

# JVA ANNUAL SURVEY ON RENTAL SHOPS (2018)

## ● AVERAGE

| <b>2018</b> (VS.2017)                       |                               |                             |           |
|---|-------------------------------|-----------------------------|-----------|
| Rental Revenue/ a Month mil.yen             | 4.35 (93.7%)                  |                             |           |
|   | <b>DVD</b><br>4.11 (93.2%)    | <b>BD</b><br>0.25 (100.8%)  |           |
| :up(100%～)                                  | 11.6%                         |                             |           |
| :down(～100%)                                | 88.4%                         |                             |           |
| Rental Rate : yen (tax excluded)            | <b>DVD &amp; BD</b>           |                             |           |
|   | <b>new release</b>            | <b>current catalog</b>      |           |
|   | a Day                         | 286 (+6)                    | 196 (-8)  |
|   | a Night                       | 325 (+3)                    | 234 (+18) |
|   | 2 Nights                      | 380 (+3)                    | 184 (-31) |
|   | a Week                        | 497 (+1)                    | 117 (+3)  |
|   | Past Due Fee                  | 251 (+2)                    | 243 (+4)  |
| No. of Units Rented/ a Month                | <b>DVD</b><br>26,392 (92.7%)  | <b>BD</b><br>1,277 (100.3%) |           |
| Volume of Procurements/a Month<br>(mil.yen) | <b>DVD</b><br>1.51 (91.2%)    | <b>BD</b><br>0.11 (99.1%)   |           |
| No.of Units Procured                        | 2,241 (96.9%)                 | 70 (97.2%)                  |           |
| No.of Units in Stock                        | 61,299 (102.9%)               |                             |           |
|   | <b>DVD</b><br>59,206 (102.7%) | <b>BD</b><br>2,180 (106.1%) |           |
| Total Floor Space : m <sup>2</sup>          | 824.5 (103.5%)                |                             |           |
| m <sup>2</sup> of Video Rental Shop         | 288.9 (100.9%)                |                             |           |
| No. of Club Membership                      | 14,988 (102.9%)               |                             |           |
| Male  | 56.1%                         |                             |           |
| Female                                      | 43.9%                         |                             |           |