

# JVA Monthly Data 2023

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	3,333	81.0%	119.4%	788	55.9%	102.1%	130	92.2%		3,333	81.0%	119.4%	788	55.9%	102.1%	130	92.2%
	Others	15	0.4%	62.5%	131	9.3%	101.0%	2	100.0%		15	0.4%	62.5%	131	9.3%	101.0%	2	100.0%
	Rental	707	17.2%	83.5%	424	30.1%	82.9%	213	53.1%		707	17.2%	83.5%	424	30.1%	82.9%	213	53.1%
	Business Use	60	1.5%	125.0%	65	4.6%	1041.3%	1	25.0%		60	1.5%	125.0%	65	4.6%	1041.3%	1	25.0%
DVD Video		4,115	39.3%	110.9%	1,408	55.4%	99.2%	346	63.1%	Increased 8	4,115	39.3%	110.9%	1,408	55.4%	99.2%	346	63.1%
										Decreased 15								
										Other 3								
	Retail	6,300	99.1%	138.9%	1,120	98.8%	132.6%	155	114.0%		6,300	99.1%	138.9%	1,120	98.8%	132.6%	155	114.0%
	Others	2	0.0%	7.7%	0	0.0%	9.9%	0	—		2	0.0%	7.7%	0	0.0%	9.9%	0	—
	Rental	49	0.8%	72.1%	12	1.1%	44.9%	5	166.7%		49	0.8%	72.1%	12	1.1%	44.9%	5	166.7%
	Business Use	8	0.1%	12.3%	1	0.1%	12.7%	0	—		8	0.1%	12.3%	1	0.1%	12.7%	0	—
Blu-ray (including ULTRA HD Blu-ray)		6,359	60.7%	135.5%	1,134	44.6%	128.3%	160	115.1%	Increased 15	6,359	60.7%	135.5%	1,134	44.6%	128.3%	160	115.1%
										Decreased 9								
										Other 2								
Total		10,474	100.0%	124.6%	2,542	100.0%	110.4%	506	73.7%		10,474	100.0%	124.6%	2,542	100.0%	110.4%	506	73.7%

	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	1,839	68.5%	77.0%	510	44.9%	75.3%	185	82.2%		5,172	76.1%	99.8%	1,298	51.0%	89.6%	315	86.1%
	Others	6	0.2%	120.0%	28	2.4%	137.9%	3	300.0%		21	0.3%	72.4%	159	6.2%	105.9%	5	166.7%
	Rental	796	29.7%	89.4%	564	49.7%	79.3%	259	52.2%		1,503	22.1%	86.5%	988	38.9%	80.8%	472	52.6%
	Business Use	42	1.6%	123.5%	34	3.0%	668.9%	1	16.7%		102	1.5%	124.4%	99	3.9%	873.9%	2	20.0%
DVD Video		2,683	39.4%	80.9%	1,135	64.3%	80.3%	448	61.5%	Increased 10	6,798	39.3%	96.7%	2,543	59.1%	89.8%	794	62.2%
										Decreased 14								
										Other 2								
	Retail	4,062	98.4%	89.6%	613	97.3%	71.2%	155	81.2%		10,362	98.8%	114.3%	1,733	98.3%	101.6%	310	94.8%
	Others	9	0.2%	36.0%	1	0.2%	20.8%	0	—		11	0.1%	21.6%	1	0.1%	15.6%	0	—
	Rental	39	0.9%	66.1%	14	2.2%	23.7%	2	40.0%		88	0.8%	69.3%	26	1.5%	30.5%	7	87.5%
	Business Use	19	0.5%	126.7%	2	0.3%	133.5%	0	—		27	0.3%	33.8%	3	0.2%	36.0%	0	—
Blu-ray (including ULTRA HD Blu-ray)		4,129	60.6%	89.2%	629	35.7%	68.1%	157	80.1%	Increased 15	10,488	60.7%	112.5%	1,763	40.9%	97.5%	317	94.6%
										Decreased 9								
										Other 2								
Total		6,812	100.0%	85.7%	1,765	100.0%	75.5%	605	65.5%		17,286	100.0%	105.7%	4,307	100.0%	92.8%	1,111	69.0%

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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	4,272	79.9%	184.1%	1,032	60.7%	153.6%	239	105.3%		9,444	77.8%	125.9%	2,329	54.9%	109.9%	554	93.4%
Others	12	0.2%	33.3%	73	4.3%	33.5%	3	300.0%		33	0.3%	50.8%	232	5.5%	63.0%	8	200.0%
Rental	1,015	19.0%	107.6%	588	34.6%	80.7%	346	70.2%		2,518	20.7%	94.0%	1,576	37.1%	80.8%	818	58.8%
Business Use	46	0.9%	200.0%	7	0.4%	260.2%	7	140.0%		148	1.2%	141.0%	106	2.5%	755.7%	9	60.0%
DVD Video	5,345	35.7%	160.9%	1,700	51.1%	104.9%	595	82.0%	Increased 10 Decreased 14 Other 2	12,143	37.6%	117.3%	4,243	55.6%	95.3%	1,389	69.4%
Retail	9,315	96.8%	172.6%	1,569	96.3%	188.8%	260	94.9%		19,677	97.8%	136.1%	3,302	97.3%	130.2%	570	94.8%
Others	16	0.2%	145.5%	2	0.1%	112.5%	0	—		27	0.1%	43.5%	4	0.1%	33.7%	0	—
Rental	34	0.4%	40.0%	21	1.3%	34.6%	7	53.8%		122	0.6%	57.5%	47	1.4%	32.2%	14	66.7%
Business Use	262	2.7%	2015.4%	37	2.2%	2099.5%	0	—		289	1.4%	310.8%	40	1.2%	388.4%	0	—
Blu-ray (including ULTRA HD Blu-ray)	9,627	64.3%	174.9%	1,629	48.9%	181.7%	267	93.0%	Increased 12 Decreased 13 Other 1	20,115	62.4%	135.6%	3,392	44.4%	125.4%	584	93.9%
Total	14,972	100.0%	169.6%	3,329	100.0%	132.3%	862	85.1%		32,258	100.0%	128.1%	7,635	100.0%	106.7%	1,973	75.2%

	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	2,566	83.7%	86.1%	705	59.9%	84.3%	213	106.0%		12,010	79.0%	114.6%	3,034	56.0%	102.6%	767	96.6%
Others	7	0.2%	20.6%	38	3.2%	18.2%	5	250.0%		40	0.3%	40.4%	269	5.0%	46.9%	13	216.7%
Rental	471	15.4%	46.2%	429	36.5%	45.2%	288	61.7%		2,989	19.7%	80.8%	2,006	37.0%	69.1%	1,106	59.6%
Business Use	23	0.7%	153.3%	4	0.3%	186.8%	7	140.0%		171	1.1%	142.5%	109	2.0%	683.2%	16	80.0%
DVD Video	3,067	35.1%	75.7%	1,176	54.3%	58.9%	513	76.0%	Increased 10 Decreased 14 Other 2	15,210	37.1%	105.6%	5,419	55.3%	84.0%	1,902	71.0%
Retail	5,565	98.3%	93.2%	968	98.0%	85.7%	204	105.2%		25,242	97.9%	123.5%	4,270	97.5%	116.5%	774	97.4%
Others	36	0.6%	189.5%	4	0.4%	114.6%	0	—		63	0.2%	77.8%	7	0.2%	51.2%	0	—
Rental	17	0.3%	20.7%	11	1.1%	12.0%	1	9.1%		139	0.5%	47.3%	59	1.3%	24.3%	15	46.9%
Business Use	45	0.8%	1500.0%	5	0.5%	306.5%	0	—		334	1.3%	347.9%	45	1.0%	376.5%	0	—
Blu-ray (including ULTRA HD Blu-ray)	5,663	64.9%	93.2%	988	45.7%	80.4%	205	100.0%	Increased 10 Decreased 15 Other 1	25,778	62.9%	123.3%	4,381	44.7%	111.4%	789	95.4%
Total	8,730	100.0%	86.2%	2,164	100.0%	67.1%	718	81.6%		40,988	100.0%	116.1%	9,799	100.0%	94.4%	2,691	76.8%

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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	2,259	77.8%	70.2%	534	53.8%	68.8%	146	106.6%	Increased 10 Decreased 14 Other 2	14,269	78.8%	104.1%	3,568	55.7%	95.6%	913	98.1%
Others	14	0.5%	140.0%	83	8.4%	465.9%	3	150.0%		54	0.3%	49.5%	353	5.5%	59.5%	16	200.0%
Rental	612	21.1%	60.0%	371	37.4%	54.3%	169	40.8%		3,601	19.9%	76.3%	2,377	37.1%	66.3%	1,275	56.1%
Business Use	19	0.7%	90.5%	4	0.4%	81.9%	14	175.0%		190	1.0%	134.8%	113	1.8%	541.0%	30	107.1%
DVD Video	2,904	37.9%	68.0%	992	58.0%	66.9%	332	59.2%		18,114	37.2%	97.0%	6,410	55.7%	80.8%	2,234	69.0%
Retail	4,709	98.8%	92.2%	697	97.2%	72.8%	170	131.8%	Increased 13 Decreased 12 Other 1	29,951	98.1%	117.2%	4,967	97.4%	107.4%	944	102.2%
Others	8	0.2%	47.1%	1	0.2%	41.7%	0	–		71	0.2%	72.4%	9	0.2%	49.4%	0	–
Rental	25	0.5%	18.2%	12	1.7%	24.0%	5	33.3%		164	0.5%	38.1%	71	1.4%	24.3%	20	42.6%
Business Use	26	0.5%	100.0%	7	0.9%	66.5%	0	–		360	1.2%	295.1%	51	1.0%	236.0%	0	–
Blu-ray (including ULTRA HD Blu-ray)	4,768	62.1%	90.1%	718	42.0%	70.2%	175	121.5%		30,546	62.8%	116.6%	5,099	44.3%	102.9%	964	99.3%
Total	7,672	100.0%	80.2%	1,709	100.0%	68.3%	507	71.9%		48,660	100.0%	108.5%	11,509	100.0%	89.3%	3,198	76.0%

	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	
DVD Video	Retail	2,405	80.7%	71.1%	630	61.5%	83.2%	181	87.9%	Increased 9 Decreased 15 Other 2	16,674	79.0%	97.6%	4,198	56.5%	93.5%	1,094	96.2%
	Others	2	0.1%	20.0%	9	0.9%	43.2%	2	100.0%		56	0.3%	47.1%	361	4.9%	59.0%	18	180.0%
	Rental	549	18.4%	68.3%	382	37.3%	54.1%	166	32.3%		4,150	19.7%	75.1%	2,759	37.1%	64.3%	1,441	51.7%
	Business Use	23	0.8%	100.0%	3	0.3%	73.3%	8	36.4%		213	1.0%	129.9%	117	1.6%	461.0%	38	76.0%
		2,979	35.4%	70.6%	1,024	52.4%	68.9%	357	48.0%		21,093	37.0%	92.1%	7,435	55.2%	78.9%	2,591	65.1%
	Retail	5,376	98.9%	81.3%	914	98.3%	84.7%	176	105.4%	Increased 23 Decreased 2 Other 1	35,327	98.2%	109.8%	5,881	97.6%	103.1%	1,120	102.7%
	Others	9	0.2%	22.0%	1	0.1%	21.5%	0	-		80	0.2%	57.6%	10	0.2%	42.5%	0	-
	Rental	20	0.4%	26.7%	9	1.0%	28.5%	3	33.3%		184	0.5%	36.4%	80	1.3%	24.7%	23	41.1%
	Business Use	30	0.6%	1500.0%	5	0.5%	3500.0%	0	-		390	1.1%	314.5%	56	0.9%	256.5%	0	-
		5,435	64.6%	80.7%	929	47.6%	83.2%	179	101.7%		35,981	63.0%	109.3%	6,028	44.8%	99.2%	1,143	99.7%
Blu-ray (including ULTRA HD Blu-ray)																		
Total	8,414	100.0%	76.8%	1,953	100.0%	75.0%	536	58.3%		57,074	100.0%	102.2%	13,462	100.0%	86.9%	3,734	72.8%	

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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	3,661	84.4%	134.1%	850	61.3%	124.3%	281	113.3%	Increased 7 Decreased 16 Other 3	20,335	80.0%	102.6%	5,048	57.2%	97.6%	1,375	99.3%
Others	1	0.0%	5.3%	8	0.6%	13.3%	2	100.0%		57	0.2%	41.3%	370	4.2%	54.7%	20	200.0%
Rental	651	15.0%	88.1%	524	37.8%	81.1%	199	39.9%		4,801	18.9%	76.7%	3,283	37.2%	66.5%	1,640	49.9%
Business Use	26	0.6%	78.8%	4	0.3%	70.4%	7	100.0%		239	0.9%	121.3%	120	1.4%	392.4%	45	78.9%
DVD Video	4,339	32.9%	123.2%	1,386	47.3%	99.1%	489	64.8%		25,432	36.2%	96.3%	8,821	53.8%	81.5%	3,080	65.0%
Retail	8,751	99.0%	134.1%	1,509	97.7%	159.9%	296	108.4%	Increased 12 Decreased 11 Other 3	44,078	98.3%	113.9%	7,390	97.6%	111.2%	1,416	103.8%
Others	28	0.3%	66.7%	3	0.2%	64.0%	0	–		108	0.2%	59.7%	13	0.2%	46.3%	0	–
Rental	38	0.4%	59.4%	29	1.9%	60.3%	4	100.0%		222	0.5%	38.9%	109	1.4%	29.3%	27	45.0%
Business Use	22	0.2%	52.4%	3	0.2%	59.7%	0	–		412	0.9%	248.2%	59	0.8%	221.5%	0	–
Blu-ray (including ULTRA HD Blu-ray)	8,839	67.1%	132.4%	1,544	52.7%	154.1%	300	108.3%		44,820	63.8%	113.2%	7,572	46.2%	107.0%	1,443	101.3%
Total	13,178	100.0%	129.2%	2,931	100.0%	122.1%	789	76.5%		70,252	100.0%	106.4%	16,393	100.0%	91.6%	4,523	73.4%

  

	Aug 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	1,846	76.3%	96.2%	456	49.7%	71.1%	281	85.9%	Increased 6 Decreased 17 Other 3	22,181	79.6%	102.1%	5,504	56.5%	94.7%	1,656	96.7%
Others	10	0.4%	100.0%	91	9.9%	246.3%	4	133.3%		67	0.2%	45.3%	461	4.7%	64.6%	24	171.4%
Rental	532	22.0%	66.1%	367	39.9%	55.7%	161	31.9%		5,333	19.1%	75.5%	3,649	37.5%	65.2%	1,801	47.5%
Business Use	31	1.3%	100.0%	5	0.6%	82.2%	35	437.5%		270	1.0%	118.4%	126	1.3%	338.3%	80	123.1%
DVD Video	2,419	32.9%	87.5%	919	52.4%	68.4%	481	57.1%		27,851	35.9%	95.5%	9,740	53.7%	80.1%	3,561	63.8%
Retail	4,890	98.9%	127.3%	789	94.8%	109.5%	249	95.4%	Increased 13 Decreased 11 Other 2	48,968	98.4%	115.1%	8,179	97.3%	111.0%	1,665	102.5%
Others	31	0.6%	310.0%	4	0.5%	168.3%	0	–		139	0.3%	72.8%	18	0.2%	56.2%	0	–
Rental	20	0.4%	32.8%	37	4.4%	121.6%	4	57.1%		242	0.5%	38.4%	146	1.7%	36.2%	31	46.3%
Business Use	3	0.1%	12.0%	3	0.3%	62.4%	0	–		415	0.8%	217.3%	62	0.7%	198.3%	0	–
Blu-ray (including ULTRA HD Blu-ray)	4,944	67.1%	125.6%	833	47.6%	109.9%	253	94.4%		49,764	64.1%	114.3%	8,405	46.3%	107.3%	1,696	100.2%
Total	7,363	100.0%	109.9%	1,752	100.0%	83.4%	734	66.1%		77,615	100.0%	106.7%	18,145	100.0%	90.7%	5,257	72.3%

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	Sep 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	
DVD Video	Retail	1,870	74.2%	60.7%	490	43.8%	63.2%	186	114.1%	Increased 6 Decreased 17 Other 3	24,051	79.2%	96.9%	5,994	55.2%	91.0%	1,842	98.2%
	Others	9	0.4%	19.6%	113	10.1%	19.2%	4	133.3%		76	0.3%	39.2%	573	5.3%	44.1%	28	164.7%
	Rental	604	24.0%	77.5%	512	45.8%	92.1%	198	49.6%		5,937	19.5%	75.7%	4,161	38.3%	67.6%	1,999	47.7%
	Business Use	37	1.5%	123.3%	4	0.3%	84.2%	5	100.0%		307	1.0%	119.0%	130	1.2%	310.2%	85	121.4%
		2,520	38.6%	64.0%	1,119	61.5%	58.1%	393	68.9%		30,371	36.1%	91.7%	10,858	54.4%	77.1%	3,954	64.3%
	Retail	3,911	97.4%	44.1%	657	94.0%	45.2%	195	103.7%	52,879	98.3%	102.9%	8,837	97.1%	100.2%	1,860	102.6%	
	Others	17	0.4%	425.0%	2	0.3%	157.8%	0	-	156	0.3%	80.0%	20	0.2%	60.1%	0	-	
	Rental	67	1.7%	85.9%	37	5.4%	141.0%	6	200.0%	309	0.6%	43.6%	183	2.0%	42.6%	37	52.9%	
	Business Use	19	0.5%	950.0%	3	0.4%	70.1%	0	0.0%	434	0.8%	224.9%	65	0.7%	185.1%	0	0.0%	
	Blu-ray (including ULTRA HD Blu-ray)	4,014	61.4%	44.8%	699	38.5%	47.1%	201	104.7%	Increased 8 Decreased 14 Other 4	53,778	63.9%	102.4%	9,104	45.6%	97.7%	1,897	100.7%
Total	6,534	100.0%	50.7%	1,818	100.0%	53.3%	594	78.0%		84,149	100.0%	98.3%	19,963	100.0%	85.3%	5,851	72.8%	

	Oct 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	
DVD Video	Retail	2,633	82.4%	100.5%	611	54.6%	92.8%	171	91.0%	Increased 8 Decreased 15 Other 3	26,684	79.5%	97.3%	6,605	55.1%	91.1%	2,013	97.6%
	Others	11	0.3%	157.1%	92	8.3%	290.2%	7	233.3%		87	0.3%	43.3%	666	5.6%	50.0%	35	175.0%
	Rental	527	16.5%	61.4%	411	36.7%	56.5%	176	70.1%		6,464	19.3%	74.3%	4,572	38.2%	66.5%	2,175	49.0%
	Business Use	26	0.8%	83.9%	5	0.5%	133.4%	14	1400.0%		333	1.0%	115.2%	135	1.1%	295.5%	99	139.4%
		3,197	35.1%	90.9%	1,119	54.6%	78.8%	368	83.1%		33,568	36.0%	91.6%	11,977	54.4%	77.2%	4,322	65.6%
	Retail	5,769	97.8%	96.4%	895	96.0%	82.4%	180	100.0%	58,648	98.3%	102.2%	9,731	97.0%	98.2%	2,040	102.4%	
	Others	29	0.5%	170.6%	5	0.5%	143.1%	0	-	185	0.3%	87.3%	24	0.2%	67.4%	0	-	
	Rental	29	0.5%	74.4%	24	2.6%	58.9%	3	60.0%	338	0.6%	45.2%	207	2.1%	44.0%	40	53.3%	
	Business Use	74	1.3%	7400.0%	9	1.0%	2767.5%	0	-	508	0.9%	261.9%	73	0.7%	208.9%	0	0.0%	
	Blu-ray (including ULTRA HD Blu-ray)	5,901	64.9%	97.6%	932	45.4%	82.5%	183	98.9%	Increased 13 Decreased 11 Other 2	59,679	64.0%	101.9%	10,036	45.6%	96.1%	2,080	100.5%
Total	9,098	100.0%	95.2%	2,051	100.0%	80.4%	551	87.7%		93,247	100.0%	98.0%	22,014	100.0%	84.8%	6,402	73.9%	

# JVA Monthly Data 2023

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	Nov 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	2,048	73.4%	79.4%	610	57.1%	88.9%	165	89.2%	Increased 8 Decreased 16 Other 2	28,732	79.0%	95.7%	7,215	55.3%	90.9%	2,178	96.9%
	Others	1	0.0%	20.0%	36	3.3%	149.3%	5	500.0%		88	0.2%	42.7%	701	5.4%	51.7%	40	190.5%
	Rental	695	24.9%	99.1%	417	39.0%	61.5%	194	72.9%		7,159	19.7%	76.1%	4,989	38.2%	66.0%	2,369	50.4%
	Business Use	47	1.7%	142.4%	6	0.6%	151.9%	6	120.0%		380	1.0%	118.0%	141	1.1%	283.8%	105	138.2%
DVD Video		2,791	36.2%	84.1%	1,068	56.2%	76.7%	370	81.0%		36,359	36.0%	91.0%	13,046	54.6%	77.2%	4,692	66.6%
	Retail	4,830	98.2%	87.1%	794	95.5%	82.1%	179	107.8%	Increased 12 Decreased 10 Other 4	63,478	98.3%	100.9%	10,526	96.8%	96.8%	2,219	102.8%
	Others	37	0.8%	41.1%	6	0.7%	72.3%	0	-		222	0.3%	73.5%	30	0.3%	68.3%	0	-
	Rental	38	0.8%	135.7%	29	3.5%	66.7%	8	133.3%		376	0.6%	48.5%	236	2.2%	46.0%	48	59.3%
	Business Use	14	0.3%	66.7%	3	0.3%	102.4%	0	-		522	0.8%	242.8%	76	0.7%	201.1%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)		4,919	63.8%	86.5%	832	43.8%	81.4%	187	108.7%		64,598	64.0%	100.6%	10,868	45.4%	94.8%	2,267	101.2%
Total		7,710	100.0%	85.6%	1,900	100.0%	78.7%	557	88.6%		100,957	100.0%	96.9%	23,914	100.0%	84.3%	6,959	74.9%

	Dec 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	4,259	85.8%	144.7%	950	70.3%	118.8%	171	75.0%	Increased 10 Decreased 14 Other 2	32,991	79.8%	100.1%	8,164	56.7%	93.5%	2,349	94.9%
	Others	5	0.1%	125.0%	35	2.6%	322.1%	4	200.0%		93	0.2%	44.3%	737	5.1%	53.9%	44	191.3%
	Rental	650	13.1%	94.2%	360	26.7%	59.3%	228	88.0%		7,809	18.9%	77.4%	5,349	37.2%	65.5%	2,597	52.3%
	Business Use	51	1.0%	154.5%	6	0.4%	132.4%	7	350.0%		431	1.0%	121.4%	147	1.0%	271.9%	112	143.6%
DVD Video		4,965	34.8%	135.3%	1,351	46.7%	95.0%	410	83.5%		41,324	35.9%	94.7%	14,397	53.7%	78.6%	5,102	67.7%
	Retail	9,216	99.0%	134.1%	1,499	97.3%	130.7%	264	96.0%	Increased 10 Decreased 14 Other 2	72,694	98.4%	104.1%	12,025	96.9%	100.0%	2,483	102.0%
	Others	4	0.0%	18.2%	1	0.1%	23.5%	0	-		226	0.3%	69.8%	31	0.2%	65.0%	0	-
	Rental	29	0.3%	42.6%	31	2.0%	75.0%	5	166.7%		405	0.5%	48.0%	267	2.2%	48.1%	53	63.1%
	Business Use	64	0.7%	914.3%	11	0.7%	875.3%	0	-		586	0.8%	264.0%	87	0.7%	222.1%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)		9,313	65.2%	133.6%	1,542	53.3%	129.2%	269	96.8%		73,911	64.1%	103.8%	12,410	46.3%	98.0%	2,536	100.7%
Total		14,278	100.0%	134.2%	2,892	100.0%	110.6%	679	88.3%		115,235	100.0%	100.4%	26,806	100.0%	86.5%	7,638	75.9%