

JVA Monthly Data 2021

Price MM Yen
Units 000

	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	3,113	69.9%	53.9%	764	45.4%	58.1%	153	79.7%		3,113	69.9%	53.9%	764	45.4%	58.1%	153	79.7%	
Others	9	0.2%	32.1%	42	2.5%	26.4%	1	50.0%		9	0.2%	32.1%	42	2.5%	26.4%	1	50.0%	
Rental	1,286	28.9%	76.3%	852	50.7%	68.7%	377	97.4%		1,286	28.9%	76.3%	852	50.7%	68.7%	377	97.4%	
Business Use	48	1.1%	106.7%	24	1.4%	388.9%	3	23.1%		48	1.1%	106.7%	24	1.4%	388.9%	3	23.1%	
DVD Video	4,456	50.4%	59.2%	1,681	68.6%	61.8%	534	89.9%	Increased 12 Decreased 13 Other 2	4,456	50.4%	59.2%	1,681	68.6%	61.8%	534	89.9%	
Retail	4,314	98.2%	53.9%	707	91.9%	53.8%	135	81.3%		4,314	98.2%	53.9%	707	91.9%	53.8%	135	81.3%	
Others	4	0.1%	200.0%	1	0.1%	72.2%	1	-		4	0.1%	200.0%	1	0.1%	72.2%	1	-	
Rental	66	1.5%	43.1%	56	7.3%	55.3%	7	63.6%		66	1.5%	43.1%	56	7.3%	55.3%	7	63.6%	
Business Use	9	0.2%	19.6%	5	0.7%	100.3%	0	-		9	0.2%	19.6%	5	0.7%	100.3%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	4,393	49.6%	53.5%	770	31.4%	54.1%	143	80.8%	Increased 12 Decreased 11 Other 4	4,393	49.6%	53.5%	770	31.4%	54.1%	143	80.8%	
Total	8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%		8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%	
	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	3,538	75.4%	109.9%	936	49.6%	109.7%	240	96.4%		6,651	72.7%	74.0%	1,700	47.7%	78.4%	393	89.1%	
Others	13	0.3%	37.1%	76	4.0%	71.8%	3	100.0%		22	0.2%	34.9%	118	3.3%	44.6%	4	80.0%	
Rental	1,094	23.3%	56.3%	853	45.2%	79.0%	341	96.6%		2,380	26.0%	65.6%	1,704	47.8%	73.5%	718	97.0%	
Business Use	49	1.0%	122.5%	21	1.1%	409.7%	15	39.5%		97	1.1%	114.1%	45	1.3%	398.3%	18	35.3%	
DVD Video	4,694	45.4%	89.6%	1,886	64.9%	92.3%	599	93.2%	Increased 8 Decreased 16 Other 3	9,150	47.7%	71.7%	3,568	66.6%	74.9%	1,133	91.6%	
Retail	5,513	97.5%	100.5%	973	95.3%	116.9%	182	85.0%		9,827	97.8%	72.9%	1,680	93.8%	78.2%	317	83.4%	
Others	17	0.3%	42.5%	4	0.3%	60.7%	0	0.0%		21	0.2%	50.0%	5	0.3%	63.1%	1	50.0%	
Rental	91	1.6%	40.4%	40	4.0%	40.0%	13	108.3%		157	1.6%	41.5%	97	5.4%	47.7%	20	87.0%	
Business Use	32	0.6%	400.0%	4	0.4%	436.5%	0	-		41	0.4%	75.9%	9	0.5%	146.0%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	5,653	54.6%	98.2%	1,021	35.1%	108.6%	195	85.5%	Increased 11 Decreased 11 Other 5	10,046	52.3%	72.0%	1,791	33.4%	75.7%	338	83.5%	
Total	8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%		8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%	

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

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	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	5,321	81.7%	132.8%	1,198	64.1%	106.8%	334	102.1%		11,972	76.4%	92.1%	2,898	53.3%	88.1%	727	94.7%
Others	4	0.1%	44.4%	5	0.2%	19.4%	2	50.0%		26	0.2%	36.1%	123	2.3%	42.6%	6	66.7%
Rental	1,152	17.7%	54.0%	618	33.1%	47.0%	390	91.5%		3,532	22.5%	61.3%	2,322	42.7%	63.9%	1,108	95.0%
Business Use	39	0.6%	108.3%	48	2.6%	148.0%	15	78.9%		136	0.9%	112.4%	93	1.7%	212.5%	33	47.1%
DVD Video	6,516	42.5%	105.3%	1,868	57.5%	75.0%	741	95.5%	Increased 9 Decreased 15 Other 3	15,666	45.4%	82.7%	5,436	63.1%	74.9%	1,874	93.1%
Retail	8,748	99.1%	149.0%	1,343	97.2%	135.0%	295	120.9%		18,575	98.4%	95.9%	3,023	95.3%	96.2%	612	98.1%
Others	5	0.1%	125.0%	2	0.1%	70.9%	2	200.0%		26	0.1%	56.5%	6	0.2%	65.0%	3	100.0%
Rental	60	0.7%	16.5%	35	2.6%	25.8%	8	53.3%		217	1.1%	29.3%	132	4.2%	38.9%	28	73.7%
Business Use	17	0.2%	283.3%	2	0.2%	342.0%	0	-		58	0.3%	96.7%	12	0.4%	166.1%	0	-
Blu-ray (including ULTRA HD Blu-ray)	8,830	57.5%	141.4%	1,382	42.5%	121.8%	305	117.3%	Increased 15 Decreased 9 Other 3	18,876	54.6%	93.4%	3,173	36.9%	90.7%	643	96.7%
Total	15,346	100.0%	123.4%	3,250	100.0%	89.6%	1,046	101.0%		34,542	100.0%	88.2%	8,609	100.0%	80.0%	2,517	94.0%

	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	3,393	76.8%	98.6%	920	58.0%	100.6%	235	111.4%		15,365	75.9%	93.5%	3,818	54.4%	90.8%	962	98.3%
Others	34	0.8%	212.5%	182	11.5%	221.5%	0	0.0%		60	0.3%	68.2%	305	4.3%	82.3%	6	54.5%
Rental	980	22.2%	42.0%	560	33.6%	41.4%	365	79.2%		4,657	23.0%	57.5%	2,882	40.6%	57.8%	1,473	90.5%
Business Use	13	0.3%	61.9%	6	0.4%	219.9%	3	33.3%		149	0.7%	104.9%	99	1.4%	212.9%	36	45.6%
DVD Video	4,420	41.0%	76.0%	1,669	56.9%	71.0%	603	88.3%	Increased 10 Decreased 15 Other 2	20,231	44.5%	81.7%	7,104	61.6%	74.0%	2,477	91.9%
Retail	6,262	98.3%	104.0%	1,201	95.3%	114.8%	207	116.3%		24,837	98.4%	97.9%	4,225	95.3%	100.8%	819	102.1%
Others	26	0.4%	866.7%	5	0.4%	412.6%	0	0.0%		52	0.2%	106.1%	12	0.3%	106.8%	3	60.0%
Rental	68	1.1%	33.5%	55	4.4%	60.2%	24	266.7%		293	1.2%	31.0%	187	4.2%	43.4%	52	110.6%
Business Use	12	0.2%	30.8%	2	0.2%	47.5%	0	-		70	0.3%	70.7%	14	0.3%	122.6%	0	-
Blu-ray (including ULTRA HD Blu-ray)	6,368	59.0%	101.6%	1,264	43.1%	110.6%	231	122.2%	Increased 16 Decreased 8 Other 3	25,252	55.5%	95.4%	4,437	38.4%	95.6%	874	102.3%
Total	10,788	100.0%	89.3%	2,932	100.0%	83.9%	834	95.6%		45,483	100.0%	88.8%	11,541	100.0%	81.0%	3,351	94.4%

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	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	2,787	73.5%	100.4%	777	53.2%	81.7%	230	138.6%		18,152	75.6%	94.5%	4,595	53.7%	89.1%	1,192	104.1%
Others	17	0.4%	242.9%	92	6.3%	750.2%	1	100.0%		77	0.3%	81.1%	397	4.6%	103.7%	7	58.3%
Rental	974	25.6%	52.0%	586	40.2%	69.3%	425	141.2%		5,631	23.4%	56.5%	3,468	40.5%	59.5%	1,898	98.4%
Business Use	20	0.5%	125.0%	4	0.3%	138.8%	2	66.7%		169	0.7%	107.0%	103	1.2%	208.8%	38	46.3%
DVD Video	3,798	44.8%	81.3%	1,459	63.6%	80.5%	658	139.7%	Increased 9 Decreased 14 Other 4	24,029	44.5%	81.6%	8,563	61.9%	75.0%	3,135	99.0%
Retail	4,535	97.0%	70.9%	795	95.3%	55.0%	171	114.0%		29,372	98.1%	92.4%	5,020	95.2%	89.1%	990	104.0%
Others	30	0.6%	600.0%	5	0.6%	183.9%	0	0.0%		82	0.3%	151.9%	17	0.3%	121.6%	3	50.0%
Rental	70	1.5%	25.8%	28	3.4%	27.1%	2	20.0%		363	1.2%	29.9%	215	4.1%	40.3%	54	94.7%
Business Use	40	0.9%	266.7%	6	0.7%	449.8%	0	-		110	0.4%	96.5%	20	0.4%	158.1%	0	-
Blu-ray (including ULTRA HD Blu-ray)	4,675	55.2%	69.9%	834	36.4%	53.7%	173	107.5%	Increased 7 Decreased 15 Other 5	29,927	55.5%	90.3%	5,271	38.1%	85.1%	1,047	103.2%
Total	8,468	100.0%	74.6%	2,293	100.0%	68.2%	831	131.5%		53,951	100.0%	86.2%	13,834	100.0%	78.5%	4,182	100.0%

	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	4,987	83.2%	174.5%	1,450	67.6%	175.1%	238	111.7%		23,139	77.1%	104.8%	6,044	56.5%	101.0%	1,430	105.3%
Others	47	0.8%	142.4%	86	4.0%	41.1%	1	33.3%		124	0.4%	96.9%	483	4.5%	81.5%	8	53.3%
Rental	929	15.5%	58.6%	602	28.1%	53.3%	458	155.8%		6,560	21.9%	56.8%	4,070	38.0%	58.5%	2,356	106.0%
Business Use	28	0.5%	121.7%	5	0.2%	83.2%	30	187.5%		197	0.7%	108.8%	108	1.0%	194.4%	68	69.4%
DVD Video	5,991	38.5%	133.2%	2,143	54.5%	98.6%	727	138.2%	Increased 11 Decreased 14 Other 2	30,020	43.2%	88.5%	10,706	60.3%	78.8%	3,862	104.6%
Retail	9,471	98.9%	229.2%	1,774	99.1%	236.7%	188	114.6%		38,843	98.3%	108.2%	6,794	96.2%	106.4%	1,178	105.6%
Others	32	0.3%	213.3%	5	0.3%	85.0%	0	0.0%		114	0.3%	165.2%	21	0.3%	110.9%	3	37.5%
Rental	48	0.5%	26.8%	6	0.4%	8.8%	2	15.4%		411	1.0%	29.5%	221	3.1%	36.5%	56	80.0%
Business Use	29	0.3%	170.6%	5	0.3%	230.2%	0	-		139	0.4%	106.1%	25	0.3%	169.0%	0	-
Blu-ray (including ULTRA HD Blu-ray)	9,580	61.5%	220.5%	1,791	45.5%	215.6%	190	106.1%	Increased 11 Decreased 12 Other 4	39,507	56.8%	105.3%	7,061	39.7%	100.5%	1,237	103.6%
Total	15,571	100.0%	176.1%	3,934	100.0%	130.9%	917	130.1%		69,527	100.0%	97.3%	17,768	100.0%	86.2%	5,099	104.3%

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	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	4,213	75.7%	79.5%	1,131	55.6%	90.9%	277	156.5%		27,352	76.9%	99.9%	7,175	56.3%	99.3%	1,707	111.2%
Others	6	0.1%	10.0%	17	0.9%	20.0%	1	33.3%		130	0.4%	69.1%	501	3.9%	73.7%	9	50.0%
Rental	1,313	23.6%	66.3%	883	43.4%	80.7%	590	175.6%		7,873	22.1%	58.2%	4,954	38.9%	61.5%	2,946	115.2%
Business Use	30	0.5%	75.0%	4	0.2%	7.3%	22	200.0%		227	0.6%	102.7%	112	0.9%	106.7%	90	82.6%
DVD Video	5,562	38.4%	75.4%	2,035	55.7%	82.2%	890	168.9%	Increased 8 Decreased 17 Other 2	35,582	42.4%	86.1%	12,741	59.5%	79.3%	4,752	112.6%
Retail	8,807	98.7%	168.6%	1,574	97.5%	162.8%	231	163.8%		47,650	98.4%	115.8%	8,369	96.4%	113.8%	1,409	112.1%
Others	33	0.4%	412.5%	4	0.3%	161.3%	0	-		147	0.3%	190.9%	25	0.3%	116.8%	3	37.5%
Rental	61	0.7%	37.0%	35	2.2%	47.2%	9	81.8%		472	1.0%	30.3%	256	3.0%	37.6%	65	80.2%
Business Use	25	0.3%	312.5%	2	0.1%	152.5%	0	-		164	0.3%	118.0%	27	0.3%	167.7%	0	-
Blu-ray (including ULTRA HD Blu-ray)	8,926	61.6%	165.2%	1,616	44.3%	154.6%	240	157.9%	Increased 17 Decreased 7 Other 3	48,433	57.6%	112.9%	8,677	40.5%	107.5%	1,477	109.7%
Total	14,488	100.0%	113.3%	3,651	100.0%	103.7%	1,130	166.4%		84,015	100.0%	99.8%	21,418	100.0%	88.7%	6,229	111.9%

	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	2,581	72.1%	67.6%	699	45.9%	72.9%	343	126.6%		29,933	76.4%	96.0%	7,874	55.2%	96.2%	2,050	113.5%
Others	37	1.0%	284.6%	197	13.0%	346.9%	2	6.7%		167	0.4%	83.1%	698	4.9%	94.8%	11	22.9%
Rental	924	25.8%	68.1%	610	40.1%	70.3%	446	205.5%		8,797	22.5%	59.1%	5,563	39.0%	62.4%	3,392	122.2%
Business Use	39	1.1%	130.0%	16	1.0%	415.4%	3	50.0%		266	0.7%	106.0%	128	0.9%	117.5%	93	80.9%
DVD Video	3,581	37.9%	68.7%	1,521	60.4%	80.7%	794	151.5%	Increased 4 Decreased 22 Other 1	39,163	41.9%	84.2%	14,263	59.6%	79.4%	5,546	116.9%
Retail	5,741	97.9%	119.0%	963	96.5%	120.9%	321	124.4%		53,391	98.3%	116.2%	9,332	96.5%	114.5%	1,730	114.2%
Others	23	0.4%	575.0%	3	0.3%	139.9%	0	0.0%		170	0.3%	209.9%	29	0.3%	118.9%	3	27.3%
Rental	52	0.9%	43.7%	25	2.5%	97.0%	8	200.0%		524	1.0%	31.2%	282	2.9%	39.8%	73	85.9%
Business Use	46	0.8%	383.3%	6	0.6%	390.3%	0	-		210	0.4%	139.1%	33	0.3%	187.8%	0	-
Blu-ray (including ULTRA HD Blu-ray)	5,862	62.1%	118.2%	998	39.6%	120.7%	329	124.2%	Increased 15 Decreased 9 Other 3	54,295	58.1%	113.4%	9,675	40.4%	108.7%	1,806	112.1%
Total	9,443	100.0%	92.8%	2,519	100.0%	92.9%	1,123	142.3%		93,458	100.0%	99.0%	23,938	100.0%	89.2%	7,352	115.7%

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	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	2,657	74.3%	74.8%	688	47.1%	69.4%	198	58.9%		32,590	76.3%	93.8%	8,562	54.5%	93.3%	2,248	104.9%
Others	3	0.1%	15.0%	3	0.2%	3.0%	0	-		170	0.4%	76.9%	701	4.5%	83.2%	11	22.9%
Rental	887	24.8%	71.1%	767	52.5%	83.0%	473	140.4%		9,684	22.7%	60.0%	6,330	40.3%	64.3%	3,865	124.2%
Business Use	30	0.8%	51.7%	3	0.2%	7.3%	4	40.0%		296	0.7%	95.8%	131	0.8%	84.3%	97	77.6%
DVD Video	3,577	44.2%	73.3%	1,462	64.0%	70.6%	675	98.8%	Increased 4 Decreased 19 Other 4	42,740	42.1%	83.1%	15,725	60.0%	78.5%	6,221	114.6%
Retail	4,454	98.5%	84.6%	763	92.7%	82.3%	195	124.2%		57,845	98.3%	112.9%	10,095	96.2%	111.2%	1,925	115.1%
Others	27	0.6%	337.5%	5	0.6%	172.5%	0	-		197	0.3%	221.3%	33	0.3%	124.5%	3	27.3%
Rental	27	0.6%	23.1%	54	6.6%	218.9%	3	150.0%		551	0.9%	30.7%	336	3.2%	45.9%	76	87.4%
Business Use	14	0.3%	350.0%	2	0.2%	352.3%	0	-		224	0.4%	144.5%	34	0.3%	191.8%	0	-
Blu-ray (including ULTRA HD Blu-ray)	4,522	55.8%	83.8%	824	36.0%	86.2%	198	124.5%	Increased 14 Decreased 10 Other 3	58,817	57.9%	110.4%	10,499	40.0%	106.6%	2,004	113.2%
Total	8,099	100.0%	78.9%	2,286	100.0%	75.6%	873	103.7%		101,557	100.0%	97.0%	26,223	100.0%	87.8%	8,225	114.3%
	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	2,979	71.0%	92.4%	810	46.4%	94.2%	200	90.1%		35,569	75.8%	93.7%	9,372	53.6%	93.4%	2,448	103.6%
Others	14	0.3%	40.0%	64	3.6%	49.6%	2	100.0%		184	0.4%	71.9%	765	4.4%	78.8%	13	26.0%
Rental	1,171	27.9%	103.4%	867	49.7%	95.7%	488	143.5%		10,855	23.1%	62.9%	7,197	41.2%	66.9%	4,353	126.1%
Business Use	30	0.7%	90.9%	4	0.2%	88.3%	28	43.1%		326	0.7%	95.3%	135	0.8%	84.4%	125	65.8%
DVD Video	4,194	38.7%	94.8%	1,745	59.9%	91.9%	718	114.1%	Increased 10 Decreased 14 Other 3	46,934	41.8%	84.1%	17,470	60.0%	79.7%	6,939	114.6%
Retail	6,541	98.4%	117.2%	1,095	93.8%	109.4%	173	127.2%		64,386	98.4%	113.3%	11,191	95.9%	111.1%	2,098	116.0%
Others	35	0.5%	122.7%	6	0.5%	80.2%	0	0.0%		232	0.4%	197.4%	39	0.3%	115.2%	3	23.1%
Rental	62	0.9%	88.6%	65	5.5%	261.0%	13	325.0%		613	0.9%	32.9%	401	3.4%	52.9%	89	97.8%
Business Use	8	0.1%	34.8%	2	0.2%	93.7%	1	-		232	0.4%	130.3%	36	0.3%	181.2%	1	-
Blu-ray (including ULTRA HD Blu-ray)	6,646	61.3%	116.5%	1,168	40.1%	112.8%	187	131.7%	Increased 13 Decreased 9 Other 5	65,463	58.2%	111.0%	11,666	40.0%	107.2%	2,191	114.6%
Total	10,840	100.0%	107.0%	2,912	100.0%	99.3%	905	117.4%		112,397	100.0%	97.9%	29,136	100.0%	88.8%	9,130	114.6%

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

JVA Monthly Data 2021

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	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	2,348	68.3%	81.9%	674	43.7%	88.3%	182	128.2%		37,917	75.3%	92.9%	10,046	52.8%	93.0%	2,630	104.9%	
Others	10	0.3%	111.1%	22	1.4%	92.1%	1	20.0%		194	0.4%	73.2%	787	4.1%	79.1%	14	25.5%	
Rental	1,041	30.3%	84.6%	843	54.7%	105.9%	457	144.6%		11,896	23.6%	64.3%	8,041	42.3%	69.6%	4,810	127.7%	
Business Use	37	1.1%	160.9%	4	0.2%	120.5%	4	57.1%		363	0.7%	99.5%	139	0.7%	85.1%	129	65.5%	
DVD Video	3,436	39.4%	83.2%	1,543	62.8%	97.3%	644	137.0%		Increased 9 Decreased 16 Other 2	50,370	41.6%	84.0%	19,013	60.2%	80.9%	7,583	116.2%
Retail	5,152	96.9%	104.0%	818	88.9%	98.3%	191	161.9%		69,538	98.2%	112.6%	12,009	95.4%	110.1%	2,289	118.8%	
Others	70	1.3%	318.2%	9	1.0%	186.7%	0	-		302	0.4%	216.4%	48	0.4%	124.1%	3	17.6%	
Rental	91	1.7%	216.7%	92	10.0%	334.8%	14	466.7%		704	1.0%	36.9%	492	3.9%	62.8%	103	109.6%	
Business Use	4	0.1%	400.0%	1	0.1%	509.2%	0	-		236	0.3%	131.8%	37	0.3%	183.9%	1	-	
Blu-ray (including ULTRA HD Blu-ray)	5,317	60.7%	106.0%	920	37.3%	106.3%	205	164.0%		Increased 15 Decreased 9 Other 3	70,780	58.4%	110.6%	12,586	39.8%	107.1%	2,396	117.6%
Total	8,753	100.0%	95.7%	2,463	100.0%	100.5%	849	142.7%		121,150	100.0%	97.7%	31,599	100.0%	89.6%	9,979	116.5%	
	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	4,607	81.9%	98.4%	1,143	62.9%	100.6%	268	188.7%		42,524	75.9%	93.4%	11,189	53.7%	93.7%	2,716	108.4%	
Others	15	0.3%	150.0%	32	1.7%	95.7%	2	40.0%		209	0.4%	76.0%	819	3.9%	79.6%	15	27.3%	
Rental	972	17.3%	71.8%	636	35.0%	53.0%	480	151.9%		12,868	23.0%	64.8%	8,677	41.7%	68.1%	4,833	128.3%	
Business Use	29	0.5%	50.0%	6	0.3%	9.0%	2	28.6%		392	0.7%	92.7%	145	0.7%	63.1%	127	64.5%	
DVD Video	5,623	35.6%	92.1%	1,816	48.3%	74.6%	752	160.0%		Increased 7 Decreased 18 Other 2	55,993	40.9%	84.8%	20,829	58.9%	80.3%	7,691	117.9%
Retail	9,975	98.2%	143.8%	1,865	96.0%	189.2%	268	227.1%		79,513	98.2%	115.7%	13,873	95.5%	116.6%	2,366	122.8%	
Others	50	0.5%	147.1%	7	0.4%	108.6%	0	0.0%		352	0.4%	202.8%	55	0.4%	121.8%	3	17.6%	
Rental	95	0.9%	84.1%	67	3.5%	54.7%	22	733.3%		799	1.0%	39.6%	560	3.9%	61.7%	111	118.1%	
Business Use	33	0.3%	1100.0%	4	0.2%	1329.9%	0	-		269	0.3%	147.8%	41	0.3%	199.5%	1	-	
Blu-ray (including ULTRA HD Blu-ray)	10,153	64.4%	143.2%	1,943	51.7%	174.1%	290	232.0%		Increased 14 Decreased 9 Other 4	80,933	59.1%	113.9%	14,529	41.1%	112.9%	2,481	121.8%
Total	15,776	100.0%	119.6%	3,759	100.0%	105.9%	1,042	175.1%		136,926	100.0%	99.8%	35,358	100.0%	91.1%	10,172	118.8%	

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