

# JVA Monthly Data 2009

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	19,475	70.1%	93.4%	6,320	67.4%	102.0%	800	109.7%		156,884	62.7%	87.8%	50,418	61.1%	91.1%	7,598	89.1%	
Rental	8,216	29.6%	97.4%	3,015	32.1%	120.4%	592	83.7%		92,692	37.0%	94.7%	31,678	38.4%	111.4%	7,149	82.2%	
Business Use	86	0.3%	47.0%	43	0.5%	38.2%	1	20.0%		749	0.3%	50.7%	400	0.5%	40.8%	107	66.0%	
DVD Video	27,777	86.8%	94.2%	9,378	89.4%	106.4%	1,393	96.7%	Increased 14 Decreased 15 Other 2	250,325	91.0%	90.1%	82,495	93.5%	97.3%	14,854	85.4%	
Retail	4,056	97.3%	159.0%	1,008	95.0%	218.1%	140	126.1%		22,706	94.0%	253.7%	4,844	89.5%	249.3%	1,053	238.2%	
Rental	113	2.7%	240.4%	52	4.9%	426.9%	19	38.8%		1,435	5.9%	188.8%	567	10.5%	175.6%	254	118.7%	
Business Use	1	0.0%	100.0%	0	0.0%	111.1%	0	ERR		7	0.0%	700.0%	3	0.0%	624.6%	0	ERR	
Blu-ray	4,170	13.0%	160.4%	1,061	10.1%	223.4%	159	99.4%	Increased 13 Decreased 7 Other 7	24,148	8.8%	248.6%	5,414	6.1%	238.8%	1,307	199.2%	
Video Cassette	6	0.0%	33.3%	1	0.0%	32.3%	0	ERR	Increased 0 Decreased 3 Other 3	134	0.0%	80.2%	30	0.0%	42.6%	6	18.8%	
UMD	53	0.2%	189.3%	45	0.4%	185.9%	24	800.0%	Increased 1 Decreased 1 Other 1	433	0.2%	166.5%	331	0.4%	162.1%	111	258.1%	
Total	32,006	100.0%	99.7%	10,484	100.0%	112.6%	1,576	98.3%		275,040	100.0%	95.5%	88,270	100.0%	101.1%	16,278	89.8%	

	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	12,326	57.6%	93.3%	4,975	63.0%	104.8%	868	88.5%		137,409	61.7%	87.1%	44,098	60.3%	89.7%	6,798	87.1%	
Rental	8,947	41.8%	109.4%	2,786	35.3%	114.2%	885	100.3%		84,476	38.0%	94.5%	28,663	39.2%	110.6%	6,557	82.1%	
Business Use	118	0.6%	59.3%	137	1.7%	106.3%	33	825.0%		663	0.3%	51.2%	357	0.5%	41.2%	106	67.5%	
DVD Video	21,391	86.7%	99.1%	7,897	91.8%	108.0%	1,786	95.7%	Increased 15 Decreased 15 Other 1	222,548	91.6%	89.6%	73,118	94.0%	96.3%	13,461	84.4%	
Retail	3,090	93.9%	230.9%	624	88.4%	196.9%	120	136.4%		18,650	93.4%	291.4%	3,835	88.1%	259.0%	913	275.8%	
Rental	200	6.1%	363.6%	82	11.6%	305.1%	22	169.2%		1,322	6.6%	185.4%	515	11.8%	165.7%	235	142.4%	
Business Use	0	0.0%	ERR	0	0.0%	ERR	0	ERR		6	0.0%	ERR	2	0.1%	2220.8%	0	ERR	
Blu-ray	3,290	13.3%	236.2%	706	8.2%	205.4%	142	140.6%	Increased 14 Decreased 2 Other 7	19,978	8.2%	280.9%	4,353	5.6%	242.9%	1,148	231.5%	
Video Cassette	3	0.0%	ERR	0	0.0%	ERR	0	0.0%	Increased 0 Decreased 8 Other 0	128	0.1%	85.9%	29	0.0%	43.1%	6	18.8%	
UMD	-7	0.0%	ERR	-4	0.0%	ERR	4	14.3%	Increased 1 Decreased 2 Other 0	380	0.2%	163.8%	286	0.4%	158.9%	87	217.5%	
Total	24,677	100.0%	107.7%	8,599	100.0%	111.5%	1,932	96.4%		243,034	100.0%	94.9%	77,786	100.0%	99.7%	14,702	89.0%	

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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	15,229	67.5%	138.2%	4,868	62.9%	134.7%	609	78.7%		125,083	62.2%	86.5%	39,123	60.0%	88.1%	5,930	86.9%	
Rental	7,277	32.2%	98.9%	2,837	36.7%	123.5%	750	111.3%		75,529	37.5%	93.0%	25,877	39.7%	110.2%	5,672	79.8%	
Business Use	66	0.3%	52.4%	31	0.4%	36.2%	10	125.0%		545	0.3%	49.7%	220	0.3%	29.8%	73	47.7%	
DVD Video	22,572	90.7%	122.0%	7,737	93.7%	129.0%	1,369	94.0%	Increased 15 Decreased 16 Other 1	201,157	92.1%	88.7%	65,220	94.3%	95.0%	11,675	82.9%	
Retail	2,193	96.4%	295.6%	421	84.4%	264.4%	100	277.8%		15,560	93.2%	307.4%	3,211	88.1%	275.9%	793	326.3%	
Rental	83	3.6%	276.7%	78	15.6%	857.7%	10	200.0%		1,122	6.7%	170.5%	433	11.9%	152.5%	213	140.1%	
Business Use	0	0.0%	ERR	0	0.0%	375.0%	0	ERR		6	0.0%	ERR	2	0.1%	2205.9%	0	ERR	
Blu-ray	2,276	9.1%	294.8%	498	6.0%	296.3%	110	268.3%	Increased 10 Decreased 5 Other 12	16,688	7.6%	291.7%	3,646	5.3%	251.9%	1,006	254.7%	
Video Cassette	8	0.0%	29.6%	1	0.0%	62.0%	0	ERR	Increased 1 Decreased 4 Other 4	125	0.1%	48.8%	30	0.0%	58.0%	6	25.0%	
UMD	29	0.1%	290.0%	24	0.3%	242.7%	6	ERR	Increased 1 Decreased 3 Other 0	388	0.2%	195.0%	290	0.4%	207.2%	83	691.7%	
Total	24,885	100.0%	128.9%	8,260	100.0%	133.7%	1,485	99.2%		218,358	100.0%	93.7%	69,187	100.0%	98.4%	12,770	88.0%	

	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	14,760	61.1%	113.1%	3,947	51.2%	93.9%	588	82.6%		109,854	61.5%	82.2%	34,255	59.6%	83.9%	5,321	88.0%	
Rental	9,283	38.5%	98.2%	3,650	47.4%	142.8%	445	65.2%		68,252	38.2%	92.4%	23,040	40.1%	108.8%	4,922	76.5%	
Business Use	100	0.4%	46.1%	110	1.4%	67.4%	2	15.4%		479	0.3%	49.4%	189	0.3%	29.0%	63	43.4%	
DVD Video	24,143	91.4%	106.3%	7,708	94.1%	111.3%	1,035	73.5%	Increased 12 Decreased 19 Other 1	178,585	92.3%	85.7%	57,483	94.3%	91.8%	10,306	81.7%	
Retail	2,185	96.3%	275.9%	444	94.4%	275.1%	98	264.9%		13,367	92.7%	309.4%	2,790	88.6%	277.8%	693	334.8%	
Rental	83	3.7%	162.7%	26	5.6%	169.3%	4	80.0%		1,039	7.2%	165.4%	355	11.3%	129.3%	203	138.1%	
Business Use	0	0.0%	ERR	0	0.0%	300.0%	0	ERR		6	0.0%	ERR	2	0.1%	2281.4%	0	ERR	
Blu-ray	2,268	8.6%	269.0%	470	5.7%	265.8%	102	242.9%	Increased 11 Decreased 1 Other 14	14,412	7.4%	291.3%	3,148	5.2%	246.0%	896	253.1%	
Video Cassette	-13	ERR	ERR	-5	ERR	ERR	0	0.0%	Increased 0 Decreased 6 Other 3	117	0.1%	51.1%	29	0.0%	57.9%	6	25.0%	
UMD	22	0.1%	183.3%	19	0.2%	156.4%	5	500.0%	Increased 1 Decreased 2 Other 1	359	0.2%	189.9%	266	0.4%	204.5%	77	641.7%	
Total	26,420	100.0%	111.9%	8,192	100.0%	115.0%	1,142	78.7%		193,473	100.0%	90.5%	60,926	100.0%	95.0%	11,285	86.7%	

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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	8,863	58.3%	70.3%	2,860	53.6%	74.1%	581	84.2%		95,094	61.6%	78.9%	30,308	60.9%	82.8%	4,733	88.7%	
Rental	6,270	41.3%	86.1%	2,488	46.6%	102.2%	650	98.5%		58,969	38.2%	91.5%	19,389	39.0%	104.1%	4,477	77.9%	
Business Use	61	0.4%	31.3%	-9	ERR	ERR	4	200.0%		379	0.2%	50.3%	78	0.2%	16.1%	61	46.2%	
DVD Video	15,194	88.2%	75.6%	5,339	92.2%	83.3%	1,235	91.3%	Increased 10 Decreased 21 Other 1	154,442	92.5%	83.2%	49,776	94.4%	89.3%	9,271	82.7%	
Retail	1,947	98.5%	309.5%	400	97.5%	258.9%	70	280.0%		11,182	92.1%	317.0%	2,346	87.6%	278.3%	595	350.0%	
Rental	29	1.5%	19.3%	10	2.5%	14.4%	5	11.4%		956	7.9%	165.7%	329	12.3%	126.9%	199	140.1%	
Business Use	0	0.0%	ERR	0	0.0%	41.1%	0	ERR		6	0.0%	ERR	2	0.1%	2412.1%	0	ERR	
Blu-ray	1,976	11.5%	253.7%	410	7.1%	182.5%	75	108.7%	Increased 10 Decreased 6 Other 11	12,144	7.3%	295.8%	2,678	5.1%	242.8%	794	254.5%	
Video Cassette	11	0.1%	68.8%	10	0.2%	571.7%	0	0.0%	Increased 2 Decreased 4 Other 0	130	0.1%	66.3%	34	0.1%	78.8%	6	26.1%	
UMD	39	0.2%	205.3%	28	0.5%	341.4%	7	ERR	Increased 2 Decreased 1 Other 1	337	0.2%	190.4%	247	0.5%	209.4%	72	654.5%	
Total	17,220	100.0%	82.4%	5,788	100.0%	87.1%	1,317	92.6%		167,053	100.0%	87.8%	52,734	100.0%	92.5%	10,143	87.7%	

	July Actual									# of Cum (Jan.-Jul.)								
	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	12,322	60.7%	68.6%	4,516	60.1%	77.4%	735	102.2%		86,231	61.9%	79.9%	27,448	61.8%	83.8%	4,152	89.4%	
Rental	7,770	38.3%	91.4%	2,880	38.3%	117.8%	606	88.6%		52,699	37.8%	92.2%	16,901	38.0%	104.4%	3,827	75.2%	
Business Use	214	1.1%	220.6%	124	1.6%	93.5%	14	116.7%		318	0.2%	57.0%	87	0.2%	23.5%	57	43.8%	
DVD Video	20,306	91.9%	76.4%	7,520	93.0%	89.4%	1,355	95.8%	Increased 14 Decreased 17 Other 1	139,248	92.9%	84.1%	44,436	94.7%	90.1%	8,036	81.5%	
Retail	1,483	86.0%	161.4%	383	73.1%	181.0%	98	200.0%		9,235	90.8%	318.6%	1,946	85.8%	282.6%	525	362.1%	
Rental	242	14.0%	108.0%	141	26.9%	130.1%	41	195.2%		927	9.1%	217.1%	319	14.1%	168.5%	194	198.0%	
Business Use	0	0.0%	ERR	0	0.0%	ERR	0	ERR		6	0.1%	ERR	2	0.1%	215800.0%	0	ERR	
Blu-ray	1,725	7.8%	150.9%	523	6.5%	163.8%	139	198.6%	Increased 10 Decreased 4 Other 13	10,168	6.8%	305.7%	2,268	4.8%	258.3%	719	295.9%	
Video Cassette	23	0.1%	74.2%	8	0.1%	199.0%	2	200.0%	Increased 2 Decreased 3 Other 3	119	0.1%	66.1%	23	0.0%	57.0%	6	28.6%	
UMD	48	0.2%	342.9%	37	0.5%	387.2%	9	900.0%	Increased 0 Decreased 0 Other 2	298	0.2%	188.6%	219	0.5%	199.4%	65	590.9%	
Total	22,102	100.0%	79.6%	8,088	100.0%	92.5%	1,505	101.2%		149,833	100.0%	88.5%	46,946	100.0%	93.3%	8,826	87.1%	

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	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	
Retail	15,247	65.8%	106.5%	4,668	63.9%	104.8%	611	91.1%		73,902	61.7%	80.8%	22,499	61.2%	79.7%	3,334	82.7%	
Rental	7,834	33.8%	98.7%	2,534	34.7%	121.0%	494	78.5%		45,513	38.0%	93.2%	14,118	38.4%	98.1%	3,611	93.5%	
Business Use	92	0.4%	191.7%	106	1.4%	627.1%	2	25.0%		300	0.3%	65.1%	159	0.4%	64.2%	44	36.4%	
DVD Video	23,173	92.6%	103.9%	7,307	94.5%	111.3%	1,107	84.6%	Increased 11 Decreased 20 Other 1	119,715	93.0%	85.0%	36,776	94.7%	85.8%	6,989	87.2%	
Video Cassette	17	0.1%	45.9%	6	0.1%	65.4%	0	0.0%	Increased 2 Decreased 5 Other 1	98	0.1%	59.4%	36	0.1%	95.8%	1	4.5%	
Blu-ray (include HD DVD)	1,760	7.0%	302.9%	363	4.7%	252.8%	168	365.2%	Increased 10 Decreased 1 Other 10	8,629	6.7%	381.5%	1,828	4.7%	311.4%	572	290.4%	
UMD	75	0.3%	227.3%	54	0.7%	272.8%	14	1400.0%	Increased 1 Decreased 1 Other 1	252	0.2%	195.3%	192	0.5%	191.2%	57	570.0%	
Total	25,025	100.0%	109.1%	7,730	100.0%	114.7%	1,289	94.8%		128,694	100.0%	89.8%	38,832	100.0%	89.1%	7,619	92.4%	

	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	7,918	55.2%	58.2%	2,422	58.6%	55.8%	386	73.5%		58,655	60.8%	76.0%	17,831	60.5%	75.0%	2,723	81.1%	
Rental	6,479	45.1%	100.0%	1,776	43.0%	91.4%	452	99.8%		37,679	39.0%	92.2%	11,585	39.3%	94.2%	3,117	96.4%	
Business Use	-42	ERR	ERR	-65	ERR	ERR	5	38.5%		208	0.2%	50.4%	53	0.2%	23.1%	42	37.2%	
DVD Video	14,355	93.2%	71.3%	4,132	94.0%	65.6%	843	85.1%	Increased 10 Decreased 20 Other 2	96,542	93.1%	81.5%	29,469	94.7%	81.2%	5,882	87.7%	
Video Cassette	14	0.1%	45.2%	3	0.1%	51.8%	0	0.0%	Increased 0 Decreased 3 Other 2	81	0.1%	63.3%	30	0.1%	105.8%	1	5.6%	
Blu-ray (include HD DVD)	960	6.2%	259.5%	200	4.6%	185.0%	70	388.9%	Increased 8 Decreased 3 Other 13	6,869	6.6%	408.6%	1,465	4.7%	330.4%	404	267.5%	
UMD	80	0.5%	470.6%	61	1.4%	500.8%	20	2000.0%	Increased 0 Decreased 2 Other 2	177	0.2%	184.4%	138	0.4%	171.2%	43	477.8%	
Total	15,409	100.0%	75.0%	4,396	100.0%	68.4%	933	92.3%		103,669	100.0%	86.1%	31,102	100.0%	84.4%	6,330	92.0%	

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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	10,654	64.6%	79.0%	3,358	61.4%	63.2%	494	84.2%		50,737	61.7%	79.8%	15,409	60.8%	79.3%	2,337	82.5%
Rental	5,765	35.0%	66.0%	2,081	38.1%	76.6%	701	88.7%		31,200	38.0%	90.7%	9,809	38.7%	94.8%	2,665	95.8%
Business Use	72	0.4%	104.3%	28	0.5%	83.5%	1	50.0%		250	0.3%	70.4%	119	0.5%	56.1%	37	37.0%
DVD Video	16,491	91.1%	74.0%	5,467	93.9%	67.8%	1,196	86.7%	Increased 11 Decreased 20 Other 2	82,187	93.1%	83.6%	25,337	94.9%	84.5%	5,039	88.2%
Video Cassette	17	0.1%	113.3%	2	0.0%	65.1%	0	0.0%	Increased 1 Decreased 1 Other 3	67	0.1%	69.1%	28	0.1%	117.2%	1	5.9%
Blu-ray (include HD DVD)	1,525	8.4%	348.2%	302	5.2%	188.8%	90	391.3%	Increased 10 Decreased 3 Other 11	5,909	6.7%	450.7%	1,265	4.7%	377.3%	334	251.1%
UMD	67	0.4%	304.5%	52	0.9%	236.7%	17	850.0%	Increased 0 Decreased 2 Other 2	97	0.1%	122.8%	77	0.3%	112.8%	23	287.5%
Total	18,100	100.0%	79.5%	5,823	100.0%	70.6%	1,303	92.7%		88,260	100.0%	88.4%	26,706	100.0%	87.8%	5,397	91.9%

	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	16,768	63.2%	86.5%	5,390	65.1%	96.0%	754	88.4%		40,083	61.0%	80.0%	12,052	60.7%	85.3%	1,843	82.0%
Rental	9,704	36.6%	100.4%	2,880	34.8%	97.2%	828	107.4%		25,435	38.7%	99.1%	7,728	38.9%	101.2%	1,964	98.6%
Business Use	56	0.2%	30.3%	10	0.1%	7.9%	5	38.5%		178	0.3%	62.2%	90	0.5%	50.9%	36	36.7%
DVD Video	26,528	93.6%	90.7%	8,281	95.8%	95.1%	1,587	96.9%	Increased 12 Decreased 20 Other 2	65,696	93.6%	86.4%	19,869	95.1%	90.6%	3,843	88.6%
Video Cassette	17	0.1%	41.5%	2	0.0%	16.5%	1	14.3%	Increased 1 Decreased 2 Other 2	50	0.1%	61.0%	26	0.1%	125.5%	2	13.3%
Blu-ray (include HD DVD)	1,796	6.3%	610.9%	359	4.2%	591.6%	89	136.9%	Increased 9 Decreased 5 Other 11	4,384	6.2%	502.2%	963	4.6%	549.1%	244	221.8%
UMD	4	0.0%	14.3%	5	0.1%	30.3%	2	50.0%	Increased 0 Decreased 4 Other 1	30	0.0%	52.6%	26	0.1%	54.9%	6	100.0%
Total	28,345	100.0%	95.8%	8,647	100.0%	98.3%	1,679	98.0%		70,160	100.0%	91.1%	20,884	100.0%	94.2%	4,095	91.7%

# JVA Monthly Data 2009

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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	10,807	59.8%	62.2%	3,252	58.2%	69.3%	618	80.5%		23,315	59.5%	75.9%	6,662	57.5%	78.3%	1,089	78.1%	
Rental	7,173	39.7%	72.6%	2,250	40.3%	75.6%	582	116.4%		15,731	40.2%	98.3%	4,847	41.8%	103.7%	1,136	93.1%	
Business Use	90	0.5%	169.8%	86	1.5%	330.9%	6	85.7%		122	0.3%	120.8%	80	0.7%	170.8%	31	36.5%	
DVD Video	18,070	93.4%	66.1%	5,588	94.4%	72.6%	1,206	94.6%	Increased 6 Decreased 26 Other 2	39,168	93.7%	83.7%	11,589	94.7%	87.6%	2,256	83.6%	
Video Cassette	18	0.1%	75.0%	20	0.3%	779.6%	0	0.0%	Increased 2 Decreased 4 Other 3	33	0.1%	80.5%	24	0.2%	291.9%	1	12.5%	
Blu-ray (include HD DVD)	1,249	6.5%	325.3%	304	5.1%	427.4%	106	407.7%	Increased 10 Decreased 4 Other 9	2,588	6.2%	447.0%	604	4.9%	526.5%	155	344.4%	
UMD	8	0.0%	57.1%	7	0.1%	40.0%	2	100.0%	Increased 1 Decreased 2 Other 0	26	0.1%	89.7%	21	0.2%	66.4%	4	200.0%	
Total	19,345	100.0%	69.7%	5,920	100.0%	76.0%	1,314	100.5%		41,815	100.0%	88.1%	12,237	100.0%	91.4%	2,416	87.7%	

	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	12,508	59.3%	94.0%	3,410	56.8%	89.3%	471	75.2%		12,508	59.3%	94.0%	3,410	56.8%	89.3%	471	75.2%	
Rental	8,558	40.6%	139.6%	2,597	43.3%	153.1%	554	76.9%		8,558	40.6%	139.6%	2,597	43.3%	153.1%	554	76.9%	
Business Use	32	0.2%	66.7%	-7	ERR	ERR	25	32.1%		32	0.2%	66.7%	-7	ERR	ERR	25	32.1%	
DVD Video	21,098	93.9%	108.2%	6,000	95.0%	108.4%	1,050	73.7%	Increased 13 Decreased 19 Other 1	21,098	93.9%	108.2%	6,000	95.0%	108.4%	1,050	73.7%	
Video Cassette	15	0.1%	88.2%	3	0.0%	57.1%	1	25.0%	Increased 1 Decreased 5 Other 2	15	0.1%	88.2%	3	0.0%	57.1%	1	25.0%	
Blu-ray (include HD DVD)	1,339	6.0%	686.7%	299	4.7%	689.1%	49	257.9%	Increased 9 Decreased 2 Other 11	1,339	6.0%	686.7%	299	4.7%	689.1%	49	257.9%	
UMD	18	0.1%	120.0%	14	0.2%	96.1%	2	ERR	Increased 1 Decreased 2 Other 0	18	0.1%	120.0%	14	0.2%	96.1%	2	ERR	
Total	22,470	100.0%	114.0%	6,317	100.0%	112.9%	1,102	76.2%		22,470	100.0%	114.0%	6,317	100.0%	112.9%	1,102	76.2%	