

## Sales Volume by Genre 2017

(mil.yen)

Genre	Amount	%	2017/2016	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	16,418	8.7%	103.4%	11,196	5,222
Drama Domestic (TV)	9,739	5.2%	107.8%	5,930	3,809
Drama International(Theatrical & Miscellaneous) *1	25,492	13.6%	85.9%	10,920	14,572
Drama International(TV) *1	9,386	5.0%	82.3%	8,005	1,381
Drama Asian(Theatrical & Miscellaneous) *2	660	0.4%	86.2%	485	175
Drama Asian(TV) *2	9,221	4.9%	110.9%	8,904	317
Animation for Grown-ups Domestic	50,818	27.1%	99.8%	16,458	34,360
Animation for Grown-ups International	3,712	2.0%	71.9%	1,290	2,422
Animation for Kids Domestic	3,819	2.0%	90.2%	3,474	345
Non-Animation for Kids Domestic	2,840	1.5%	93.5%	1,597	1,243
Animation for Kids International	4,030	2.1%	155.1%	2,551	1,479
Non-Animation for Kids International	2	0.0%	100.0%	2	0
Music Domestic	41,610	22.2%	77.1%	21,689	19,921
Music International	637	0.3%	69.6%	354	283
Karaoke	19	0.0%	32.2%	19	0
How-to,Hobby	7,664	4.1%	130.7%	5,506	2,158
Sports	466	0.2%	121.7%	299	167
Education (School,Business,Language)	255	0.1%	55.0%	207	48
Adult	1	0.0%	100.0%	1	0
Others	881	0.5%	42.8%	597	284
Total	187,670	100.0%	91.7%	99,484	88,186

Genre	Units	%	2017/2016	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	6,534,536	10.3%	94.9%	5,155,802	1,378,734
Drama Domestic (TV)	1,672,139	2.6%	96.3%	1,369,072	303,067
Drama International(Theatrical & Miscellaneous) *1	14,457,981	22.9%	82.0%	8,619,557	5,838,424
Drama International(TV) *1	5,646,635	8.9%	86.3%	5,486,123	160,512
Drama Asian(Theatrical & Miscellaneous) *2	418,935	0.7%	72.7%	351,379	67,556
Drama Asian(TV) *2	6,891,112	10.9%	86.4%	6,870,209	20,903
Animation for Grown-ups Domestic	11,022,965	17.4%	106.3%	5,260,979	5,761,986
Animation for Grown-ups International	1,269,953	2.0%	55.5%	439,958	829,995
Animation for Kids Domestic	1,398,849	2.2%	85.9%	1,320,389	78,460
Non-Animation for Kids Domestic	728,779	1.2%	109.6%	637,908	90,871
Animation for Kids International	2,401,093	3.8%	78.0%	1,860,977	540,116
Non-Animation for Kids International	820	0.0%	38.5%	820	0
Music Domestic	7,989,122	12.6%	73.3%	4,774,252	3,214,870
Music International	215,862	0.3%	93.4%	152,644	63,218
Karaoke	17,080	0.0%	43.8%	17,077	3
How-to,Hobby	2,209,582	3.5%	118.1%	1,888,565	321,017
Sports	116,316	0.2%	110.8%	83,064	33,252
Education (School,Business,Language)	40,460	0.1%	19.5%	33,490	6,970
Adult	327	0.0%	127.7%	327	0
Others	138,113	0.2%	36.0%	100,838	37,275
Total	63,170,659	100.0%	86.4%	44,423,430	18,747,229

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

## Sales Volume by Genre 2016

(mil.yen)

Genre	Amount	%	2016/2015	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	15,881	7.8%	94.7%	11,499	4,382
Drama Domestic (TV)	9,035	4.4%	95.1%	6,299	2,736
Drama International(Theatrical & Miscellaneous) *1	29,684	14.5%	95.8%	14,708	14,976
Drama International(TV) *1	11,402	5.6%	101.9%	9,539	1,863
Drama Asian(Theatrical & Miscellaneous) *2	766	0.4%	79.0%	557	209
Drama Asian(TV) *2	8,311	4.1%	85.8%	8,102	209
Animation for Grown-ups Domestic	50,926	24.9%	87.0%	18,552	32,374
Animation for Grown-ups International	5,166	2.5%	96.0%	1,678	3,488
Animation for Kids Domestic	4,234	2.1%	65.5%	3,899	335
Non-Animation for Kids Domestic	3,036	1.5%	131.5%	1,616	1,420
Animation for Kids International	2,598	1.3%	90.9%	2,037	561
Non-Animation for Kids International	2	0.0%	200.0%	2	0
Music Domestic	53,939	26.3%	102.5%	30,387	23,552
Music International	915	0.4%	62.4%	534	381
Karaoke	59	0.0%	168.6%	59	0
How-to,Hobby	5,866	2.9%	89.4%	4,911	955
Sports	383	0.2%	56.5%	324	59
Education (School,Business,Language)	464	0.2%	161.1%	457	7
Adult	1	0.0%	100.0%	1	0
Others	2,059	1.0%	111.5%	1,209	850
Total	204,727	100.0%	93.9%	116,370	88,357

Genre	Units	%	2015/2014	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	6,888,166	9.4%	122.6%	5,706,938	1,181,228
Drama Domestic (TV)	1,736,116	2.4%	104.0%	1,493,619	242,497
Drama International(Theatrical & Miscellaneous) *1	17,622,641	24.1%	105.9%	11,458,408	6,164,233
Drama International(TV) *1	6,540,497	8.9%	102.3%	6,351,393	189,104
Drama Asian(Theatrical & Miscellaneous) *2	576,484	0.8%	83.0%	492,242	84,242
Drama Asian(TV) *2	7,971,866	10.9%	102.1%	7,943,850	28,016
Animation for Grown-ups Domestic	10,366,816	14.2%	88.6%	5,317,751	5,049,065
Animation for Grown-ups International	2,287,403	3.1%	110.2%	1,046,230	1,241,173
Animation for Kids Domestic	1,629,122	2.2%	79.8%	1,563,000	66,122
Non-Animation for Kids Domestic	664,793	0.9%	133.4%	566,045	98,748
Animation for Kids International	3,078,182	4.2%	149.2%	2,869,452	208,730
Non-Animation for Kids International	2,128	0.0%	179.3%	2,128	0
Music Domestic	10,899,141	14.9%	88.8%	6,973,228	3,925,913
Music International	231,210	0.3%	60.2%	160,467	70,743
Karaoke	38,969	0.1%	148.3%	38,969	0
How-to,Hobby	1,870,795	2.6%	93.7%	1,688,846	181,949
Sports	105,023	0.1%	66.5%	93,616	11,407
Education (School,Business,Language)	207,595	0.3%	594.9%	206,027	1,568
Adult	256	0.0%	57.9%	256	0
Others	383,270	0.5%	93.3%	291,617	91,653
Total	73,100,473	100.0%	100.8%	54,264,082	18,836,391

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

## Sales Volume by Genre 2015

(mil.yen)

Genre	Amount	%	2015/2014	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	16,763	7.7%	84.0%	12,315	4,448
Drama Domestic (TV)	9,504	4.4%	86.3%	6,907	2,597
Drama International(Theatrical & Miscellaneous) *1	30,974	14.2%	102.9%	16,762	14,212
Drama International(TV) *1	11,189	5.1%	78.7%	9,968	1,221
Drama Asian(Theatrical & Miscellaneous) *2	970	0.4%	97.1%	774	196
Drama Asian(TV) *2	9,682	4.4%	95.5%	9,276	406
Animation for Grown-ups Domestic	58,512	26.8%	90.9%	19,368	39,144
Animation for Grown-ups International	5,384	2.5%	42.4%	1,790	3,594
Animation for Kids Domestic	6,468	3.0%	87.1%	5,473	995
Non-Animation for Kids Domestic	2,309	1.1%	83.4%	1,344	965
Animation for Kids International	2,857	1.3%	190.0%	2,004	853
Non-Animation for Kids International	1	0.0%	33.3%	1	0
Music Domestic	52,626	24.1%	123.4%	30,088	22,538
Music International	1,466	0.7%	171.7%	598	868
Karaoke	35	0.0%	79.5%	35	0
How-to,Hobby	6,560	3.0%	81.5%	5,443	1,117
Sports	678	0.3%	73.3%	476	202
Education (School,Business,Language)	288	0.1%	122.0%	288	0
Adult	1	0.0%	25.0%	1	0
Others	1,846	0.8%	93.3%	1,322	524
Total	218,113	100.0%	94.9%	124,233	93,880

Genre	Units	%	2015/2014	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	5,619,534	7.8%	83.6%	4,525,886	1,093,648
Drama Domestic (TV)	1,668,959	2.3%	83.8%	1,448,968	219,991
Drama International(Theatrical & Miscellaneous) *1	16,635,981	22.9%	94.4%	11,088,671	5,547,310
Drama International(TV) *1	6,394,103	8.8%	89.3%	6,254,868	139,235
Drama Asian(Theatrical & Miscellaneous) *2	694,433	1.0%	117.2%	611,198	83,235
Drama Asian(TV) *2	7,807,884	10.8%	102.7%	7,774,647	33,237
Animation for Grown-ups Domestic	11,699,832	16.1%	90.2%	5,579,013	6,120,819
Animation for Grown-ups International	2,076,483	2.9%	44.7%	791,491	1,284,992
Animation for Kids Domestic	2,042,455	2.8%	103.9%	1,837,375	205,080
Non-Animation for Kids Domestic	498,305	0.7%	69.5%	426,515	71,790
Animation for Kids International	2,063,253	2.8%	174.8%	1,719,556	343,697
Non-Animation for Kids International	1,187	0.0%	50.2%	1,187	0
Music Domestic	12,280,669	16.9%	102.2%	7,642,411	4,638,258
Music International	384,224	0.5%	102.5%	183,365	200,859
Karaoke	26,274	0.0%	76.5%	26,274	0
How-to,Hobby	1,997,329	2.8%	81.1%	1,759,467	237,862
Sports	158,012	0.2%	53.9%	128,528	29,484
Education (School,Business,Language)	34,896	0.0%	55.5%	34,900	-4
Adult	442	0.0%	37.1%	415	27
Others	410,711	0.6%	89.2%	351,814	58,897
Total	72,494,966	100.0%	91.9%	52,186,549	20,308,417

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

## Sales Volume by Genre 2014

(mil.yen)

Genre	Amount	%	2014/2013	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	19,955	8.7%	95.1%	14,669	5,286
Drama Domestic (TV)	11,008	4.8%	79.9%	8,063	2,945
Drama International(Theatrical & Miscellaneous) *1	30,113	13.1%	84.8%	17,933	12,180
Drama International(TV) *1	14,211	6.2%	95.1%	12,854	1,357
Drama Asian(Theatrical & Miscellaneous) *2	999	0.4%	58.8%	681	318
Drama Asian(TV) *2	10,142	4.4%	94.6%	9,789	353
Animation for Grown-ups Domestic	64,352	28.0%	86.3%	24,102	40,250
Animation for Grown-ups International	12,699	5.5%	288.7%	2,198	10,501
Animation for Kids Domestic	7,424	3.2%	120.6%	6,588	836
Non-Animation for Kids Domestic	2,767	1.2%	83.4%	1,826	941
Animation for Kids International	1,504	0.7%	83.9%	1,465	39
Non-Animation for Kids International	3	0.0%	60.0%	2	1
Music Domestic	42,656	18.6%	87.2%	26,943	15,713
Music International	854	0.4%	62.5%	628	226
Karaoke	44	0.0%	97.8%	44	0
How-to,Hobby	8,048	3.5%	78.3%	7,266	782
Sports	925	0.4%	186.1%	770	155
Education (School,Business,Language)	236	0.1%	89.4%	236	0
Adult	4	0.0%	66.7%	4	0
Others	1,979	0.9%	79.2%	1,718	261
Total	229,923	100.0%	91.3%	137,779	92,144

Genre	Units	%	2014/2013	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	6,722,841	8.5%	111.0%	5,376,237	1,346,604
Drama Domestic (TV)	1,990,618	2.5%	76.8%	1,726,647	263,971
Drama International(Theatrical & Miscellaneous) *1	17,631,920	22.3%	89.2%	12,417,813	5,214,107
Drama International(TV) *1	7,157,059	9.1%	83.6%	7,004,107	152,952
Drama Asian(Theatrical & Miscellaneous) *2	592,455	0.8%	68.9%	489,733	102,722
Drama Asian(TV) *2	7,601,182	9.6%	117.2%	7,572,123	29,059
Animation for Grown-ups Domestic	12,976,748	16.4%	82.6%	6,516,266	6,460,482
Animation for Grown-ups International	4,647,752	5.9%	252.1%	867,949	3,779,803
Animation for Kids Domestic	1,965,503	2.5%	98.0%	1,862,457	103,046
Non-Animation for Kids Domestic	716,790	0.9%	86.0%	618,414	98,376
Animation for Kids International	1,180,346	1.5%	80.4%	1,161,094	19,252
Non-Animation for Kids International	2,365	0.0%	60.0%	1,865	500
Music Domestic	12,019,744	15.2%	107.0%	8,850,810	3,168,934
Music International	374,791	0.5%	74.1%	308,114	66,677
Karaoke	34,328	0.0%	97.0%	34,328	0
How-to,Hobby	2,463,093	3.1%	74.7%	2,267,275	195,818
Sports	293,087	0.4%	166.3%	256,439	36,648
Education (School,Business,Language)	62,863	0.1%	136.0%	62,869	-6
Adult	1,191	0.0%	144.4%	1,191	0
Others	460,195	0.6%	82.8%	428,814	31,381
Total	78,894,871	100.0%	96.2%	57,824,545	21,070,326

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

## Sales Volume by Genre 2013

(mil.yen)

Genre	Amount	%	2013/2012	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	20,988	8.3%	110.7%	15,916	5,072
Drama Domestic (TV)	13,778	5.5%	86.0%	10,238	3,540
Drama International(Theatrical & Miscellaneous) *1	35,512	14.1%	91.6%	21,843	13,669
Drama International(TV) *1	14,941	5.9%	93.6%	13,643	1,298
Drama Asian(Theatrical & Miscellaneous) *2	1,699	0.7%	62.2%	1,250	449
Drama Asian(TV) *2	10,720	4.3%	76.0%	10,359	361
Animation for Grown-ups Domestic	74,580	29.6%	111.4%	29,124	45,456
Animation for Grown-ups International	4,399	1.7%	103.0%	2,513	1,886
Animation for Kids Domestic	6,155	2.4%	85.8%	5,804	351
Non-Animation for Kids Domestic	3,318	1.3%	100.2%	2,428	890
Animation for Kids International	1,792	0.7%	107.0%	1,689	103
Non-Animation for Kids International	5	0.0%	83.3%	5	0
Music Domestic	48,934	19.4%	97.0%	34,548	14,386
Music International	1,366	0.5%	44.0%	1,053	313
Karaoke	45	0.0%	104.7%	45	0
How-to,Hobby	10,272	4.1%	82.0%	9,566	706
Sports	497	0.2%	92.7%	492	5
Education (School,Business,Language)	264	0.1%	40.1%	263	1
Adult	6	0.0%	120.0%	6	0
Others	2,499	1.0%	208.3%	2,203	296
Total	251,770	100.0%	97.4%	162,988	88,782

Genre	Units	%	2013/2012	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	6,056,882	7.4%	111.3%	4,910,410	1,146,472
Drama Domestic (TV)	2,592,591	3.2%	86.1%	2,233,329	359,262
Drama International(Theatrical & Miscellaneous) *1	19,762,675	24.1%	89.0%	14,094,478	5,668,197
Drama International(TV) *1	8,557,682	10.4%	104.5%	8,398,935	158,747
Drama Asian(Theatrical & Miscellaneous) *2	859,260	1.0%	71.9%	731,768	127,492
Drama Asian(TV) *2	6,485,238	7.9%	79.3%	6,455,083	30,155
Animation for Grown-ups Domestic	15,706,682	19.1%	118.3%	7,935,344	7,771,338
Animation for Grown-ups International	1,843,287	2.2%	102.9%	1,176,307	666,980
Animation for Kids Domestic	2,006,127	2.4%	78.3%	1,959,138	46,989
Non-Animation for Kids Domestic	833,929	1.0%	88.4%	729,167	104,762
Animation for Kids International	1,467,774	1.8%	120.1%	1,414,651	53,123
Non-Animation for Kids International	3,939	0.0%	116.5%	3,939	0
Music Domestic	11,237,546	13.7%	97.9%	8,351,469	2,886,077
Music International	505,987	0.6%	52.0%	406,098	99,889
Karaoke	35,380	0.0%	107.9%	35,117	263
How-to,Hobby	3,296,849	4.0%	89.7%	3,134,434	162,415
Sports	176,282	0.2%	92.7%	174,990	1,292
Education (School,Business,Language)	46,217	0.1%	45.8%	45,743	474
Adult	825	0.0%	51.0%	825	0
Others	555,564	0.7%	239.9%	528,960	26,604
Total	82,030,716	100.0%	96.8%	62,720,185	19,310,531

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

## Sales Volume by Genre 2012

(mil.yen)

Genre	Amount	%	2012/2011	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	18,962	7.3%	75.8%	15,449	3,513
Drama Domestic (TV)	16,021	6.2%	109.2%	13,376	2,645
Drama International(Theatrical & Miscellaneous) *1	38,769	15.0%	95.2%	24,443	14,326
Drama International(TV) *1	15,968	6.2%	92.1%	14,847	1,121
Drama Asian(Theatrical & Miscellaneous) *2	2,730	1.1%	114.3%	2,200	530
Drama Asian(TV) *2	14,096	5.5%	91.8%	13,388	708
Animation for Grown-ups Domestic	66,956	25.9%	97.7%	30,392	36,564
Animation for Grown-ups International	4,269	1.7%	81.0%	3,099	1,170
Animation for Kids Domestic	7,176	2.8%	106.0%	6,726	450
Non-Animation for Kids Domestic	3,312	1.3%	96.9%	2,855	457
Animation for Kids International	1,674	0.7%	120.4%	1,554	120
Non-Animation for Kids International	6	0.0%	21.4%	6	0
Music Domestic	50,438	19.5%	125.5%	41,998	8,440
Music International	3,107	1.2%	93.2%	2,601	506
Karaoke	43	0.0%	91.5%	43	0
How-to,Hobby	12,529	4.9%	110.8%	11,707	822
Sports	536	0.2%	73.8%	522	14
Education (School,Business,Language)	659	0.3%	176.2%	659	0
Adult	5	0.0%	5.5%	5	0
Others	1,200	0.5%	29.3%	1,022	178
Total	258,456	100.0%	99.0%	186,892	71,564

Genre	Units	%	2012/2011	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	5,440,467	6.4%	82.4%	4,536,770	903,697
Drama Domestic (TV)	3,010,156	3.6%	113.9%	2,744,880	265,276
Drama International(Theatrical & Miscellaneous) *1	22,217,155	26.2%	106.5%	16,063,068	6,154,087
Drama International(TV) *1	8,185,981	9.7%	102.1%	8,032,109	153,872
Drama Asian(Theatrical & Miscellaneous) *2	1,195,050	1.4%	78.1%	1,027,587	167,463
Drama Asian(TV) *2	8,179,914	9.7%	133.2%	8,120,627	59,287
Animation for Grown-ups Domestic	13,273,126	15.7%	91.6%	7,395,302	5,877,824
Animation for Grown-ups International	1,790,994	2.1%	80.6%	1,372,803	418,191
Animation for Kids Domestic	2,562,062	3.0%	106.4%	2,487,631	74,431
Non-Animation for Kids Domestic	943,009	1.1%	88.4%	845,705	97,304
Animation for Kids International	1,222,256	1.4%	112.4%	1,162,942	59,314
Non-Animation for Kids International	3,381	0.0%	52.9%	3,381	0
Music Domestic	11,474,720	13.6%	119.8%	9,782,474	1,692,246
Music International	972,286	1.2%	66.8%	835,388	136,898
Karaoke	32,776	0.0%	85.3%	32,755	21
How-to,Hobby	3,676,919	4.3%	110.4%	3,507,530	169,389
Sports	190,166	0.2%	83.7%	186,443	3,723
Education (School,Business,Language)	100,995	0.1%	183.5%	100,773	222
Adult	1,618	0.0%	41.1%	1,618	0
Others	231,549	0.3%	34.8%	201,996	29,553
Total	84,704,580	100.0%	102.8%	68,441,782	16,262,798

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

# Sales Volume by Genre 2011

(mil.yen)

Genre	Amount	%	2011/2010	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	25,021	9.6%	107.1%	21,658	3,363
Drama Domestic (TV)	14,673	5.6%	75.7%	13,655	1,018
Drama International(Theatrical & Miscellaneous) *1	40,741	15.6%	82.9%	26,807	13,934
Drama International(TV) *1	17,346	6.6%	100.2%	16,434	912
Drama Asian(Theatrical & Miscellaneous) *2	2,388	0.9%	288.8%	2,112	276
Drama Asian(TV) *2	15,358	5.9%	111.9%	14,838	520
Animation for Grown-ups Domestic	68,517	26.2%	98.0%	37,219	31,298
Animation for Grown-ups International	5,268	2.0%	82.7%	2,690	2,578
Animation for Kids Domestic	6,772	2.6%	114.0%	6,599	173
Non-Animation for Kids Domestic	3,419	1.3%	88.0%	3,137	282
Animation for Kids International	1,390	0.5%	107.0%	1,306	84
Non-Animation for Kids International	28	0.0%	87.5%	26	2
Music Domestic	40,187	15.4%	108.4%	35,451	4,736
Music International	3,335	1.3%	97.3%	3,214	121
Karaoke	47	0.0%	106.8%	47	0
How-to,Hobby	11,303	4.3%	93.7%	10,775	528
Sports	726	0.3%	70.5%	693	33
Education (School,Business,Language)	374	0.1%	113.0%	374	0
Adult	91	0.0%	275.8%	91	0
Others	4,100	1.6%	330.1%	3,404	696
Total	261,084	100.0%	98.0%	200,530	60,554

Genre	Units	%	2011/2010	DVD video	Blu-ray
Drama Domestic (Theatrical & Miscellaneous)	6,600,607	8.0%	102.9%	5,904,394	696,213
Drama Domestic (TV)	2,642,110	3.2%	84.0%	2,553,648	88,462
Drama International(Theatrical & Miscellaneous) *1	20,852,000	25.3%	75.3%	15,694,908	5,157,092
Drama International(TV) *1	8,020,785	9.7%	98.1%	7,919,508	101,277
Drama Asian(Theatrical & Miscellaneous) *2	1,529,333	1.9%	398.7%	1,404,854	124,479
Drama Asian(TV) *2	6,140,329	7.5%	104.7%	5,958,764	181,565
Animation for Grown-ups Domestic	14,490,855	17.6%	97.8%	9,094,449	5,396,406
Animation for Grown-ups International	2,222,947	2.7%	84.6%	1,254,533	968,414
Animation for Kids Domestic	2,407,691	2.9%	121.5%	2,363,442	44,249
Non-Animation for Kids Domestic	1,066,284	1.3%	82.9%	1,007,853	58,431
Animation for Kids International	1,087,572	1.3%	71.0%	1,042,226	45,346
Non-Animation for Kids International	6,392	0.0%	42.4%	5,173	1,219
Music Domestic	9,577,934	11.6%	100.1%	8,469,067	1,108,867
Music International	1,455,287	1.8%	83.1%	1,415,445	39,842
Karaoke	38,407	0.1%	108.4%	38,407	0
How-to,Hobby	3,331,040	4.0%	88.0%	3,212,356	118,684
Sports	227,190	0.3%	83.9%	201,450	25,740
Education (School,Business,Language)	55,039	0.1%	53.5%	54,632	407
Adult	3,939	0.0%	51.2%	3,588	351
Others	664,472	0.8%	152.9%	596,089	68,383
Total	82,420,213	100.0%	91.7%	68,194,786	14,225,427

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

# Sales Volume by Genre 2010

(mil.yen)

Genre	Amount	%	2010/2009	DVD video	Blu-ray	UMD
Drama Domestic (Theatrical & Miscellaneous)	23,355	8.8%	84.2%	20,646	2,709	0
Drama Domestic (TV)	19,392	7.3%	103.0%	18,878	510	4
Drama International(Theatrical & Miscellaneous) *1	49,155	18.4%	104.6%	36,100	13,068	-13
Drama International(TV) *1	17,305	6.5%	69.1%	16,865	440	0
Drama Asian(Theatrical & Miscellaneous) *2	827	0.3%	20.9%	768	59	0
Drama Asian(TV) *2	13,720	5.2%	96.7%	13,568	152	0
Animation for Grown-ups Domestic	70,008	26.3%	103.1%	44,351	25,583	74
Animation for Grown-ups International	6,373	2.4%	137.9%	3,951	2,422	0
Animation for Kids Domestic	5,938	2.2%	103.5%	5,916	22	0
Non-Animation for Kids Domestic	3,885	1.5%	93.2%	3,883	2	0
Animation for Kids International	1,299	0.5%	70.8%	1,264	35	0
Non-Animation for Kids International	32	0.0%	55.2%	32	0	0
Music Domestic	37,089	13.9%	104.7%	35,548	1,541	0
Music International	3,427	1.3%	80.6%	3,251	176	0
Karaoke	44	0.0%	125.7%	44	0	0
How-to,Hobby	12,061	4.5%	117.4%	11,660	401	0
Sports	1,030	0.4%	78.8%	991	39	0
Education (School,Business,Language)	331	0.1%	95.7%	331	0	0
Adult	33	0.0%	78.6%	33	0	0
Others	1,244	0.5%	120.1%	1,210	32	2
Total	266,548	100.0%	97.3%	219,290	47,191	67

Genre	Units	%	2010/2009	DVD video	Blu-ray	UMD
Drama Domestic (Theatrical & Miscellaneous)	6,414,220	7.1%	87.7%	5,870,908	543,259	53
Drama Domestic (TV)	3,149,537	3.5%	105.3%	3,099,894	46,589	3,054
Drama International(Theatrical & Miscellaneous) *1	27,682,927	30.8%	122.9%	21,632,957	6,043,391	6,579
Drama International(TV) *1	8,177,540	9.1%	93.3%	8,049,628	127,912	0
Drama Asian(Theatrical & Miscellaneous) *2	384,292	0.4%	26.6%	369,807	13,806	679
Drama Asian(TV) *2	5,866,427	6.5%	82.4%	5,824,324	42,103	0
Animation for Grown-ups Domestic	14,873,977	16.5%	94.8%	10,376,365	4,446,176	51,436
Animation for Grown-ups International	2,628,607	2.9%	155.2%	1,783,384	844,874	349
Animation for Kids Domestic	1,981,584	2.2%	102.5%	1,979,448	2,136	0
Non-Animation for Kids Domestic	1,285,973	1.4%	91.6%	1,285,128	845	0
Animation for Kids International	1,532,143	1.7%	101.5%	1,503,116	27,967	1,060
Non-Animation for Kids International	15,064	0.0%	55.7%	15,064	0	0
Music Domestic	9,565,825	10.6%	103.1%	9,184,930	380,845	50
Music International	1,751,850	2.0%	86.3%	1,694,649	57,146	55
Karaoke	35,447	0.0%	113.4%	35,447	0	0
How-to,Hobby	3,783,941	4.2%	117.1%	3,691,596	92,343	2
Sports	270,791	0.3%	74.6%	259,287	11,508	-4
Education (School,Business,Language)	102,803	0.1%	80.4%	102,724	79	0
Adult	7,699	0.0%	75.7%	7,699	0	0
Others	435,489	0.5%	137.3%	428,118	6,403	968
Total	89,946,136	100.0%	102.4%	77,194,473	12,687,382	64,281

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong



# Sales Volume by Genre 2009

(There's no data regarding Video-cassettes)

(mil.yen)

Genre	Amount	%	2009/2008	DVD video	Blu-ray	UMD
Drama Domestic (Theatrical & Miscellaneous)	27,754	10.1%	104.5%	26,584	1,170	0
Drama Domestic (TV)	18,821	6.9%	95.5%	18,652	169	0
Drama International(Theatrical & Miscellaneous) *1	47,010	17.2%	83.4%	38,929	8,013	68
Drama International(TV) *1	25,046	9.2%	103.9%	24,643	403	0
Drama Asian(Theatrical & Miscellaneous) *2	3,953	1.4%	257.5%	3,428	523	2
Drama Asian(TV) *2	14,190	5.2%	79.1%	14,180	10	0
Animation for Grown-ups Domestic	67,920	24.8%	96.5%	55,442	12,128	350
Animation for Grown-ups International	4,621	1.7%	120.5%	4,181	439	1
Animation for Kids Domestic	5,738	2.1%	76.3%	5,733	5	0
Non-Animation for Kids Domestic	4,169	1.5%	82.5%	4,145	24	0
Animation for Kids International	1,836	0.7%	92.7%	1,820	5	11
Non-Animation for Kids International	58	0.0%	34.9%	58	0	0
Music Domestic	35,423	12.9%	115.6%	34,616	803	4
Music International	4,254	1.6%	160.0%	4,095	159	0
Karaoke	35	0.0%	63.6%	35	0	0
How-to,Hobby	10,272	3.8%	73.0%	10,008	264	0
Sports	1,307	0.5%	144.3%	1,307	0	0
Education (School,Business,Language)	346	0.1%	139.5%	346	0	0
Adult	42	0.0%	190.9%	42	0	0
Others	1,036	0.4%	52.2%	1,036	0	0
Total	273,831	100.0%	95.8%	249,280	24,115	436

Genre	Units	%	2009/2008	DVD video	Blu-ray	UMD
Drama Domestic (Theatrical & Miscellaneous)	7,313,559	8.3%	108.4%	7,051,994	261,105	460
Drama Domestic (TV)	2,991,885	3.4%	93.1%	2,975,774	16,111	0
Drama International(Theatrical & Miscellaneous) *1	22,523,968	25.7%	100.8%	19,881,238	2,588,602	54,128
Drama International(TV) *1	8,767,684	10.0%	91.6%	8,726,282	41,402	0
Drama Asian(Theatrical & Miscellaneous) *2	1,446,833	1.7%	229.6%	1,294,486	150,584	1,763
Drama Asian(TV) *2	7,122,464	8.1%	136.3%	7,122,564	-100	0
Animation for Grown-ups Domestic	15,689,547	17.9%	93.6%	13,569,193	1,874,684	245,670
Animation for Grown-ups International	1,693,685	1.9%	115.1%	1,562,289	130,293	1,103
Animation for Kids Domestic	1,933,678	2.2%	76.3%	1,932,514	1,164	0
Non-Animation for Kids Domestic	1,404,250	1.6%	90.6%	1,398,830	5,413	7
Animation for Kids International	1,509,749	1.7%	88.6%	1,496,474	1,299	11,976
Non-Animation for Kids International	27,052	0.0%	34.5%	27,052	0	0
Music Domestic	9,275,688	10.6%	111.7%	9,089,889	183,301	2,498
Music International	2,028,971	2.3%	221.0%	1,985,895	42,918	158
Karaoke	31,251	0.0%	94.3%	31,251	0	0
How-to,Hobby	3,230,133	3.7%	82.0%	3,164,971	65,070	92
Sports	362,765	0.4%	136.7%	362,661	0	104
Education (School,Business,Language)	127,855	0.2%	188.2%	127,855	0	0
Adult	10,176	0.0%	169.0%	10,161	15	0
Others	317,125	0.4%	44.6%	317,101	24	0
Total	87,808,318	100.0%	102.0%	82,128,474	5,361,885	317,959

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

# Sales Volume by Genre 2008

(There's no data regarding Video-cassettes)

(mil.yen)

Genre	Amount	%	DVD video	Blu-ray *3	UMD
Drama Domestic (Theatrical & Miscellaneous)	26,553	9.3%	26,446	107	0
Drama Domestic (TV)	19,718	6.9%	19,697	21	0
Drama International(Theatrical & Miscellaneous) *1	56,423	19.7%	51,637	4,585	201
Drama International(TV) *1	24,118	8.4%	24,067	51	0
Drama Asian(Theatrical & Miscellaneous) *2	1,535	0.5%	1,515	15	5
Drama Asian(TV) *2	17,946	6.3%	17,946	0	0
Animation for Grown-ups Domestic	70,383	24.6%	65,901	4,454	28
Animation for Grown-ups International	3,837	1.3%	3,596	236	5
Animation for Kids Domestic	7,520	2.6%	7,519	0	1
Non-Animation for Kids Domestic	5,052	1.8%	5,052	0	0
Animation for Kids International	1,981	0.7%	1,969	0	12
Non-Animation for Kids International	166	0.1%	166	0	0
Music Domestic	30,649	10.7%	30,467	181	1
Music International	2,658	0.9%	2,651	7	0
Karaoke	55	0.0%	55	0	0
How-to,Hobby	14,085	4.9%	13,884	201	0
Game	0	0.0%	0	0	0
Sports	908	0.3%	906	2	0
Education (School,Business,Language)	248	0.1%	248	0	0
Adult	22	0.0%	22	0	0
Others	1,983	0.7%	1,983	0	0
Total	285,840	100.0%	275,727	9,860	253

Genre	Units	%	DVD video	Blu-ray *3	UMD
Drama Domestic (Theatrical & Miscellaneous)	6,748,552	7.8%	6,720,556	27,651	345
Drama Domestic (TV)	3,214,514	3.7%	3,210,375	4,134	5
Drama International(Theatrical & Miscellaneous) *1	22,365,305	26.0%	20,908,347	1,299,869	157,089
Drama International(TV) *1	9,568,070	11.1%	9,552,548	15,522	0
Drama Asian(Theatrical & Miscellaneous) *2	630,276	0.7%	617,801	5,884	6,591
Drama Asian(TV) *2	5,226,885	6.1%	5,226,885	0	0
Animation for Grown-ups Domestic	16,757,885	19.5%	15,983,864	759,253	14,768
Animation for Grown-ups International	1,471,531	1.7%	1,363,784	102,038	5,709
Animation for Kids Domestic	2,535,361	2.9%	2,533,098	0	2,263
Non-Animation for Kids Domestic	1,549,989	1.8%	1,549,980	0	9
Animation for Kids International	1,704,319	2.0%	1,689,140	0	15,179
Non-Animation for Kids International	78,424	0.1%	78,424	0	0
Music Domestic	8,305,491	9.7%	8,268,044	37,222	225
Music International	918,340	1.1%	915,423	2,523	394
Karaoke	33,153	0.0%	33,153	0	0
How-to,Hobby	3,943,908	4.6%	3,895,805	47,770	333
Game	168	0.0%	168	0	0
Sports	265,724	0.3%	265,355	369	0
Education (School,Business,Language)	67,937	0.1%	67,937	0	0
Adult	6,020	0.0%	5,986	0	34
Others	711,425	0.8%	711,425	0	0
Total	86,103,277	100.0%	83,598,098	2,302,235	202,944

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

\*3 Including HD DVD

## DVD-Video Sales Volume by Genre 2007

(mil.yen)

Genre	Amount	%	2007/2006
Drama Domestic (Theatrical & Miscellaneous)	33,173	10.5%	96.2%
Drama Domestic (TV)	18,017	5.7%	118.9%
Drama International(Theatrical & Miscellaneous)	73,895	23.3%	92.2%
Drama International(TV)	37,584	11.9%	137.6%
Animation for Grown-ups Domestic	80,176	25.3%	100.8%
Animation for Grown-ups International	5,518	1.7%	76.7%
Animation for Kids Domestic	9,254	2.9%	65.1%
Non-Animation for Kids Domestic	6,121	1.9%	127.5%
Animation for Kids International	1,550	0.5%	130.3%
Non-Animation for Kids International	394	0.1%	64.9%
Music Domestic	25,964	8.2%	83.6%
Music International	4,262	1.3%	76.8%
Karaoke	36	0.0%	112.5%
How-to,Hobby	17,161	5.4%	88.8%
Game	-3	ERR	ERR
Sports	1,206	0.4%	64.0%
Education (School,Business,Language)	254	0.1%	50.0%
Adult	232	0.1%	ERR
Others	2,453	0.8%	110.7%
Total	317,247	100.0%	97.5%

Genre	Units	%	2007/2006
Drama Domestic (Theatrical & Miscellaneous)	8,823,636	9.1%	101.8%
Drama Domestic (TV)	2,963,825	3.1%	108.2%
Drama International(Theatrical & Miscellaneous)	29,971,197	31.0%	88.0%
Drama International(TV)	9,395,527	9.7%	132.8%
Animation for Grown-ups Domestic	17,668,466	18.3%	99.3%
Animation for Grown-ups International	2,136,334	2.2%	72.0%
Animation for Kids Domestic	3,122,911	3.2%	84.1%
Non-Animation for Kids Domestic	1,880,219	1.9%	117.3%
Animation for Kids International	1,742,985	1.8%	96.9%
Non-Animation for Kids International	138,524	0.1%	53.7%
Music Domestic	7,999,481	8.3%	77.7%
Music International	1,370,723	1.4%	71.6%
Karaoke	18,345	0.0%	101.4%
How-to,Hobby	5,616,037	5.8%	89.4%
Game	601	0.0%	10.5%
Sports	388,233	0.4%	63.8%
Education (School,Business,Language)	65,674	0.1%	61.9%
Adult	58,926	0.1%	ERR
Others	3,458,296	3.6%	86.9%
Total	96,819,940	100.0%	93.2%

## Sales Volume by Genre 2006

(mil.yen)

Genre	Amount	%	2006/2005	DVD Video	Cassettes
Drama Domestic (Theatrical & Miscellaneous)	35,323	10.7%	105.7%	34,466	857
Drama Domestic (TV)	15,265	4.6%	131.4%	15,153	112
Drama International(Theatrical & Miscellaneous)	82,025	24.8%	67.8%	80,180	1,845
Drama International(TV)	27,639	8.4%	130.0%	27,315	324
Animation for Grown-ups Domestic	80,116	24.2%	96.1%	79,565	551
Animation for Grown-ups International	7,272	2.2%	65.2%	7,195	77
Animation for Kids Domestic	14,912	4.5%	108.7%	14,207	705
Non-Animation for Kids Domestic	4,979	1.5%	95.9%	4,799	180
Animation for Kids International	1,197	0.4%	63.9%	1,190	7
Non-Animation for Kids International	622	0.2%	224.5%	607	15
Music Domestic	31,255	9.5%	97.5%	31,072	183
Music International	5,560	1.7%	76.4%	5,551	9
Karaoke	32	0.0%	76.2%	32	0
How-to,Hobby	19,713	6.0%	95.1%	19,336	377
Game	9	0.0%	ERR	9	0
Sports	1,880	0.6%	46.1%	1,884	-4
Education (School,Business,Language)	727	0.2%	67.6%	508	219
Adult	24	0.0%	26.1%	-4	28
Others	2,252	0.7%	83.4%	2,215	37
Total	330,802	100.0%	89.2%	325,280	5,522

Genre	Units	%	2006/2005	DVD Video	Cassettes
Drama Domestic (Theatrical & Miscellaneous)	8,773,611	8.3%	127.0%	8,668,052	105,559
Drama Domestic (TV)	2,756,937	2.6%	126.8%	2,738,562	18,375
Drama International(Theatrical & Miscellaneous)	34,360,596	32.7%	77.5%	34,071,447	289,149
Drama International(TV)	7,148,215	6.8%	156.7%	7,073,595	74,620
Animation for Grown-ups Domestic	17,918,005	17.0%	97.2%	17,800,432	117,573
Animation for Grown-ups International	2,965,878	2.8%	62.5%	2,968,919	-3,041
Animation for Kids Domestic	3,903,544	3.7%	88.8%	3,711,821	191,723
Non-Animation for Kids Domestic	1,676,616	1.6%	123.6%	1,603,279	73,337
Animation for Kids International	1,802,296	1.7%	100.6%	1,798,088	4,208
Non-Animation for Kids International	266,734	0.3%	239.2%	257,870	8,864
Music Domestic	10,432,003	9.9%	97.6%	10,294,521	137,482
Music International	1,924,076	1.8%	67.6%	1,914,208	9,868
Karaoke	18,878	0.0%	67.7%	18,096	782
How-to,Hobby	6,425,750	6.1%	95.4%	6,284,644	141,106
Game	5,744	0.0%	8205.7%	5,744	0
Sports	612,527	0.6%	66.3%	608,217	4,310
Education (School,Business,Language)	143,253	0.1%	63.0%	106,149	37,104
Adult	15,027	0.0%	42.1%	-1,189	16,216
Others	4,032,229	3.8%	91.9%	3,978,001	54,228
Total	105,181,919	100.0%	91.7%	103,900,456	1,281,463

## Sales Volume by Genre 2005

(mil.yen)

Genre	Amount	%	2005/2004	DVD Video	Cassettes
Drama Domestic (Theatrical & Miscellaneous)	33,413	9.0%	96.1%	30,768	2,645
Drama Domestic (TV)	11,614	3.1%	69.6%	11,089	525
Drama International(Theatrical & Miscellaneous)	120,923	32.6%	87.0%	111,168	9,755
Drama International(TV)	21,262	5.7%	82.1%	19,645	1,617
Animation for Grown-ups Domestic	83,405	22.5%	141.9%	80,487	2,918
Animation for Grown-ups International	11,157	3.0%	64.8%	10,479	678
Animation for Kids Domestic	13,722	3.7%	102.4%	11,069	2,653
Non-Animation for Kids Domestic	5,191	1.4%	90.5%	4,618	573
Animation for Kids International	1,872	0.5%	58.6%	1,789	83
Non-Animation for Kids International	277	0.1%	39.6%	225	52
Music Domestic	32,042	8.7%	116.0%	31,760	282
Music International	7,278	2.0%	82.7%	7,270	8
Karaoke	42	0.0%	42.4%	41	1
How-to,Hobby	20,719	5.6%	112.2%	19,855	864
Game	0	0.0%	0.0%	0	0
Sports	4,076	1.1%	242.2%	4,060	16
Education (School,Business,Language)	1,076	0.3%	151.1%	722	354
Adult	92	0.0%	84.4%	52	40
Others	2,699	0.7%	107.2%	2,610	89
Total	370,860	100.0%	98.8%	347,707	23,153

Genre	Units	%	2005/2004	DVD Video	Cassettes
Drama Domestic (Theatrical & Miscellaneous)	6,909,354	6.0%	88.6%	6,564,108	345,246
Drama Domestic (TV)	2,174,358	1.9%	85.7%	2,081,449	92,909
Drama International(Theatrical & Miscellaneous)	44,330,431	38.7%	101.0%	42,841,615	1,488,816
Drama International(TV)	4,562,750	4.0%	86.5%	4,074,513	488,237
Animation for Grown-ups Domestic	18,430,346	16.1%	145.6%	17,838,260	592,086
Animation for Grown-ups International	4,742,196	4.1%	65.0%	4,643,351	98,845
Animation for Kids Domestic	4,393,859	3.8%	112.3%	3,641,213	752,646
Non-Animation for Kids Domestic	1,356,515	1.2%	93.7%	1,189,739	166,776
Animation for Kids International	1,790,840	1.6%	71.0%	1,768,706	22,134
Non-Animation for Kids International	111,490	0.1%	36.7%	92,170	19,320
Music Domestic	10,685,799	9.3%	113.6%	10,607,421	78,378
Music International	2,847,667	2.5%	92.7%	2,837,537	10,130
Karaoke	27,873	0.0%	50.7%	26,833	1,040
How-to,Hobby	6,735,714	5.9%	119.7%	6,563,979	171,735
Game	70	0.0%	ERR	70	0
Sports	923,926	0.8%	186.9%	917,398	6,528
Education (School,Business,Language)	227,435	0.2%	69.9%	102,710	124,725
Adult	35,653	0.0%	81.1%	16,862	18,791
Others	4,385,975	3.8%	120.6%	4,243,212	142,763
Total	114,672,251	100.0%	104.0%	110,051,146	4,621,105

## Sales Volume by Genre 2004

(mil.yen)

Genre	Amount	%	2004/2003	Cassettes	DVD video
Drama Domestic (Theatrical & Miscellaneous)	34,783	9.3%	114.3%	6,395	28,388
Drama Domestic (TV)	16,679	4.4%	174.9%	1,891	14,788
Drama International(Theatrical & Miscellaneous)	139,016	37.0%	96.8%	23,872	115,144
Drama International(TV)	25,893	6.9%	ERR	5,054	20,839
Animation for Grown-ups Domestic	58,785	15.7%	88.7%	5,999	52,786
Animation for Grown-ups International	17,211	4.6%	186.3%	2,073	15,138
Animation for Kids Domestic	13,401	3.6%	83.3%	5,372	8,029
Non-Animation for Kids Domestic	5,738	1.5%	82.5%	1,345	4,393
Animation for Kids International	3,193	0.9%	82.6%	334	2,859
Non-Animation for Kids International	699	0.2%	79.7%	176	523
Music Domestic	27,612	7.4%	88.2%	188	27,424
Music International	8,799	2.3%	125.6%	75	8,724
Karaoke	99	0.0%	34.1%	2	97
How-to,Hobby	18,467	4.9%	166.6%	2,312	16,155
Game	-3	ERR	ERR	0	-3
Sports	1,683	0.4%	59.5%	37	1,646
Education (School,Business,Language)	712	0.2%	67.2%	322	390
Adult	109	0.0%	97.3%	54	55
Others	2,517	0.7%	224.7%	130	2,387
Total	375,393	100.0%	108.0%	55,631	319,762

Genre	Units	%	2004/2003	Cassettes	DVD video
Drama Domestic (Theatrical & Miscellaneous)	7,802,200	7.1%	139.9%	832,064	6,970,136
Drama Domestic (TV)	2,536,775	2.3%	163.7%	321,064	2,215,711
Drama International(Theatrical & Miscellaneous)	43,874,771	39.8%	109.9%	3,170,974	40,703,797
Drama International(TV)	5,272,967	4.8%	ERR	905,707	4,367,260
Animation for Grown-ups Domestic	12,658,023	11.5%	94.5%	1,088,832	11,569,191
Animation for Grown-ups International	7,298,981	6.6%	255.9%	600,907	6,698,074
Animation for Kids Domestic	3,913,846	3.5%	94.1%	1,395,581	2,518,265
Non-Animation for Kids Domestic	1,447,524	1.3%	73.5%	401,384	1,046,140
Animation for Kids International	2,523,206	2.3%	66.8%	194,824	2,328,382
Non-Animation for Kids International	303,833	0.3%	75.1%	68,612	235,221
Music Domestic	9,406,096	8.5%	87.9%	12,456	9,393,640
Music International	3,073,505	2.8%	136.4%	41,489	3,032,016
Karaoke	54,992	0.1%	46.3%	1,402	53,590
How-to,Hobby	5,628,440	5.1%	143.1%	689,431	4,939,009
Game	-166	ERR	ERR	0	-166
Sports	494,282	0.4%	66.9%	-427	494,709
Education (School,Business,Language)	325,145	0.3%	92.6%	209,746	115,399
Adult	43,943	0.0%	103.8%	26,716	17,227
Others	3,635,616	3.3%	285.4%	316,571	3,319,045
Total	110,293,979	100.0%	117.4%	10,277,333	100,016,646

# Sales Volume by Genre 2003

(mil.yen)

Genre	Amount	%	2003/2002	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	30,441	8.7%	142.2%	11,829	-2	0	18,614	0
Drama Domestic (TV)	9,539	2.7%	112.4%	2,422	0	0	7,117	0
Drama International(Theatrical & TV)	149,428	42.6%	112.1%	43,591	-8	0	105,845	0
Animation for Grown-ups Domestic	66,245	18.9%	88.9%	9,203	-33	8	57,067	0
Animation for Grown-ups International	9,236	2.6%	63.0%	1,975	0	0	7,261	0
Animation for Kids Domestic	16,072	4.6%	100.2%	8,899	-23	0	7,196	0
Non-Animation for Kids Domestic	6,965	2.0%	89.5%	2,546	-2	13	4,408	0
Animation for Kids International	3,864	1.1%	161.5%	1,490	0	0	2,374	0
Non-Animation for Kids International	877	0.3%	188.2%	412	0	0	465	0
Music Domestic	31,419	9.0%	141.4%	2,890	-17	5	28,402	139
Music International	7,003	2.0%	169.4%	116	-1	0	6,888	0
Karaoke	2,866	0.8%	61.1%	7	1,685	891	283	0
How-to,Hobby	11,250	3.2%	109.3%	2,998	2	149	8,084	17
Game	246	0.1%	193.7%	0	0	131	118	-3
Sports	2,827	0.8%	143.6%	205	0	0	2,622	0
Education (School,Business,Language)	1,091	0.3%	115.1%	636	31	0	424	0
Adult	112	0.0%	103.7%	63	0	0	49	0
Others	1,152	0.3%	92.5%	550	0	27	570	5
<b>Total</b>	<b>350,633</b>	<b>100.0%</b>	<b>107.9%</b>	<b>89,832</b>	<b>1,632</b>	<b>1,224</b>	<b>257,787</b>	<b>158</b>

Genre	Units	%	2003/2002	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	5,576,549	5.8%	137.0%	1,497,471	-484	0	4,079,562	0
Drama Domestic (TV)	1,550,044	1.6%	91.2%	372,894	-65	0	1,177,215	0
Drama International(Theatrical & TV)	40,827,883	43.0%	124.4%	5,510,732	-1,992	0	35,319,143	0
Animation for Grown-ups Domestic	13,389,524	14.1%	77.7%	1,803,117	-7,140	2,293	11,591,254	0
Animation for Grown-ups International	2,852,661	3.0%	76.3%	481,681	0	0	2,370,980	0
Animation for Kids Domestic	4,152,457	4.4%	86.3%	2,325,688	-4,597	-1	1,831,357	10
Non-Animation for Kids Domestic	1,973,924	2.1%	98.1%	913,682	-454	4,367	1,056,329	0
Animation for Kids International	3,776,444	4.0%	285.9%	1,045,905	-2	0	2,730,541	0
Non-Animation for Kids International	404,793	0.4%	214.0%	164,004	0	0	240,789	0
Music Domestic	10,734,577	11.3%	133.4%	671,930	-2,137	11,447	10,032,164	21,173
Music International	2,252,879	2.4%	145.7%	20,479	-630	94	2,232,936	0
Karaoke	839,658	0.9%	75.5%	3,787	340,791	380,014	115,066	0
How-to,Hobby	3,998,375	4.2%	106.9%	1,264,391	260	49,707	2,668,861	15,156
Game	89,388	0.1%	25.9%	0	0	70,669	19,236	-517
Sports	738,659	0.8%	149.3%	59,062	-120	-7	679,724	0
Education (School,Business,Language)	353,152	0.4%	287.2%	267,007	1,850	4	84,291	0
Adult	42,313	0.0%	88.8%	28,173	-3	0	14,143	0
Others	1,440,805	1.5%	78.5%	344,241	-225	162,704	929,835	4,250
<b>Total</b>	<b>94,994,085</b>	<b>100.0%</b>	<b>111.5%</b>	<b>16,774,244</b>	<b>325,052</b>	<b>681,291</b>	<b>77,173,426</b>	<b>40,072</b>

Sales Volume by Genre 2002

(mil.yen)

Genre	Amount	%	2002/2001	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	21,413	6.6%	92.9%	10,449	-4	0	10,968	0
Drama Domestic (TV)	8,488	2.6%	92.9%	2,951	-1	0	5,538	0
Drama International(Theatrical & TV)	133,341	41.1%	111.0%	57,355	-30	0	76,016	0
Animation for Grown-ups Domestic	74,530	23.0%	173.2%	19,571	-126	7	55,078	0
Animation for Grown-ups International	14,660	4.5%	181.7%	5,636	0	0	9,024	0
Animation for Kids Domestic	16,042	4.9%	72.0%	11,400	-40	0	4,682	0
Non-Animation for Kids Domestic	7,778	2.4%	112.8%	3,869	2	12	3,894	1
Animation for Kids International	2,393	0.7%	114.4%	1,501	0	0	892	0
Non-Animation for Kids International	466	0.1%	97.9%	259	0	0	207	0
Music Domestic	22,215	6.8%	75.4%	3,964	-10	8	18,206	47
Music International	4,133	1.3%	137.5%	225	-6	0	3,914	0
Karaoke	4,687	1.5%	65.5%	15	3,112	1,064	496	0
How-to,Hobby	10,291	3.2%	81.3%	4,131	5	151	6,004	0
Game	127	0.0%	10.5%	0	0	229	40	-142
Sports	1,969	0.6%	105.8%	246	-2	0	1,725	0
Education (School,Business,Language)	948	0.3%	213.9%	512	257	0	179	0
Adult	108	0.0%	9.2%	74	0	0	34	0
Others	1,246	0.4%	67.7%	778	0	78	390	0
<b>Total</b>	<b>324,835</b>	<b>100.0%</b>	<b>110.5%</b>	<b>122,935</b>	<b>3,157</b>	<b>1,549</b>	<b>197,288</b>	<b>-94</b>

Genre	Units	%	2002/2001	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	4,070,781	4.8%	94.5%	1,293,209	-1,781	33	2,779,320	0
Drama Domestic (TV)	1,699,958	2.0%	86.2%	514,273	-183	0	1,185,868	0
Drama International(Theatrical & TV)	32,828,506	38.5%	122.7%	7,146,663	-9,382	0	25,691,225	0
Animation for Grown-ups Domestic	17,243,046	20.2%	185.1%	4,464,588	-25,434	3,708	12,800,184	0
Animation for Grown-ups International	3,740,465	4.4%	169.8%	1,278,303	0	0	2,462,162	0
Animation for Kids Domestic	4,811,205	5.6%	71.6%	3,341,189	-7,669	3	1,477,681	1
Non-Animation for Kids Domestic	2,013,019	2.4%	101.2%	1,352,236	-975	3,835	657,605	318
Animation for Kids International	1,320,997	1.6%	129.6%	887,001	-8	0	434,004	0
Non-Animation for Kids International	189,168	0.2%	83.7%	100,024	0	-1	89,145	0
Music Domestic	8,046,502	9.4%	85.4%	1,624,308	2,631	15,927	6,390,923	12,713
Music International	1,546,397	1.8%	145.7%	118,433	-1,698	171	1,429,491	0
Karaoke	1,111,856	1.3%	40.0%	7,142	761,062	122,383	221,269	0
How-to,Hobby	3,741,940	4.4%	71.7%	1,440,005	739	685,983	1,615,179	34
Game	345,556	0.4%	32.4%	210	0	335,690	9,818	-162
Sports	494,809	0.6%	94.9%	72,658	-275	-19	422,445	0
Education (School,Business,Language)	122,947	0.1%	77.6%	108,931	7,421	-11	6,606	0
Adult	47,629	0.1%	8.4%	35,014	0	0	12,615	0
Others	1,834,447	2.2%	108.1%	518,231	-245	765,547	549,714	1,200
<b>Total</b>	<b>85,209,228</b>	<b>100.0%</b>	<b>110.7%</b>	<b>24,302,418</b>	<b>724,203</b>	<b>1,933,249</b>	<b>58,235,254</b>	<b>14,104</b>



Sales Volume by Genre 2001

(mil.yen)

Genre	Amount	%	2001/2000	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	23,041	7.8%	105.7%	11,767	-22	0	11,296	0
Drama Domestic (TV)	9,135	3.1%	145.2%	3,891	-7	0	5,251	0
Drama International(Theatrical & TV)	120,178	40.9%	104.8%	65,398	28	0	54,752	0
Animation for Grown-ups Domestic	43,037	14.6%	111.2%	5,972	-606	103	37,568	0
Animation for Grown-ups International	8,069	2.7%	69.9%	5,068	0	0	3,001	0
Animation for Kids Domestic	22,267	7.6%	144.7%	14,774	-117	2	7,608	0
Non-Animation for Kids Domestic	6,896	2.3%	170.4%	4,813	-27	23	2,087	0
Animation for Kids International	2,092	0.7%	48.4%	1,915	0	0	177	0
Non-Animation for Kids International	476	0.2%	115.3%	348	0	0	128	0
Music Domestic	29,454	10.0%	111.1%	9,910	-120	6	19,230	428
Music International	3,005	1.0%	89.0%	554	-19	26	2,444	0
Karaoke	7,158	2.4%	68.0%	14	4,245	1,721	1,176	2
How-to,Hobby	12,664	4.3%	125.4%	5,833	33	1,581	5,203	14
Game	1,215	0.4%	109.3%	0	0	641	8	566
Sports	1,861	0.6%	89.8%	666	-4	19	1,180	0
Education (School,Business,Language)	443	0.2%	50.9%	381	8	9	27	18
Adult	1,169	0.4%	393.6%	817	0	0	352	0
Others	1,841	0.6%	78.1%	433	410	599	399	0
Total	294,001	100.0%	107.1%	132,554	3,802	4,730	151,887	1,028

Genre	Units	%	2001/2000	Cassettes	Laser Discs	Miscellaneous CD	DVD video	DVD-ROM
Drama Domestic (Theatrical & Miscellaneous)	4,307,554	5.6%	122.7%	1,417,619	-1,840	14	2,891,761	0
Drama Domestic (TV)	1,971,531	2.6%	147.2%	674,146	-509	0	1,297,894	0
Drama International(Theatrical & TV)	26,754,630	34.7%	114.5%	8,810,979	19,780	0	17,923,871	0
Animation for Grown-ups Domestic	9,313,338	12.1%	109.5%	1,480,374	-123,646	82,561	7,874,049	0
Animation for Grown-ups International	2,203,195	2.9%	77.4%	1,432,435	0	-33	770,793	0
Animation for Kids Domestic	6,717,928	8.7%	138.7%	4,762,532	-23,553	452	1,978,497	0
Non-Animation for Kids Domestic	1,989,050	2.6%	142.7%	1,497,773	-5,896	7,504	489,669	0
Animation for Kids International	1,019,548	1.3%	64.3%	958,895	-88	0	60,741	0
Non-Animation for Kids International	225,928	0.3%	119.3%	181,800	-61	0	44,189	0
Music Domestic	9,421,558	12.2%	101.7%	3,339,546	-30,863	13,926	6,000,652	98,297
Music International	1,061,265	1.4%	84.7%	217,994	-3,838	55,780	791,329	0
Karaoke	2,776,989	3.6%	63.1%	6,918	1,096,662	1,347,201	325,758	450
How-to,Hobby	5,221,150	6.8%	109.4%	2,219,090	12,891	1,237,037	1,750,023	2,109
Game	1,068,049	1.4%	150.6%	-22	0	913,708	2,163	152,200
Sports	521,440	0.7%	94.6%	195,456	-516	7,143	319,357	0
Education (School,Business,Language)	158,406	0.2%	31.1%	138,000	369	3,514	15,793	730
Adult	564,007	0.7%	482.7%	434,454	1	0	129,552	0
Others	1,697,444	2.2%	48.5%	312,198	56,640	857,853	468,243	2,510
Total	76,993,010	100.0%	106.0%	28,080,187	995,533	4,526,660	43,134,334	256,296