

# JVA Monthly Data 2012

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	15,404	71.9%	94.7%	4,486	58.0%	95.7%	780	137.3%		113,334	61.6%	91.5%	35,598	52.5%	90.2%	6,867	125.3%
Rental	5,934	27.7%	96.7%	3,207	41.5%	121.1%	700	107.0%		69,388	37.7%	91.7%	31,841	46.9%	112.1%	8,324	130.4%
Business Use	99	0.5%	120.7%	37	0.5%	216.8%	6	16.7%		1,188	0.6%	100.2%	385	0.6%	65.5%	319	135.2%
DVD Video	21,437	68.6%	95.3%	7,730	76.4%	105.2%	1,486	118.1%	Increased 15 Decreased 15 Other 1	183,910	72.1%	91.6%	67,824	80.7%	99.0%	15,510	128.2%
Retail	9,437	96.1%	132.6%	2,066	86.5%	136.5%	319	133.5%		67,010	94.2%	115.1%	14,181	87.6%	110.0%	2,987	153.7%
Rental	372	3.8%	108.1%	320	13.4%	139.6%	50	28.6%		4,082	5.7%	141.5%	2,001	12.4%	145.9%	605	81.0%
Business Use	9	0.1%	300.0%	1	0.0%	25.1%	0	ERR		38	0.1%	52.1%	12	0.1%	17.3%	5	250.0%
Blu-ray	9,818	31.4%	131.5%	2,387	23.6%	136.7%	369	89.1%	Increased 15 Decreased 13 Other 1	71,130	27.9%	116.3%	16,194	19.3%	113.0%	3,597	133.6%
Total	31,255	100.0%	104.3%	10,117	100.0%	111.2%	1,855	110.9%		255,040	100.0%	97.4%	84,019	100.0%	101.5%	19,107	129.2%

	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	8,777	63.1%	85.8%	3,110	51.2%	86.6%	697	134.0%		97,930	60.3%	91.0%	31,112	51.8%	89.4%	6,087	123.9%
Rental	5,076	36.5%	78.1%	2,943	48.5%	101.9%	1,259	263.4%		63,454	39.1%	91.2%	28,634	47.6%	111.1%	7,624	133.0%
Business Use	65	0.5%	54.2%	17	0.3%	14.2%	24	266.7%		1,089	0.7%	98.6%	348	0.6%	61.0%	313	156.5%
DVD Video	13,918	73.0%	82.6%	6,069	82.0%	92.0%	1,980	196.6%	Increased 7 Decreased 23 Other 1	162,473	72.6%	91.1%	60,094	81.3%	98.3%	14,024	129.3%
Retail	4,864	94.5%	63.6%	1,147	86.1%	60.9%	274	116.6%		57,573	93.9%	112.7%	12,115	87.7%	106.5%	2,668	156.6%
Rental	280	5.4%	90.6%	185	13.9%	144.8%	59	140.5%		3,710	6.1%	146.1%	1,681	12.2%	147.2%	555	97.0%
Business Use	2	0.0%	5.0%	1	0.1%	1.6%	0	ERR		29	0.0%	41.4%	11	0.1%	16.8%	5	250.0%
Blu-ray	5,146	27.0%	64.4%	1,333	18.0%	64.5%	333	120.2%	Increased 14 Decreased 15 Other 1	61,312	27.4%	114.2%	13,807	18.7%	109.7%	3,228	141.7%
Total	19,064	100.0%	76.7%	7,402	100.0%	85.5%	2,313	180.1%		223,785	100.0%	96.5%	73,902	100.0%	100.2%	17,252	131.5%

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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	8,245	57.8%	101.4%	2,278	42.6%	90.9%	487	117.3%		89,153	60.0%	91.5%	28,002	51.8%	89.7%	5,390	122.8%
Rental	5,947	41.7%	92.0%	3,006	56.2%	132.6%	602	116.2%		58,378	39.3%	92.6%	25,691	47.6%	112.3%	6,365	121.2%
Business Use	70	0.5%	97.2%	68	1.3%	216.1%	16	36.4%		1,024	0.7%	104.1%	332	0.6%	73.1%	289	151.3%
DVD Video	14,262	69.3%	97.2%	5,353	79.6%	111.4%	1,105	113.1%	Increased 12 Decreased 18 Other 2	148,555	72.6%	92.0%	54,026	81.2%	99.1%	12,044	122.5%
Retail	5,820	92.0%	118.8%	1,244	90.9%	94.5%	208	158.8%		52,709	93.8%	121.4%	10,968	87.9%	115.6%	2,394	163.0%
Rental	506	8.0%	153.3%	125	9.1%	189.7%	45	204.5%		3,430	6.1%	153.7%	1,496	12.0%	147.5%	496	93.6%
Business Use	0	0.0%	0.0%	0	0.0%	37.4%	2	ERR		27	0.0%	90.0%	10	0.1%	81.0%	5	250.0%
Blu-ray	6,326	30.7%	120.9%	1,369	20.4%	99.1%	255	166.7%	Increased 20 Decreased 9 Other 1	56,166	27.4%	122.9%	12,475	18.8%	118.6%	2,895	144.7%
Total	20,588	100.0%	103.5%	6,721	100.0%	108.6%	1,360	120.4%		204,721	100.0%	98.8%	66,500	100.0%	102.2%	14,939	126.2%

	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	8,494	59.2%	108.6%	2,915	51.1%	112.5%	652	114.8%		80,908	60.2%	90.7%	25,724	52.9%	89.6%	4,903	123.3%
Rental	5,783	40.3%	84.0%	2,776	48.7%	120.8%	630	112.9%		52,431	39.0%	92.7%	22,685	46.6%	110.1%	5,763	121.7%
Business Use	65	0.5%	80.2%	15	0.3%	79.9%	11	30.6%		954	0.7%	104.6%	263	0.5%	62.4%	273	185.7%
DVD Video	14,342	67.7%	97.0%	5,706	81.9%	116.2%	1,293	111.3%	Increased 12 Decreased 18 Other 0	134,293	72.9%	91.5%	48,673	81.4%	97.9%	10,939	123.5%
Retail	6,553	95.8%	121.7%	1,150	91.2%	120.4%	319	188.8%		46,889	94.1%	121.7%	9,725	87.6%	119.0%	2,186	163.4%
Rental	279	4.1%	104.5%	111	8.8%	87.0%	51	65.4%		2,924	5.9%	153.8%	1,371	12.3%	144.6%	451	88.8%
Business Use	6	0.1%	600.0%	0	0.0%	52.8%	0	0.0%		27	0.1%	96.4%	10	0.1%	83.3%	3	150.0%
Blu-ray	6,838	32.3%	121.0%	1,261	18.1%	116.5%	370	148.6%	Increased 17 Decreased 12 Other 0	49,840	27.1%	123.2%	11,106	18.6%	121.6%	2,640	142.9%
Total	21,180	100.0%	103.6%	6,967	100.0%	116.3%	1,663	117.9%		184,133	100.0%	98.4%	59,779	100.0%	101.5%	13,579	126.8%

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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	7,989	60.1%	97.5%	2,431	49.2%	89.2%	484	118.9%		72,414	60.4%	88.9%	22,810	53.1%	87.4%	4,251	124.7%
Rental	5,206	39.2%	95.1%	2,491	50.4%	121.0%	550	112.9%		46,648	38.9%	93.9%	19,909	46.3%	108.7%	5,133	122.9%
Business Use	87	0.7%	82.9%	18	0.4%	24.5%	40	60.6%		889	0.7%	107.0%	248	0.6%	61.5%	262	236.0%
DVD Video	13,282	74.0%	96.4%	4,940	81.9%	101.7%	1,074	111.9%	Increased 12 Decreased 18 Other 1	119,951	73.6%	90.9%	42,967	81.4%	95.9%	9,646	125.3%
Retail	4,362	93.4%	94.3%	952	87.2%	105.1%	237	162.3%		40,336	93.8%	121.7%	8,575	87.1%	118.8%	1,867	159.7%
Rental	307	6.6%	204.7%	136	12.4%	224.6%	47	60.3%		2,645	6.2%	161.9%	1,260	12.8%	153.5%	400	93.0%
Business Use	2	0.0%	40.0%	4	0.4%	112.3%	0	ERR		21	0.0%	77.8%	10	0.1%	84.1%	3	ERR
Blu-ray	4,671	26.0%	97.7%	1,091	18.1%	112.6%	284	126.8%	Increased 15 Decreased 11 Other 3	43,002	26.4%	123.5%	9,845	18.6%	122.3%	2,270	142.0%
Total	17,953	100.0%	96.7%	6,032	100.0%	103.5%	1,358	114.7%		162,953	100.0%	97.7%	52,812	100.0%	99.9%	11,916	128.2%

	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	9,410	57.1%	94.7%	3,042	49.7%	95.9%	508	122.4%		64,425	60.4%	88.0%	20,379	53.6%	87.1%	3,767	125.5%
Rental	6,947	42.2%	100.0%	3,021	49.4%	124.4%	591	125.5%		41,442	38.9%	93.7%	17,418	45.8%	107.2%	4,583	124.2%
Business Use	122	0.7%	169.4%	57	0.9%	159.6%	39	3900.0%		802	0.8%	110.5%	230	0.6%	70.1%	222	493.3%
DVD Video	16,479	71.1%	97.2%	6,121	79.1%	108.6%	1,138	128.3%	Increased 13 Decreased 17 Other 0	106,669	73.6%	90.3%	38,027	81.3%	95.1%	8,572	127.3%
Retail	6,263	93.7%	118.5%	1,437	88.8%	110.1%	217	130.7%		35,974	93.9%	126.1%	7,624	87.1%	120.8%	1,630	159.3%
Rental	422	6.3%	124.5%	181	11.2%	92.4%	47	51.6%		2,338	6.1%	157.5%	1,124	12.8%	147.9%	353	100.3%
Business Use	2	0.0%	100.0%	1	0.0%	68.2%	0	ERR		19	0.0%	86.4%	6	0.1%	71.7%	3	ERR
Blu-ray	6,687	28.9%	118.8%	1,619	20.9%	107.8%	264	102.7%	Increased 18 Decreased 11 Other 0	38,331	26.4%	127.6%	8,753	18.7%	123.6%	1,986	144.4%
Total	23,166	100.0%	102.6%	7,740	100.0%	108.4%	1,402	122.6%		145,000	100.0%	97.8%	46,780	100.0%	99.4%	10,558	130.2%

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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	11,288	66.9%	83.0%	3,414	60.0%	80.3%	440	101.6%		54,067	60.5%	86.8%	17,003	53.6%	85.5%	3,017	114.3%
Rental	5,506	32.6%	96.3%	2,262	39.7%	97.4%	565	149.5%		34,625	38.7%	91.1%	14,560	45.9%	105.6%	3,830	125.9%
Business Use	85	0.5%	177.1%	18	0.3%	72.5%	35	875.0%		679	0.8%	104.6%	175	0.6%	75.4%	183	425.6%
DVD Video	16,879	75.9%	87.2%	5,694	80.8%	86.3%	1,040	127.6%	Increased 16 Decreased 14 Other 0	89,371	73.7%	88.6%	31,738	81.4%	93.6%	7,030	122.8%
Retail	5,003	93.5%	101.0%	1,129	83.3%	99.5%	201	84.8%		30,003	94.0%	133.7%	6,299	86.9%	130.0%	1,245	146.5%
Rental	340	6.4%	103.3%	225	16.6%	216.8%	25	89.3%		1,892	5.9%	157.1%	941	13.0%	150.7%	310	129.7%
Business Use	5	0.1%	500.0%	2	0.1%	574.8%	0	ERR		13	0.0%	68.4%	6	0.1%	88.5%	3	ERR
Blu-ray	5,348	24.1%	101.2%	1,356	19.2%	109.4%	226	85.3%	Increased 15 Decreased 12 Other 1	31,908	26.3%	134.8%	7,247	18.6%	132.3%	1,558	143.1%
Total	22,227	100.0%	90.2%	7,050	100.0%	90.0%	1,266	117.2%		121,279	100.0%	97.3%	38,984	100.0%	99.0%	8,588	126.1%

	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	8,484	65.2%	104.1%	2,608	61.5%	89.5%	557	152.6%		42,779	59.0%	87.9%	13,589	52.2%	86.9%	2,577	116.8%
Rental	4,446	34.2%	72.1%	1,616	38.1%	73.0%	554	104.9%		29,119	40.2%	90.2%	12,298	47.2%	107.2%	3,265	122.6%
Business Use	84	0.6%	84.8%	17	0.4%	36.5%	11	100.0%		594	0.8%	98.8%	156	0.6%	75.8%	148	379.5%
DVD Video	13,014	74.9%	90.3%	4,241	80.8%	82.0%	1,122	124.1%	Increased 6 Decreased 25 Other 0	72,492	73.2%	88.9%	26,043	81.6%	95.3%	5,990	122.0%
Retail	4,110	94.3%	117.0%	872	86.7%	108.3%	202	182.0%		25,000	94.1%	142.9%	5,169	87.8%	139.4%	1,044	170.3%
Rental	242	5.6%	190.6%	132	13.1%	266.5%	59	151.3%		1,552	5.8%	177.4%	717	12.2%	137.6%	285	135.1%
Business Use	5	0.1%	250.0%	2	0.2%	83.8%	0	ERR		8	0.0%	44.4%	5	0.1%	66.8%	3	ERR
Blu-ray	4,357	25.1%	119.6%	1,006	19.2%	117.4%	261	174.0%	Increased 16 Decreased 12 Other 1	26,560	26.8%	144.4%	5,891	18.4%	139.0%	1,332	161.7%
Total	17,371	100.0%	96.2%	5,246	100.0%	87.0%	1,383	131.2%		99,052	100.0%	99.1%	31,934	100.0%	101.2%	7,322	127.7%

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Price MM Yen  
Units 000

	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	8,272	56.1%	75.8%	2,970	51.1%	81.4%	621	112.3%		34,295	57.7%	84.6%	10,981	50.4%	86.3%	2,020	109.7%
Rental	6,328	42.9%	95.3%	2,815	48.4%	126.8%	561	130.5%		24,673	41.5%	94.5%	10,682	49.0%	115.4%	2,711	126.9%
Business Use	140	0.9%	89.2%	26	0.4%	34.7%	7	41.2%		510	0.9%	101.6%	139	0.6%	87.5%	137	489.3%
DVD Video	14,740	72.0%	83.2%	5,811	81.3%	97.8%	1,189	118.9%	Increased 11 Decreased 19 Other 0	59,478	72.8%	88.6%	21,802	81.7%	98.5%	4,868	121.5%
Retail	5,245	91.6%	107.7%	1,194	89.5%	109.4%	303	175.1%		20,890	94.1%	149.4%	4,298	88.0%	148.0%	842	167.7%
Rental	483	8.4%	277.6%	139	10.4%	135.2%	79	359.1%		1,310	5.9%	175.1%	585	12.0%	124.0%	226	131.4%
Business Use	0	0.0%	0.0%	1	0.1%	40.8%	2	ERR		3	0.0%	18.8%	3	0.1%	59.3%	3	ERR
Blu-ray	5,728	28.0%	113.4%	1,333	18.7%	111.5%	384	196.9%	Increased 15 Decreased 12 Other 2	22,203	27.2%	150.6%	4,885	18.3%	144.5%	1,071	158.9%
Total	20,468	100.0%	89.9%	7,144	100.0%	100.1%	1,573	131.6%		81,681	100.0%	99.7%	26,688	100.0%	104.6%	5,939	126.9%

	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	10,040	59.4%	111.1%	3,020	48.2%	135.8%	587	157.0%		26,023	58.2%	87.9%	8,012	50.1%	88.3%	1,399	108.6%
Rental	6,642	39.3%	99.1%	3,222	51.5%	133.6%	686	106.0%		18,345	41.0%	94.2%	7,867	49.2%	111.8%	2,150	126.0%
Business Use	211	1.2%	149.6%	20	0.3%	73.1%	17	170.0%		370	0.8%	107.2%	113	0.7%	134.9%	130	1181.8%
DVD Video	16,893	75.4%	106.3%	6,263	83.7%	134.3%	1,290	125.1%	Increased 16 Decreased 15 Other 0	44,738	73.1%	90.5%	15,992	81.8%	98.7%	3,679	122.4%
Retail	5,202	94.5%	267.7%	1,014	83.3%	276.6%	198	150.0%		15,645	95.0%	171.7%	3,104	87.4%	171.2%	539	163.8%
Rental	303	5.5%	227.8%	202	16.6%	319.6%	90	230.8%		827	5.0%	144.1%	446	12.6%	120.9%	147	98.0%
Business Use	0	0.0%	ERR	0	0.0%	201.5%	0	ERR		3	0.0%	42.9%	2	0.1%	72.9%	1	ERR
Blu-ray	5,505	24.6%	265.2%	1,217	16.3%	282.9%	288	168.4%	Increased 24 Decreased 4 Other 2	16,475	26.9%	170.0%	3,552	18.2%	162.6%	687	143.4%
Total	22,398	100.0%	124.7%	7,480	100.0%	146.9%	1,578	131.3%		61,213	100.0%	103.5%	19,544	100.0%	106.3%	4,366	125.3%

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Units 000

	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	8,612	57.4%	102.1%	2,735	51.7%	93.2%	444	109.6%		15,983	57.4%	77.7%	4,991	51.3%	72.8%	812	88.8%
Rental	6,305	42.0%	94.4%	2,484	47.0%	97.0%	556	112.6%		11,703	42.0%	91.7%	4,645	47.7%	100.4%	1,464	138.2%
Business Use	79	0.5%	86.8%	71	1.3%	258.4%	49	ERR		159	0.6%	77.9%	93	1.0%	164.8%	113	11300.0%
DVD Video	14,996	71.0%	98.6%	5,290	81.2%	95.8%	1,049	116.7%	Increased 14 Decreased 16 Other 0	27,845	71.7%	83.0%	9,729	80.6%	84.3%	2,389	121.0%
Retail	5,797	94.7%	201.7%	1,085	88.6%	166.7%	203	189.7%		10,443	95.2%	145.7%	2,089	89.5%	144.4%	341	173.1%
Rental	322	5.3%	130.4%	140	11.4%	61.2%	35	79.5%		524	4.8%	118.8%	243	10.4%	79.7%	57	51.4%
Business Use	3	0.0%	100.0%	1	0.1%	35.3%	1	ERR		3	0.0%	42.9%	2	0.1%	66.5%	1	ERR
Blu-ray	6,122	29.0%	196.0%	1,225	18.8%	139.2%	239	158.3%	Increased 24 Decreased 5 Other 0	10,970	28.3%	144.0%	2,335	19.4%	133.1%	399	129.5%
Total	21,118	100.0%	115.2%	6,515	100.0%	101.7%	1,288	122.7%		38,815	100.0%	94.3%	12,064	100.0%	90.8%	2,788	122.2%

	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	7,371	57.4%	60.7%	2,256	50.8%	57.6%	368	72.3%		7,371	57.4%	60.7%	2,256	50.8%	57.6%	368	72.3%
Rental	5,398	42.0%	88.7%	2,161	48.7%	104.7%	908	160.7%		5,398	42.0%	88.7%	2,161	48.7%	104.7%	908	160.7%
Business Use	80	0.6%	70.8%	22	0.5%	76.3%	64	6400.0%		80	0.6%	70.8%	22	0.5%	76.3%	64	6400.0%
DVD Video	12,849	72.6%	70.1%	4,439	80.0%	73.9%	1,340	124.7%	Increased 7 Decreased 22 Other 1	12,849	72.6%	70.1%	4,439	80.0%	73.9%	1,340	124.7%
Retail	4,646	95.8%	108.2%	1,005	90.5%	126.2%	138	153.3%		4,646	95.8%	108.2%	1,005	90.5%	126.2%	138	153.3%
Rental	202	4.2%	104.1%	104	9.4%	134.1%	22	32.8%		202	4.2%	104.1%	104	9.4%	134.1%	22	32.8%
Business Use	0	0.0%	0.0%	1	0.1%	131.2%	0	ERR		0	0.0%	0.0%	1	0.1%	131.2%	0	ERR
Blu-ray	4,848	27.4%	107.9%	1,110	20.0%	126.9%	160	101.9%	Increased 18 Decreased 10 Other 1	4,848	27.4%	107.9%	1,110	20.0%	126.9%	160	101.9%
Total	17,697	100.0%	77.5%	5,549	100.0%	80.6%	1,500	121.8%		17,697	100.0%	77.5%	5,549	100.0%	80.6%	1,500	121.8%