%	1,116	74.2%
Others	15	0.3%	750.0%	6	0.7%	306.2%	2	-		69	0.2%	47.3%	19	0.3%	52.5%	8	72.7%
Rental	179	4.1%	86.5%	73	8.8%	85.4%	13	100.0%		1,394	3.7%	85.4%	607	8.6%	75.3%	70	67.3%
Business Use	17	0.4%	37.0%	2	0.3%	37.4%	0	0.0%		131	0.3%	104.0%	15	0.2%	71.3%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	4,344	49.1%	77.9%	831	27.6%	89.9%	179	72.2%	Increased 16 Decreased 11 Other 1	37,502	52.5%	92.2%	7,025	34.1%	92.2%	1,194	72.9%
T o t a l	8,842	100.0%	82.7%	3,005	100.0%	97.4%	705	64.9%		71,439	100.0%	91.5%	20,617	100.0%	88.8%	4,887	81.9%

	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	2,776	59.4%	95.9%	951	52.5%	86.6%	166	73.5%		19,214	65.3%	95.8%	5,155	45.1%	88.1%	1,145	72.7%
Others	7	0.1%	70.0%	12	0.7%	65.9%	1	25.0%		95	0.3%	74.2%	383	3.4%	100.9%	12	60.0%
Rental	1,873	40.1%	99.2%	846	46.7%	86.2%	301	100.7%		9,972	33.9%	83.8%	5,831	51.1%	81.6%	1,928	105.4%
Business Use	16	0.3%	64.0%	3	0.1%	70.2%	3	30.0%		158	0.5%	72.8%	49	0.4%	84.4%	82	128.1%
DVD Video	4,672	41.1%	97.0%	1,812	53.8%	86.2%	471	87.4%	Increased 9 Decreased 16 Other 3	29,439	47.0%	91.1%	11,418	64.8%	85.0%	3,167	90.8%
Retail	6,394	95.6%	122.8%	1,445	93.1%	161.6%	150	76.9%		31,775	95.8%	95.0%	5,635	91.0%	95.1%	952	74.0%
Others	5	0.1%	23.8%	3	0.2%	124.1%	1	100.0%		54	0.2%	37.5%	14	0.2%	39.2%	6	54.5%
Rental	271	4.1%	107.1%	103	6.6%	116.5%	10	100.0%		1,215	3.7%	85.3%	534	8.6%	74.1%	57	62.6%
Business Use	15	0.2%	166.7%	1	0.1%	152.2%	0	-		114	0.3%	142.5%	12	0.2%	84.9%	0	-
Blu-ray (including ULTRA HD Blu-ray)	6,685	58.9%	121.8%	1,553	46.2%	157.5%	161	78.2%	Increased 12 Decreased 12 Other 4	33,158	53.0%	94.4%	6,194	35.2%	92.5%	1,015	73.1%
T o t a l	11,357	100.0%	110.2%	3,364	100.0%	109.0%	632	84.8%		62,597	100.0%	92.9%	17,612	100.0%	87.5%	4,182	85.7%

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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	3,441	59.2%	74.5%	914	38.9%	69.8%	211	58.9%	Increased 9 Decreased 17 Other 3	16,438	66.4%	95.7%	4,204	43.8%	88.5%	979	72.5%	
Others	16	0.3%	106.7%	82	3.5%	411.6%	2	100.0%		88	0.4%	74.6%	370	3.9%	102.7%	11	68.8%	
Rental	2,336	40.2%	98.9%	1,352	57.5%	86.9%	461	108.5%		8,099	32.7%	80.9%	4,985	51.9%	80.8%	1,627	106.3%	
Business Use	21	0.4%	70.0%	3	0.1%	16.8%	9	225.0%		142	0.6%	74.0%	47	0.5%	85.4%	79	146.3%	
DVD Video	5,814	48.1%	82.7%	2,351	67.3%	81.0%	683	86.6%		24,767	48.3%	90.1%	9,606	67.4%	84.8%	2,696	91.4%	
Retail	6,020	96.1%	66.4%	1,046	91.5%	51.8%	178	55.8%		25,381	95.9%	89.8%	4,190	90.3%	83.3%	802	73.4%	
Others	3	0.0%	13.6%	1	0.1%	10.3%	2	100.0%		49	0.2%	39.8%	11	0.2%	33.7%	5	50.0%	
Rental	203	3.2%	61.3%	91	8.0%	42.7%	9	33.3%		944	3.6%	80.5%	430	9.3%	68.1%	47	58.0%	
Business Use	39	0.6%	975.0%	4	0.4%	868.8%	0	—		99	0.4%	139.4%	11	0.2%	80.5%	0	—	
Blu-ray (including ULTRA HD Blu-ray)	6,265	51.9%	66.5%	1,143	32.7%	50.9%	189	54.3%		26,473	51.7%	89.4%	4,642	32.6%	81.3%	854	72.2%	
Total	12,079	100.0%	73.4%	3,494	100.0%	67.8%	872	76.7%		51,240	100.0%	89.7%	14,248	100.0%	83.6%	3,550	85.9%	

	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	4,006	64.8%	93.9%	1,122	45.0%	96.9%	327	78.8%	Increased 11 Decreased 15 Other 3	12,997	68.6%	103.6%	3,290	45.4%	95.6%	768	77.4%	
Others	9	0.1%	34.6%	23	0.9%	32.4%	4	—		72	0.4%	69.9%	288	4.0%	84.6%	9	64.3%	
Rental	2,135	34.5%	82.1%	1,315	52.7%	75.4%	426	118.0%		5,763	30.4%	75.4%	3,633	50.1%	78.8%	1,166	105.5%	
Business Use	36	0.6%	50.7%	32	1.3%	131.5%	19	316.7%		121	0.6%	74.7%	44	0.6%	116.8%	70	140.0%	
DVD Video	6,186	49.8%	88.9%	2,492	68.7%	83.1%	776	99.2%		18,953	48.4%	92.6%	7,256	67.5%	86.1%	2,013	93.2%	
Retail	5,873	94.0%	80.7%	995	87.7%	92.4%	244	73.7%		19,361	95.8%	100.9%	3,143	89.8%	104.4%	624	80.7%	
Others	4	0.1%	15.4%	2	0.2%	41.0%	1	100.0%		46	0.2%	45.5%	10	0.3%	48.7%	3	37.5%	
Rental	363	5.8%	147.0%	136	12.0%	101.2%	15	88.2%		741	3.7%	88.1%	339	9.7%	81.2%	38	70.4%	
Business Use	6	0.1%	10.7%	1	0.1%	6.0%	0	—		60	0.3%	89.6%	7	0.2%	52.8%	0	—	
Blu-ray (including ULTRA HD Blu-ray)	6,246	50.2%	82.1%	1,135	31.3%	92.2%	260	74.5%		20,208	51.6%	100.1%	3,499	32.5%	101.1%	665	79.6%	
Total	12,432	100.0%	85.3%	3,627	100.0%	85.8%	1,036	91.6%		39,161	100.0%	96.3%	10,754	100.0%	90.4%	2,678	89.4%	

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

JVA Monthly Data 2020

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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	3,219	61.5%	91.8%	854	41.8%	86.9%	249	76.4%	Increased 8 Decreased 18 Other 3	8,991	70.4%	108.5%	2,169	45.5%	95.0%	441	76.4%	
Others	35	0.7%	106.1%	106	5.2%	306.6%	3	37.5%		63	0.5%	81.8%	265	5.6%	98.7%	5	35.7%	
Rental	1,942	37.1%	89.0%	1,078	52.8%	82.1%	353	93.9%		3,628	28.4%	71.9%	2,319	48.7%	80.9%	740	99.5%	
Business Use	40	0.8%	87.0%	5	0.3%	76.3%	38	108.6%		85	0.7%	93.4%	11	0.2%	88.3%	51	115.9%	
DVD Video	5,236	47.6%	90.8%	2,044	68.5%	87.4%	643	86.3%		12,767	47.8%	94.6%	4,763	66.8%	87.7%	1,237	89.7%	
Retail	5,484	95.3%	114.4%	832	88.5%	110.5%	214	85.3%		Increased 12 Decreased 13 Other 4	13,488	96.6%	113.3%	2,148	90.9%	111.1%	380	86.0%
Others	40	0.7%	108.1%	6	0.6%	73.7%	2	33.3%			42	0.3%	56.0%	7	0.3%	51.8%	2	28.6%
Rental	225	3.9%	92.6%	101	10.7%	133.6%	12	80.0%			378	2.7%	63.1%	202	8.6%	71.7%	23	62.2%
Business Use	8	0.1%	160.0%	1	0.1%	133.0%	0	—			54	0.4%	490.9%	6	0.3%	518.4%	0	—
Blu-ray (including ULTRA HD Blu-ray)	5,757	52.4%	113.4%	940	31.5%	112.2%	228	83.8%			13,962	52.2%	110.9%	2,364	33.2%	105.9%	405	83.3%
Total	10,993	100.0%	101.4%	2,983	100.0%	94.0%	871	85.6%	26,729	100.0%	102.5%	7,128	100.0%	93.0%	1,642	88.0%		

	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	5,772	76.6%	120.9%	1,315	48.3%	101.1%	192	76.5%	Increased 8 Decreased 19 Other 2	5,772	76.6%	120.9%	1,315	48.3%	101.1%	192	76.5%	
Others	28	0.4%	63.6%	158	5.8%	67.8%	2	33.3%		28	0.4%	63.6%	158	5.8%	67.8%	2	33.3%	
Rental	1,686	22.4%	58.8%	1,240	45.6%	79.9%	387	105.2%		1,686	22.4%	58.8%	1,240	45.6%	79.9%	387	105.2%	
Business Use	45	0.6%	100.0%	6	0.2%	101.5%	13	144.4%		45	0.6%	100.0%	6	0.2%	101.5%	13	144.4%	
DVD Video	7,531	47.9%	97.4%	2,720	65.6%	87.9%	594	93.7%		7,531	47.9%	97.4%	2,720	65.6%	87.9%	594	93.7%	
Retail	8,004	97.6%	112.5%	1,316	92.4%	111.5%	166	86.9%		Increased 12 Decreased 13 Other 4	8,004	97.6%	112.5%	1,316	92.4%	111.5%	166	86.9%
Others	2	0.0%	5.3%	2	0.1%	24.5%	0	0.0%			2	0.0%	5.3%	2	0.1%	24.5%	0	0.0%
Rental	153	1.9%	43.6%	101	7.1%	49.0%	11	50.0%			153	1.9%	43.6%	101	7.1%	49.0%	11	50.0%
Business Use	46	0.6%	766.7%	5	0.4%	952.0%	0	—			46	0.6%	766.7%	5	0.4%	952.0%	0	—
Blu-ray (including ULTRA HD Blu-ray)	8,205	52.1%	109.3%	1,424	34.4%	102.2%	177	82.7%			8,205	52.1%	109.3%	1,424	34.4%	102.2%	177	82.7%
Total	15,736	100.0%	103.3%	4,144	100.0%	92.4%	771	90.9%	15,736	100.0%	103.3%	4,144	100.0%	92.4%	771	90.9%		

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