

JVA Monthly Data 2010

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	20,748	74.4%	106.5%	6,876	67.9%	108.8%	588	73.5%		140,924	64.0%	89.8%	46,905	60.9%	93.0%	6,354	83.6%
Rental	7,072	25.3%	86.1%	3,202	31.6%	106.2%	716	120.9%		78,304	35.5%	84.5%	29,416	38.2%	92.9%	6,396	89.5%
Business Use	79	0.3%	91.9%	52	0.5%	120.5%	9	900.0%		1,040	0.5%	138.9%	682	0.9%	170.4%	89	83.2%
DVD Video	27,899	78.6%	100.4%	10,130	81.5%	108.0%	1,313	94.3%	Increased 19 Decreased 12 Other 0	220,268	82.3%	88.0%	77,002	85.8%	93.3%	12,839	86.4%
Retail	7,171	94.6%	176.8%	2,123	92.2%	210.6%	205	146.4%		44,894	94.9%	197.7%	11,171	88.4%	230.6%	1,641	155.8%
Rental	406	5.4%	359.3%	177	7.7%	337.1%	70	368.4%		2,356	5.0%	164.2%	1,443	11.4%	254.4%	404	159.1%
Business Use	5	0.1%	500.0%	3	0.1%	782.5%	0	ERR		60	0.1%	857.1%	16	0.1%	632.4%	0	ERR
Blu-ray	7,582	21.4%	181.8%	2,303	18.5%	217.0%	275	173.0%	Increased 15 Decreased 7 Other 5	47,310	17.7%	195.9%	12,631	14.1%	233.3%	2,045	156.5%
UMD	-19	ERR	ERR	-13	ERR	ERR	1	4.2%	Increased 1 Decreased 1 Other 1	68	0.0%	15.7%	64	0.1%	19.4%	64	57.7%
Total	35,462	100.0%	110.8%	12,420	100.0%	118.5%	1,589	100.8%		267,646	100.0%	97.4%	89,698	100.0%	101.7%	14,948	91.9%

	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	12,180	62.6%	98.8%	4,114	55.6%	82.7%	445	51.3%		120,176	62.5%	87.5%	40,028	59.9%	90.8%	5,766	84.8%
Rental	7,206	37.1%	80.5%	3,206	43.3%	115.1%	627	70.8%		71,232	37.0%	84.3%	26,214	39.2%	91.5%	5,680	86.6%
Business Use	60	0.3%	50.8%	80	1.1%	58.2%	0	0.0%		961	0.5%	144.9%	630	0.9%	176.4%	80	75.5%
DVD Video	19,446	78.2%	90.9%	7,400	84.6%	93.7%	1,072	60.0%	Increased 15 Decreased 16 Other 0	192,369	82.9%	86.4%	66,872	86.5%	91.5%	11,526	85.6%
Retail	5,073	93.4%	164.2%	1,133	84.2%	181.5%	148	123.3%		37,723	95.0%	202.3%	9,048	87.6%	235.9%	1,436	157.3%
Rental	357	6.6%	178.5%	211	15.7%	257.4%	79	359.1%		1,950	4.9%	147.5%	1,267	12.3%	246.0%	334	142.1%
Business Use	4	0.1%	ERR	1	0.1%	9786.7%	0	ERR		55	0.1%	916.7%	14	0.1%	609.1%	0	ERR
Blu-ray	5,434	21.8%	165.2%	1,346	15.4%	190.5%	227	159.9%	Increased 15 Decreased 8 Other 4	39,728	17.1%	198.9%	10,328	13.4%	237.3%	1,770	154.2%
UMD	2	0.0%	ERR	2	0.0%	ERR	2	50.0%	Increased 1 Decreased 1 Other 0	87	0.0%	22.9%	78	0.1%	27.1%	63	72.4%
Total	24,882	100.0%	100.8%	8,747	100.0%	101.7%	1,301	67.3%		232,184	100.0%	95.6%	77,278	100.0%	99.4%	13,359	90.9%

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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	8,399	57.5%	55.2%	2,675	47.7%	54.9%	494	81.1%		107,996	62.5%	86.3%	35,914	60.4%	91.8%	5,321	89.7%	
Rental	6,158	42.2%	84.6%	2,850	50.8%	100.4%	561	74.8%		64,026	37.0%	84.8%	23,008	38.7%	88.9%	5,053	89.1%	
Business Use	50	0.3%	75.8%	82	1.5%	262.1%	1	10.0%		901	0.5%	165.3%	550	0.9%	249.8%	80	109.6%	
DVD Video	14,607	77.0%	64.7%	5,607	83.0%	72.5%	1,056	77.1%	Increased 10 Decreased 20 Other 0	172,923	83.4%	86.0%	59,472	86.8%	91.2%	10,454	89.5%	
Retail	4,111	94.4%	187.5%	1,015	88.1%	241.0%	139	139.0%		32,650	95.2%	209.8%	7,915	88.1%	246.5%	1,288	162.4%	
Rental	244	5.6%	294.0%	137	11.9%	176.7%	75	750.0%		1,593	4.6%	142.0%	1,056	11.8%	243.8%	255	119.7%	
Business Use	0	0.0%	ERR	0	0.0%	1300.0%	0	ERR		51	0.1%	850.0%	12	0.1%	547.3%	0	ERR	
Blu-ray	4,355	23.0%	191.3%	1,152	17.0%	231.1%	214	194.5%	Increased 12 Decreased 12 Other 3	34,294	16.5%	205.5%	8,982	13.1%	246.4%	1,543	153.4%	
UMD	-1	0.0%	ERR	0	0.0%	1.8%	0	0.0%	Increased 0 Decreased 1 Other 1	85	0.0%	21.9%	76	0.1%	26.2%	61	73.5%	
Total	18,961	100.0%	76.2%	6,759	100.0%	81.8%	1,270	85.5%		207,302	100.0%	95.0%	68,531	100.0%	99.1%	12,058	94.5%	

	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	11,925	60.1%	80.8%	3,290	52.5%	83.4%	616	104.8%		99,597	62.9%	90.7%	33,239	61.7%	97.0%	4,827	90.7%	
Rental	7,807	39.3%	84.1%	2,935	46.8%	80.4%	509	114.4%		57,868	36.6%	84.8%	20,158	37.4%	87.5%	4,492	91.3%	
Business Use	126	0.6%	126.0%	46	0.7%	41.4%	8	400.0%		851	0.5%	177.7%	468	0.9%	247.7%	79	125.4%	
DVD Video	19,858	83.7%	82.3%	6,271	87.6%	81.4%	1,133	109.5%	Increased 11 Decreased 19 Other 1	158,316	84.1%	88.7%	53,865	87.2%	93.7%	9,398	91.2%	
Retail	3,621	93.8%	165.7%	765	86.1%	172.3%	164	167.3%		28,539	95.3%	213.5%	6,900	88.1%	247.3%	1,149	165.8%	
Rental	237	6.1%	285.5%	123	13.9%	467.2%	24	600.0%		1,349	4.5%	129.8%	919	11.7%	258.5%	180	88.7%	
Business Use	2	0.1%	ERR	0	0.0%	1744.4%	0	ERR		51	0.2%	850.0%	12	0.2%	542.2%	0	ERR	
Blu-ray	3,860	16.3%	170.2%	888	12.4%	188.9%	188	184.3%	Increased 15 Decreased 9 Other 3	29,939	15.9%	207.7%	7,831	12.7%	248.8%	1,329	148.3%	
UMD	3	0.0%	13.6%	3	0.0%	15.2%	0	0.0%	Increased 0 Decreased 1 Other 1	86	0.0%	24.0%	76	0.1%	28.4%	61	79.2%	
Total	23,721	100.0%	89.7%	7,162	100.0%	87.4%	1,321	115.7%		188,341	100.0%	97.4%	61,771	100.0%	101.4%	10,788	95.6%	

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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	10,691	64.0%	120.6%	3,269	56.8%	114.3%	568	97.8%		87,672	63.3%	92.2%	29,949	62.9%	98.8%	4,211	89.0%
Rental	5,928	35.5%	94.5%	2,403	41.7%	96.6%	409	62.9%		50,061	36.2%	84.9%	17,223	36.2%	88.8%	3,983	89.0%
Business Use	89	0.5%	145.9%	85	1.5%	ERR	0	0.0%		725	0.5%	191.3%	422	0.9%	538.3%	71	116.4%
DVD Video	16,708	80.6%	110.0%	5,756	84.2%	107.8%	977	79.1%	Increased 15 Decreased 16 Other 0	138,458	84.1%	89.7%	47,594	87.2%	95.6%	8,265	89.1%
Retail	3,785	94.1%	194.4%	963	89.1%	240.8%	144	205.7%		24,918	95.5%	222.8%	6,135	88.4%	261.5%	985	165.5%
Rental	236	5.9%	813.8%	117	10.8%	1154.0%	10	200.0%		1,112	4.3%	116.3%	796	11.5%	241.8%	156	78.4%
Business Use	3	0.1%	ERR	1	0.1%	1545.9%	0	ERR		49	0.2%	816.7%	12	0.2%	532.3%	0	ERR
Blu-ray	4,024	19.4%	203.6%	1,081	15.8%	263.5%	154	205.3%	Increased 18 Decreased 6 Other 4	26,079	15.8%	214.7%	6,943	12.7%	259.3%	1,141	143.7%
UMD	4	0.0%	10.3%	2	0.0%	8.4%	2	28.6%	Increased 0 Decreased 2 Other 0	83	0.1%	24.6%	73	0.1%	29.4%	61	84.7%
Total	20,736	100.0%	120.5%	6,839	100.0%	118.4%	1,133	86.0%		164,620	100.0%	98.6%	54,609	100.0%	103.6%	9,467	93.4%

	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	11,294	56.4%	91.7%	4,254	57.6%	94.2%	455	61.9%		76,981	63.2%	89.3%	26,680	63.8%	97.2%	3,643	87.7%
Rental	8,602	42.9%	110.7%	3,059	41.4%	106.2%	554	91.4%		44,133	36.2%	83.7%	14,820	35.4%	87.7%	3,574	93.4%
Business Use	143	0.7%	66.8%	68	0.9%	54.6%	1	7.1%		636	0.5%	200.0%	337	0.8%	386.9%	71	124.6%
DVD Video	20,039	81.9%	98.7%	7,381	84.6%	98.1%	1,010	74.5%	Increased 13 Decreased 18 Other 0	121,750	84.6%	87.4%	41,838	87.6%	94.2%	7,288	90.7%
Retail	4,102	93.1%	276.6%	992	74.1%	259.2%	183	186.7%		21,133	95.8%	228.8%	5,172	88.2%	265.7%	841	160.2%
Rental	303	6.9%	125.2%	347	25.9%	246.4%	70	170.7%		876	4.0%	94.5%	679	11.6%	212.8%	146	75.3%
Business Use	2	0.0%	ERR	0	0.0%	539.7%	0	ERR		46	0.2%	766.7%	11	0.2%	515.0%	0	ERR
Blu-ray	4,407	18.0%	255.5%	1,339	15.3%	255.8%	253	182.0%	Increased 15 Decreased 10 Other 4	22,055	15.3%	216.9%	5,862	12.3%	258.5%	987	137.3%
UMD	14	0.1%	29.2%	10	0.1%	26.1%	5	55.6%	Increased 0 Decreased 2 Other 0	79	0.1%	26.5%	70	0.1%	32.1%	59	90.8%
Total	24,460	100.0%	110.8%	8,729	100.0%	108.0%	1,268	84.4%		143,884	100.0%	96.1%	47,770	100.0%	101.8%	8,334	94.5%

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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	11,644	64.5%	76.4%	4,708	68.5%	100.9%	587	96.1%		65,765	64.9%	89.0%	22,393	65.1%	99.5%	3,164	94.9%
Rental	6,308	35.0%	80.5%	2,140	31.1%	84.5%	426	86.2%		35,055	34.6%	77.0%	11,699	34.0%	82.9%	2,986	82.7%
Business Use	90	0.5%	97.8%	27	0.4%	25.9%	4	200.0%		449	0.4%	149.7%	284	0.8%	178.5%	22	50.0%
DVD Video	18,042	80.8%	77.9%	6,875	85.2%	94.1%	1,017	91.9%	Increased 15 Decreased 15 Other 0	101,269	85.1%	84.6%	34,377	88.2%	93.5%	6,172	88.3%
Retail	4,160	96.9%	251.7%	1,123	94.1%	335.5%	89	97.8%		17,064	96.5%	214.8%	4,189	92.6%	253.9%	651	155.0%
Rental	108	2.5%	102.9%	63	5.3%	227.0%	7	9.1%		567	3.2%	83.5%	322	7.1%	183.5%	73	48.0%
Business Use	26	0.6%	1300.0%	6	0.5%	1346.3%	0	ERR		44	0.2%	733.3%	11	0.2%	480.2%	0	ERR
Blu-ray	4,294	19.2%	244.0%	1,193	14.8%	328.4%	96	57.1%	Increased 14 Decreased 8 Other 3	17,675	14.9%	204.8%	4,523	11.6%	247.4%	724	126.6%
UMD	-9	0.0%	ERR	6	0.1%	11.3%	4	28.6%	Increased 0 Decreased 3 Other 0	66	0.1%	26.2%	61	0.2%	31.7%	54	94.7%
Total	22,327	100.0%	89.3%	8,073	100.0%	104.5%	1,117	86.7%		119,010	100.0%	92.5%	38,960	100.0%	100.4%	6,950	91.2%

	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	8,679	65.6%	109.6%	2,642	67.5%	109.1%	459	118.9%		54,121	65.0%	92.3%	17,686	64.3%	99.2%	2,577	94.6%
Rental	4,496	34.0%	69.4%	1,214	31.0%	68.4%	366	81.0%		28,747	34.5%	76.3%	9,560	34.8%	82.5%	2,560	82.1%
Business Use	63	0.5%	ERR	59	1.5%	ERR	3	60.0%		359	0.4%	172.6%	257	0.9%	480.6%	18	42.9%
DVD Video	13,238	85.6%	92.2%	3,914	88.2%	94.7%	828	98.2%	Increased 16 Decreased 15 Other 0	83,227	86.1%	86.2%	27,502	89.0%	93.3%	5,155	87.6%
Retail	2,118	95.2%	236.1%	476	91.4%	253.1%	117	177.3%		12,904	96.4%	205.1%	3,067	92.1%	233.1%	562	170.8%
Rental	93	4.2%	155.0%	42	8.0%	365.0%	6	150.0%		459	3.4%	80.0%	259	7.8%	175.3%	66	88.0%
Business Use	14	0.6%	466.7%	3	0.7%	392.0%	0	ERR		18	0.1%	450.0%	4	0.1%	243.0%	0	ERR
Blu-ray	2,225	14.4%	231.8%	521	11.7%	260.1%	123	175.7%	Increased 16 Decreased 5 Other 3	13,381	13.8%	194.8%	3,330	10.8%	227.3%	628	155.4%
UMD	3	0.0%	3.8%	1	0.0%	1.0%	3	15.0%	Increased 0 Decreased 2 Other 0	75	0.1%	42.4%	55	0.2%	39.6%	50	116.3%
Total	15,466	100.0%	100.5%	4,436	100.0%	101.0%	954	102.3%		96,683	100.0%	93.3%	30,887	100.0%	99.4%	5,833	92.2%

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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	12,322	69.0%	115.7%	4,120	69.5%	122.7%	459	92.9%		45,442	64.9%	89.6%	15,044	63.8%	97.6%	2,118	90.6%	
Rental	5,464	30.6%	94.8%	1,787	30.1%	85.9%	300	42.8%		24,251	34.6%	77.7%	8,345	35.4%	85.1%	2,194	82.3%	
Business Use	79	0.4%	109.7%	25	0.4%	87.5%	3	300.0%		296	0.4%	118.4%	198	0.8%	166.9%	15	40.5%	
DVD Video	17,865	86.9%	108.3%	5,932	86.7%	108.5%	762	63.7%	Increased 14 Decreased 17 Other 0	69,989	86.2%	85.2%	23,588	89.2%	93.1%	4,327	85.9%	
Retail	2,455	91.4%	164.7%	730	81.2%	255.5%	155	198.7%		10,786	96.7%	199.9%	2,591	92.2%	229.8%	445	169.2%	
Rental	229	8.5%	693.9%	169	18.8%	1106.4%	45	375.0%		366	3.3%	71.2%	217	7.7%	159.5%	60	84.5%	
Business Use	1	0.0%	100.0%	0	0.0%	30.4%	0	ERR		4	0.0%	400.0%	1	0.0%	97.6%	0	ERR	
Blu-ray	2,685	13.1%	176.1%	900	13.1%	298.2%	200	222.2%	Increased 15 Decreased 8 Other 4	11,156	13.7%	188.8%	2,809	10.6%	222.1%	505	151.2%	
UMD	15	0.1%	22.4%	12	0.2%	22.4%	3	17.6%	Increased 0 Decreased 1 Other 0	72	0.1%	74.2%	54	0.2%	70.0%	47	204.3%	
Total	20,565	100.0%	113.7%	6,843	100.0%	117.6%	965	74.1%		81,217	100.0%	92.1%	26,451	100.0%	99.1%	4,879	90.4%	

	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	13,893	63.8%	82.9%	4,086	60.2%	75.8%	650	86.2%		33,120	63.5%	82.6%	10,924	61.9%	90.6%	1,659	90.0%	
Rental	7,799	35.8%	80.4%	2,646	39.0%	91.9%	928	112.1%		18,787	36.0%	73.9%	6,558	37.1%	84.9%	1,894	96.4%	
Business Use	87	0.4%	155.4%	60	0.9%	582.1%	7	140.0%		217	0.4%	121.9%	173	1.0%	191.9%	12	33.3%	
DVD Video	21,779	85.3%	82.1%	6,792	90.4%	82.0%	1,585	99.9%	Increased 12 Decreased 18 Other 1	52,124	85.9%	79.3%	17,656	90.0%	88.9%	3,565	92.8%	
Retail	3,671	98.3%	223.2%	681	97.0%	217.4%	92	115.0%		8,331	98.3%	213.4%	1,860	97.4%	221.1%	290	156.8%	
Rental	61	1.6%	40.1%	21	2.9%	44.5%	4	44.4%		137	1.6%	28.5%	48	2.5%	39.8%	15	25.4%	
Business Use	1	0.0%	ERR	0	0.0%	160.0%	0	ERR		3	0.0%	ERR	1	0.0%	254.5%	0	ERR	
Blu-ray	3,733	14.6%	207.7%	701	9.3%	195.1%	96	107.9%	Increased 15 Decreased 7 Other 1	8,471	14.0%	193.2%	1,909	9.7%	198.3%	305	125.0%	
UMD	30	0.1%	750.0%	21	0.3%	472.0%	18	900.0%	Increased 1 Decreased 1 Other 0	57	0.1%	190.0%	42	0.2%	166.0%	44	733.3%	
Total	25,542	100.0%	90.2%	7,515	100.0%	86.9%	1,699	101.3%		60,652	100.0%	86.5%	19,607	100.0%	94.0%	3,914	95.6%	

JVA Monthly Data 2010

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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	8,547	60.2%	79.1%	2,754	56.5%	84.7%	547	88.5%		19,227	63.4%	82.5%	6,838	62.9%	102.6%	1,009	92.7%	
Rental	5,583	39.3%	77.8%	2,036	41.8%	90.5%	534	91.8%		10,988	36.2%	69.8%	3,913	36.0%	80.7%	966	85.0%	
Business Use	76	0.5%	84.4%	82	1.7%	94.7%	2	33.3%		130	0.4%	106.6%	113	1.0%	141.2%	5	16.1%	
DVD Video	14,206	88.2%	78.6%	4,872	91.6%	87.2%	1,083	89.8%	Increased 13 Decreased 17 Other 1	30,345	86.4%	77.5%	10,864	89.8%	93.7%	1,980	87.8%	
Retail	1,867	98.3%	182.3%	427	97.5%	177.4%	107	175.4%		4,660	98.4%	206.3%	1,180	97.7%	223.2%	198	188.6%	
Rental	31	1.6%	13.8%	11	2.5%	17.2%	6	13.3%		76	1.6%	23.1%	28	2.3%	36.9%	11	22.0%	
Business Use	1	0.1%	ERR	0	0.0%	206.7%	0	ERR		2	0.0%	ERR	1	0.0%	302.8%	0	ERR	
Blu-ray	1,899	11.8%	152.0%	439	8.2%	144.0%	113	106.6%	Increased 12 Decreased 8 Other 8	4,738	13.5%	183.1%	1,208	10.0%	200.2%	209	134.8%	
UMD	9	0.1%	112.5%	6	0.1%	94.3%	15	750.0%	Increased 0 Decreased 1 Other 1	27	0.1%	103.8%	21	0.2%	100.4%	26	650.0%	
Total	16,114	100.0%	83.4%	5,317	100.0%	90.1%	1,211	92.2%		35,110	100.0%	84.0%	12,093	100.0%	99.0%	2,215	91.7%	

	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	10,680	66.2%	85.4%	4,084	68.2%	119.8%	462	98.1%		10,680	66.2%	85.4%	4,084	68.2%	119.8%	462	98.1%	
Rental	5,405	33.5%	63.2%	1,876	31.3%	72.3%	432	78.0%		5,405	33.5%	63.2%	1,876	31.3%	72.3%	432	78.0%	
Business Use	54	0.3%	168.8%	31	0.5%	ERR	3	12.0%		54	0.3%	168.8%	31	0.5%	ERR	3	12.0%	
DVD Video	16,139	85.0%	76.5%	5,991	88.4%	99.8%	897	85.4%	Increased 13 Decreased 17 Other 1	16,139	85.0%	76.5%	5,991	88.4%	99.8%	897	85.4%	
Retail	2,793	98.4%	226.2%	752	97.8%	261.7%	91	206.8%		2,793	98.4%	226.2%	752	97.8%	261.7%	91	206.8%	
Rental	45	1.6%	43.3%	17	2.2%	147.9%	5	100.0%		45	1.6%	43.3%	17	2.2%	147.9%	5	100.0%	
Business Use	1	0.0%	ERR	0	0.0%	441.7%	0	ERR		1	0.0%	ERR	0	0.0%	441.7%	0	ERR	
Blu-ray	2,839	14.9%	212.0%	769	11.4%	257.4%	96	195.9%	Increased 14 Decreased 3 Other 9	2,839	14.9%	212.0%	769	11.4%	257.4%	96	195.9%	
UMD	18	0.1%	100.0%	15	0.2%	103.2%	11	550.0%	Increased 0 Decreased 1 Other 1	18	0.1%	100.0%	15	0.2%	103.2%	11	550.0%	
Total	18,996	100.0%	84.6%	6,775	100.0%	107.3%	1,004	91.2%		18,996	100.0%	84.6%	6,775	100.0%	107.3%	1,004	91.2%	