

JVA Monthly Data 2013

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	12,442	69.1%	80.8%	4,175	62.4%	93.1%	625	80.1%		99,090	60.9%	87.4%	33,090	53.3%	93.0%	5,911	86.1%
Rental	5,486	30.5%	92.5%	2,465	36.8%	76.8%	646	92.3%		62,630	38.5%	90.3%	28,648	46.1%	90.0%	6,576	79.0%
Business Use	75	0.4%	75.8%	50	0.7%	135.4%	19	316.7%		931	0.6%	78.4%	400	0.6%	103.9%	279	87.5%
DVD Video	18,003	60.6%	84.0%	6,690	73.7%	86.5%	1,290	86.8%	Increased 17 Decreased 13 Other 2	162,651	64.7%	88.4%	62,138	76.4%	91.6%	12,766	82.3%
Retail	11,250	96.2%	119.2%	2,185	91.5%	105.7%	364	114.1%		84,102	94.9%	125.5%	17,237	89.8%	121.5%	3,080	103.1%
Rental	442	3.8%	118.8%	201	8.4%	62.9%	37	74.0%		4,374	4.9%	107.2%	1,915	10.0%	95.7%	425	70.2%
Business Use	5	0.0%	55.6%	1	0.0%	101.8%	5	-		107	0.1%	281.6%	36	0.2%	293.0%	15	300.0%
Blu-ray	11,697	39.4%	119.1%	2,387	26.3%	100.0%	406	110.0%	Increased 19 Decreased 9 Other 4	88,583	35.3%	124.5%	19,187	23.6%	118.5%	3,520	97.9%
Total	29,700	100.0%	95.0%	9,076	100.0%	89.7%	1,696	91.4%		251,234	100.0%	98.5%	81,325	100.0%	96.8%	16,286	85.2%

	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	6,927	53.4%	78.9%	2,331	44.9%	75.0%	557	79.9%		86,648	59.9%	88.5%	28,915	52.1%	92.9%	5,843	96.0%
Rental	5,984	46.2%	117.9%	2,822	54.3%	95.9%	539	42.8%		57,144	39.5%	90.1%	26,184	47.2%	91.4%	6,469	84.9%
Business Use	49	0.4%	75.4%	43	0.8%	257.7%	19	79.2%		856	0.6%	78.6%	350	0.6%	100.5%	279	89.1%
DVD Video	12,960	65.4%	93.1%	5,196	75.8%	85.6%	1,115	56.3%	Increased 15 Decreased 14 Other 3	144,648	65.3%	89.0%	55,449	76.7%	92.3%	12,591	89.8%
Retail	6,392	93.1%	131.4%	1,439	86.8%	125.5%	286	104.4%		72,852	94.8%	126.5%	15,052	89.6%	124.2%	3,002	112.5%
Rental	469	6.8%	167.5%	218	13.2%	118.2%	40	67.8%		3,932	5.1%	106.0%	1,713	10.2%	101.9%	428	77.1%
Business Use	4	0.1%	200.0%	1	0.0%	91.7%	0	ERR		102	0.1%	351.7%	35	0.2%	310.8%	10	200.0%
Blu-ray	6,865	34.6%	133.4%	1,659	24.2%	124.5%	326	97.9%	Increased 15 Decreased 12 Other 5	76,886	34.7%	125.4%	16,800	23.3%	121.7%	3,440	106.6%
Total	19,825	100.0%	104.0%	6,855	100.0%	92.6%	1,441	62.3%		221,534	100.0%	99.0%	72,249	100.0%	97.8%	16,031	92.9%

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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	7,844	60.3%	95.1%	2,411	51.7%	105.8%	494	101.4%		79,721	60.5%	89.4%	26,583	52.9%	94.9%	5,286	98.1%
Rental	5,098	39.2%	85.7%	2,220	47.6%	73.8%	522	86.7%		51,160	38.8%	87.6%	23,362	46.5%	90.9%	5,930	93.2%
Business Use	59	0.5%	84.3%	33	0.7%	48.0%	44	275.0%		807	0.6%	78.8%	307	0.6%	92.6%	260	90.0%
DVD Video	13,001	67.8%	91.2%	4,663	78.0%	87.1%	1,060	95.9%	Increased 14 Decreased 15 Other 3	131,688	65.3%	88.6%	50,252	76.8%	93.0%	11,476	95.3%
Retail	5,928	95.9%	101.9%	1,228	93.6%	98.8%	254	122.1%		66,460	94.9%	126.1%	13,613	89.9%	124.1%	2,716	113.5%
Rental	246	4.0%	48.6%	83	6.3%	66.1%	24	53.3%		3,463	4.9%	101.0%	1,495	9.9%	99.9%	388	78.2%
Business Use	5	0.1%	ERR	1	0.1%	621.5%	0	0.0%		98	0.1%	363.0%	34	0.2%	329.0%	10	200.0%
Blu-ray	6,179	32.2%	97.7%	1,312	22.0%	95.9%	278	109.0%	Increased 16 Decreased 12 Other 4	70,021	34.7%	124.7%	15,141	23.2%	121.4%	3,114	107.6%
Total	19,180	100.0%	93.2%	5,976	100.0%	88.9%	1,338	98.4%		201,709	100.0%	98.5%	65,394	100.0%	98.3%	14,590	97.7%

	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	8,213	57.2%	96.7%	2,710	43.9%	93.0%	534	81.9%		71,877	60.6%	88.8%	24,173	53.0%	94.0%	4,792	97.7%
Rental	6,062	42.2%	104.8%	3,442	55.8%	124.0%	552	87.6%		46,062	38.8%	87.9%	21,142	46.4%	93.2%	5,408	93.8%
Business Use	89	0.6%	136.9%	18	0.3%	117.4%	23	209.1%		748	0.6%	78.4%	274	0.6%	104.2%	216	79.1%
DVD Video	14,364	62.9%	100.2%	6,170	78.1%	108.1%	1,109	85.8%	Increased 18 Decreased 12 Other 2	118,687	65.0%	88.4%	45,589	76.7%	93.7%	10,416	95.2%
Retail	8,041	94.9%	122.7%	1,480	85.4%	128.7%	363	113.8%		60,532	94.8%	129.1%	12,385	89.6%	127.4%	2,462	112.6%
Rental	425	5.0%	152.3%	251	14.5%	225.6%	38	74.5%		3,217	5.0%	110.0%	1,412	10.2%	103.0%	364	80.7%
Business Use	5	0.1%	83.3%	2	0.1%	1360.5%	0	—		93	0.1%	344.4%	32	0.2%	322.1%	10	333.3%
Blu-ray	8,471	37.1%	123.9%	1,733	21.9%	137.4%	401	108.4%	Increased 18 Decreased 10 Other 4	63,842	35.0%	128.1%	13,829	23.3%	124.5%	2,836	107.4%
Total	22,835	100.0%	107.8%	7,903	100.0%	113.4%	1,510	90.8%		182,529	100.0%	99.1%	59,418	100.0%	99.4%	13,252	97.6%

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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	5,322	51.6%	66.6%	2,124	45.1%	87.4%	482	99.6%		63,664	61.0%	87.9%	21,462	54.4%	94.1%	4,258	100.2%
Rental	4,917	47.6%	94.4%	2,511	53.3%	100.8%	535	97.3%		40,000	38.3%	85.7%	17,700	44.9%	88.9%	4,856	94.6%
Business Use	80	0.8%	92.0%	74	1.6%	401.0%	10	25.0%		659	0.6%	74.1%	256	0.7%	103.4%	193	73.7%
DVD Video	10,319	61.7%	77.7%	4,709	76.6%	95.3%	1,027	95.6%	Increased 11 Decreased 19 Other 2	104,323	65.3%	87.0%	39,419	76.5%	91.7%	9,307	96.5%
Retail	6,031	94.3%	138.3%	1,288	89.6%	135.4%	239	100.8%		52,491	94.8%	130.1%	10,905	90.1%	127.2%	2,099	112.4%
Rental	359	5.6%	116.9%	145	10.1%	106.9%	17	36.2%		2,792	5.0%	105.6%	1,161	9.6%	92.2%	326	81.5%
Business Use	6	0.1%	300.0%	4	0.3%	110.3%	0	—		88	0.2%	419.0%	30	0.2%	304.1%	10	333.3%
Blu-ray	6,396	38.3%	136.9%	1,438	23.4%	131.8%	256	90.1%	Increased 16 Decreased 12 Other 4	55,371	34.7%	128.8%	12,096	23.5%	122.9%	2,435	107.3%
Total	16,715	100.0%	93.1%	6,147	100.0%	101.9%	1,283	94.5%		159,694	100.0%	98.0%	51,515	100.0%	97.5%	11,742	98.5%

	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	8,090	60.9%	86.0%	2,983	53.5%	98.1%	521	102.6%		58,342	62.1%	90.6%	19,338	55.7%	94.9%	3,776	100.2%
Rental	5,129	38.6%	73.8%	2,562	45.9%	84.8%	674	114.0%		35,083	37.3%	84.7%	15,189	43.8%	87.2%	4,321	94.3%
Business Use	74	0.6%	60.7%	31	0.6%	54.1%	15	38.5%		579	0.6%	72.2%	182	0.5%	79.4%	183	82.4%
DVD Video	13,293	58.8%	80.7%	5,576	73.1%	91.1%	1,210	106.3%	Increased 11 Decreased 19 Other 2	94,004	65.7%	88.1%	34,709	76.5%	91.3%	8,280	96.6%
Retail	8,907	95.5%	142.2%	1,852	90.3%	128.9%	278	128.1%		46,460	94.9%	129.1%	9,616	90.2%	126.1%	1,860	114.1%
Rental	415	4.5%	98.3%	195	9.5%	107.6%	54	114.9%		2,433	5.0%	104.1%	1,016	9.5%	90.4%	309	87.5%
Business Use	3	0.0%	150.0%	4	0.2%	644.7%	0	—		82	0.2%	431.6%	26	0.2%	438.4%	10	333.3%
Blu-ray	9,325	41.2%	139.4%	2,051	26.9%	126.7%	332	125.8%	Increased 17 Decreased 11 Other 4	48,975	34.3%	127.8%	10,658	23.5%	121.8%	2,179	109.7%
Total	22,618	100.0%	97.6%	7,628	100.0%	98.5%	1,542	110.0%		142,979	100.0%	98.6%	45,367	100.0%	97.0%	10,459	99.1%

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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	7,194	60.7%	63.7%	2,790	55.1%	81.7%	658	149.5%		50,536	62.9%	93.5%	16,518	56.9%	97.2%	2,999	99.4%
Rental	4,607	38.9%	83.7%	2,247	44.4%	99.3%	577	102.1%		29,332	36.5%	84.7%	12,385	42.6%	85.1%	3,461	90.4%
Business Use	45	0.4%	52.9%	24	0.5%	128.7%	47	134.3%		489	0.6%	72.0%	151	0.5%	86.7%	155	84.7%
DVD Video	11,846	59.9%	70.2%	5,061	75.8%	88.9%	1,282	123.3%	Increased 7 Decreased 23 Other 2	80,357	67.0%	89.9%	29,054	77.3%	91.5%	6,615	94.1%
Retail	7,579	95.7%	151.5%	1,445	89.6%	127.9%	254	126.4%		37,524	94.8%	125.1%	7,721	90.5%	122.6%	1,332	107.0%
Rental	331	4.2%	97.4%	166	10.3%	73.8%	25	100.0%		1,991	5.0%	105.2%	787	9.2%	83.6%	237	76.5%
Business Use	6	0.1%	120.0%	2	0.1%	86.1%	0	-		79	0.2%	607.7%	22	0.3%	338.7%	5	166.7%
Blu-ray	7,916	40.1%	148.0%	1,612	24.2%	118.9%	279	123.5%	Increased 16 Decreased 11 Other 5	39,594	33.0%	124.1%	8,530	22.7%	117.7%	1,574	101.0%
Total	19,762	100.0%	88.9%	6,673	100.0%	94.6%	1,561	123.3%		119,951	100.0%	98.9%	37,584	100.0%	96.4%	8,189	95.4%

	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	6,625	56.6%	78.1%	2,183	52.6%	83.7%	373	67.0%		43,342	63.3%	101.3%	13,728	57.2%	101.0%	2,341	90.8%
Rental	5,008	42.8%	112.6%	1,948	46.9%	120.6%	493	89.0%		24,725	36.1%	84.9%	10,137	42.3%	82.4%	2,884	88.3%
Business Use	66	0.6%	78.6%	22	0.5%	124.2%	32	290.9%		444	0.6%	74.7%	128	0.5%	81.7%	108	73.0%
DVD Video	11,699	64.5%	89.9%	4,152	73.7%	97.9%	898	80.0%	Increased 13 Decreased 17 Other 2	68,511	68.4%	94.5%	23,994	77.6%	92.1%	5,333	89.0%
Retail	6,091	94.8%	148.2%	1,379	93.2%	158.2%	178	88.1%		29,945	94.5%	119.8%	6,276	90.7%	121.4%	1,078	103.3%
Rental	328	5.1%	135.5%	99	6.7%	75.1%	26	44.1%		1,660	5.2%	107.0%	621	9.0%	86.7%	212	74.4%
Business Use	6	0.1%	120.0%	2	0.1%	119.2%	0	-		73	0.2%	912.5%	20	0.3%	435.8%	5	166.7%
Blu-ray	6,425	35.5%	147.5%	1,481	26.3%	147.2%	204	78.2%	Increased 14 Decreased 15 Other 3	31,678	31.6%	119.3%	6,918	22.4%	117.4%	1,295	97.2%
Total	18,124	100.0%	104.3%	5,633	100.0%	107.4%	1,102	79.7%		100,189	100.0%	101.1%	30,911	100.0%	96.8%	6,628	90.5%

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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	11,155	69.6%	134.9%	3,499	61.5%	117.8%	546	87.9%		36,717	64.6%	107.1%	11,546	58.2%	105.1%	1,968	97.4%
Rental	4,796	29.9%	75.8%	2,165	38.1%	76.9%	562	100.2%		19,717	34.7%	79.9%	8,189	41.3%	76.7%	2,391	88.2%
Business Use	79	0.5%	56.4%	23	0.4%	89.0%	13	185.7%		378	0.7%	74.1%	106	0.5%	76.4%	76	55.5%
DVD Video	16,030	72.1%	108.8%	5,687	79.2%	97.9%	1,121	94.3%	Increased 9 Decreased 22 Other 1	56,812	69.2%	95.5%	19,841	78.5%	91.0%	4,435	91.1%
Retail	5,837	94.2%	111.3%	1,351	90.5%	113.2%	266	87.8%		23,854	94.5%	114.2%	4,897	90.1%	113.9%	900	106.9%
Rental	298	4.8%	61.7%	127	8.5%	91.8%	47	59.5%		1,332	5.3%	101.7%	522	9.6%	89.3%	186	82.3%
Business Use	60	1.0%	—	15	1.0%	1792.3%	5	250.0%		67	0.3%	2233.3%	18	0.3%	633.1%	5	166.7%
Blu-ray	6,195	27.9%	108.2%	1,493	20.8%	112.0%	318	82.8%	Increased 13 Decreased 15 Other 4	25,253	30.8%	113.7%	5,437	21.5%	111.3%	1,091	101.9%
Total	22,225	100.0%	108.6%	7,180	100.0%	100.5%	1,439	91.5%		82,065	100.0%	100.5%	25,278	100.0%	94.7%	5,526	93.0%

	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	11,106	66.8%	110.6%	3,547	59.4%	117.4%	576	98.1%		25,562	62.7%	98.2%	8,047	56.9%	100.4%	1,422	101.6%
Rental	5,419	32.6%	81.6%	2,414	40.4%	74.9%	707	103.1%		14,921	36.6%	81.3%	6,024	42.6%	76.6%	1,829	85.1%
Business Use	91	0.5%	43.1%	14	0.2%	71.4%	31	182.4%		299	0.7%	80.8%	83	0.6%	73.6%	63	48.5%
DVD Video	16,616	67.0%	98.4%	5,976	79.5%	95.4%	1,314	101.9%	Increased 14 Decreased 15 Other 2	40,782	68.2%	91.2%	14,155	78.2%	88.5%	3,314	90.1%
Retail	7,908	96.7%	152.0%	1,387	90.2%	136.7%	282	142.4%		18,017	94.5%	115.2%	3,546	89.9%	114.2%	634	117.6%
Rental	269	3.3%	88.8%	149	9.7%	73.6%	58	64.4%		1,034	5.4%	125.0%	395	10.0%	88.5%	139	94.6%
Business Use	4	0.0%	—	1	0.1%	421.1%	0	—		7	0.0%	233.3%	3	0.1%	151.4%	0	0.0%
Blu-ray	8,181	33.0%	148.6%	1,537	20.5%	126.3%	340	118.1%	Increased 18 Decreased 10 Other 3	19,058	31.8%	115.7%	3,944	21.8%	111.0%	773	112.5%
Total	24,797	100.0%	110.7%	7,513	100.0%	100.4%	1,654	104.8%		59,840	100.0%	97.8%	18,098	100.0%	92.6%	4,087	93.6%

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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	6,709	59.6%	77.9%	2,051	51.6%	75.0%	429	96.6%		14,456	59.8%	90.4%	4,500	55.0%	90.2%	846	104.2%
Rental	4,470	39.7%	70.9%	1,886	47.4%	75.9%	610	109.7%		9,502	39.3%	81.2%	3,610	44.1%	77.7%	1,122	76.6%
Business Use	69	0.6%	87.3%	40	1.0%	56.9%	15	30.6%		208	0.9%	130.8%	69	0.8%	74.0%	32	28.3%
DVD Video	11,248	67.4%	75.0%	3,977	76.8%	75.2%	1,054	100.5%	Increased 5 Decreased 25 Other 2	24,166	69.0%	86.8%	8,179	77.3%	84.1%	2,000	83.7%
Retail	5,205	95.6%	89.8%	1,114	92.6%	102.7%	209	103.0%		10,109	92.9%	96.8%	2,159	89.7%	103.3%	352	103.2%
Rental	237	4.4%	73.6%	87	7.3%	62.5%	40	114.3%		765	7.0%	146.0%	246	10.2%	101.0%	81	142.1%
Business Use	2	0.0%	66.7%	2	0.1%	257.1%	0	0.0%		3	0.0%	100.0%	2	0.1%	110.8%	0	0.0%
Blu-ray	5,444	32.6%	88.9%	1,202	23.2%	98.2%	249	104.2%	Increased 13 Decreased 16 Other 3	10,877	31.0%	99.2%	2,406	22.7%	103.1%	433	108.5%
Total	16,692	100.0%	79.0%	5,180	100.0%	79.5%	1,303	101.2%		35,043	100.0%	90.3%	10,585	100.0%	87.7%	2,433	87.3%

	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	7,747	60.0%	105.1%	2,449	58.3%	108.6%	417	113.3%		7,747	60.0%	105.1%	2,449	58.3%	108.6%	417	113.3%
Rental	5,032	39.0%	93.2%	1,724	41.0%	79.8%	512	56.4%		5,032	39.0%	93.2%	1,724	41.0%	79.8%	512	56.4%
Business Use	139	1.1%	173.8%	29	0.7%	128.9%	17	26.6%		139	1.1%	173.8%	29	0.7%	128.9%	17	26.6%
DVD Video	12,918	70.4%	100.5%	4,201	77.7%	94.7%	946	70.6%	Increased 10 Decreased 19 Other 3	12,918	70.4%	100.5%	4,201	77.7%	94.7%	946	70.6%
Retail	4,904	90.3%	105.6%	1,045	86.8%	104.0%	143	103.6%		4,904	90.3%	105.6%	1,045	86.8%	104.0%	143	103.6%
Rental	528	9.7%	261.4%	159	13.2%	152.7%	41	186.4%		528	9.7%	261.4%	159	13.2%	152.7%	41	186.4%
Business Use	1	0.0%	—	0	0.0%	29.2%	0	—		1	0.0%	—	0	0.0%	29.2%	0	—
Blu-ray	5,433	29.6%	112.1%	1,204	22.3%	108.5%	184	115.0%	Increased 18 Decreased 10 Other 4	5,433	29.6%	112.1%	1,204	22.3%	108.5%	184	115.0%
Total	18,351	100.0%	103.7%	5,405	100.0%	97.4%	1,130	75.3%		18,351	100.0%	103.7%	5,405	100.0%	97.4%	1,130	75.3%