

# JVA Monthly Data 2014

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	8,807	59.6%	70.8%	3,637	58.6%	87.1%	620	99.2%		80,243	58.4%	81.0%	29,767	52.4%	90.0%	6,105	103.3%
Rental	5,924	40.1%	108.0%	2,545	41.0%	103.3%	456	70.6%		56,334	41.0%	89.9%	26,739	47.1%	93.3%	5,569	84.7%
Business Use	49	0.3%	65.3%	21	0.3%	42.2%	24	126.3%		821	0.6%	88.2%	288	0.5%	71.9%	361	129.4%
DVD Video	14,780	59.3%	82.1%	6,203	74.2%	92.7%	1,100	85.3%	Increased 10 Decreased 20 Other 3	137,398	60.0%	84.5%	56,794	73.1%	91.4%	12,035	94.3%
Retail	9,678	95.6%	86.0%	1,895	88.1%	86.7%	383	105.2%		86,912	95.1%	103.3%	18,856	90.2%	109.4%	3,403	110.5%
Rental	446	4.4%	100.9%	256	11.9%	127.2%	23	62.2%		4,450	4.9%	101.7%	2,029	9.7%	106.0%	309	72.7%
Business Use	2	0.0%	40.0%	1	0.0%	60.1%	0	0.0%		55	0.1%	51.4%	15	0.1%	43.2%	6	40.0%
Blu-ray	10,126	40.7%	86.6%	2,152	25.8%	90.1%	406	100.0%	Increased 15 Decreased 14 Other 4	91,417	40.0%	103.2%	20,900	26.9%	108.9%	3,718	105.6%
Total	24,906	100.0%	83.9%	8,355	100.0%	92.0%	1,506	88.8%		228,815	100.0%	91.1%	77,694	100.0%	95.5%	15,753	96.7%

	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	6,302	56.7%	91.0%	2,706	50.1%	116.1%	590	105.9%		71,436	58.3%	82.4%	26,130	51.6%	90.4%	5,485	93.9%
Rental	4,762	42.8%	79.6%	2,686	49.7%	95.2%	467	86.6%		50,410	41.1%	88.2%	24,195	47.8%	92.4%	5,113	79.0%
Business Use	51	0.5%	104.1%	13	0.2%	29.6%	34	178.9%		772	0.6%	90.2%	267	0.5%	76.1%	337	120.8%
DVD Video	11,115	59.6%	85.8%	5,405	76.1%	104.0%	1,091	97.8%	Increased 10 Decreased 20 Other 1	122,618	60.1%	84.8%	50,591	73.0%	91.2%	10,935	86.8%
Retail	7,226	96.0%	113.0%	1,504	88.8%	104.5%	323	112.9%		77,234	95.0%	106.0%	16,961	90.5%	112.7%	3,020	100.6%
Rental	300	4.0%	64.0%	188	11.1%	86.3%	23	57.5%		4,004	4.9%	101.8%	1,772	9.5%	103.5%	286	66.8%
Business Use	3	0.0%	75.0%	1	0.0%	95.7%	1	—		53	0.1%	52.0%	15	0.1%	42.7%	6	60.0%
Blu-ray	7,529	40.4%	109.7%	1,693	23.9%	102.1%	347	106.4%	Increased 15 Decreased 14 Other 2	81,291	39.9%	105.7%	18,748	27.0%	111.6%	3,312	96.3%
Total	18,644	100.0%	94.0%	7,098	100.0%	103.5%	1,438	99.8%		203,909	100.0%	92.0%	69,339	100.0%	96.0%	14,247	88.9%

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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	5,180	52.7%	66.0%	1,743	42.2%	72.3%	484	98.0%		65,134	58.4%	81.7%	23,423	51.8%	88.1%	4,895	92.6%
Rental	4,599	46.8%	90.2%	2,376	57.5%	107.0%	454	87.0%		45,648	40.9%	89.2%	21,509	47.6%	92.1%	4,646	78.3%
Business Use	49	0.5%	83.1%	13	0.3%	39.4%	14	31.8%		721	0.6%	89.3%	254	0.6%	82.7%	303	116.5%
DVD Video	9,828	58.0%	75.6%	4,132	72.9%	88.6%	952	89.8%	Increased 9 Decreased 22 Other 1	111,503	60.2%	84.7%	45,186	72.6%	89.9%	9,844	85.8%
Retail	6,856	96.2%	115.7%	1,369	89.2%	111.5%	262	103.1%		70,008	94.9%	105.3%	15,457	90.6%	113.5%	2,697	99.3%
Rental	266	3.7%	108.1%	164	10.7%	198.6%	26	108.3%		3,704	5.0%	107.0%	1,584	9.3%	106.0%	263	67.8%
Business Use	6	0.1%	120.0%	2	0.1%	117.7%	0	—		50	0.1%	51.0%	14	0.1%	41.5%	5	50.0%
Blu-ray	7,128	42.0%	115.4%	1,535	27.1%	117.0%	288	103.6%	Increased 14 Decreased 16 Other 2	73,762	39.8%	105.3%	17,055	27.4%	112.6%	2,965	95.2%
Total	16,956	100.0%	88.4%	5,667	100.0%	94.8%	1,240	92.7%		185,265	100.0%	91.8%	62,241	100.0%	95.2%	12,809	87.8%

	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	6,510	58.8%	79.3%	2,508	50.6%	92.5%	592	110.9%		59,954	59.0%	83.4%	21,680	52.8%	89.7%	4,411	92.0%
Rental	4,493	40.6%	74.1%	2,434	49.1%	70.7%	511	92.6%		41,049	40.4%	89.1%	19,133	46.6%	90.5%	4,192	77.5%
Business Use	68	0.6%	76.4%	15	0.3%	81.4%	38	165.2%		672	0.7%	89.8%	241	0.6%	87.8%	289	133.8%
DVD Video	11,071	64.0%	77.1%	4,956	79.5%	80.3%	1,141	102.9%	Increased 11 Decreased 19 Other 2	101,675	60.4%	85.7%	41,054	72.6%	90.1%	8,892	85.4%
Retail	5,927	95.2%	73.7%	1,148	90.0%	77.6%	272	74.9%		63,152	94.8%	104.3%	14,088	90.8%	113.8%	2,435	98.9%
Rental	296	4.8%	69.6%	127	10.0%	50.7%	26	68.4%		3,438	5.2%	106.9%	1,420	9.1%	100.5%	237	65.1%
Business Use	1	0.0%	20.0%	1	0.0%	22.2%	0	—		44	0.1%	47.3%	12	0.1%	38.0%	5	50.0%
Blu-ray	6,224	36.0%	73.5%	1,276	20.5%	73.6%	298	74.3%	Increased 10 Decreased 18 Other 4	66,634	39.6%	104.4%	15,520	27.4%	112.2%	2,677	94.4%
Total	17,295	100.0%	75.7%	6,232	100.0%	78.9%	1,439	95.3%		168,309	100.0%	92.2%	56,574	100.0%	95.2%	11,569	87.3%

# JVA Monthly Data 2014

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Units 000

	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	6,162	56.9%	115.8%	2,160	48.6%	101.7%	473	98.1%		53,444	59.0%	83.9%	19,172	53.1%	89.3%	3,819	89.7%
Rental	4,608	42.5%	93.7%	2,271	51.1%	90.5%	497	92.9%		36,556	40.3%	91.4%	16,699	46.3%	94.3%	3,681	75.8%
Business Use	62	0.6%	77.5%	16	0.4%	21.1%	25	250.0%		604	0.7%	91.7%	226	0.6%	88.3%	251	130.1%
DVD Video	10,832	64.4%	105.0%	4,446	75.4%	94.4%	995	96.9%	Increased 15 Decreased 15 Other 1	90,604	60.0%	86.8%	36,098	71.7%	91.6%	7,751	83.3%
Retail	5,571	92.9%	92.4%	1,298	89.4%	100.7%	210	87.9%		57,225	94.7%	109.0%	12,940	90.8%	118.7%	2,163	103.0%
Rental	420	7.0%	117.0%	153	10.6%	105.5%	28	164.7%		3,142	5.2%	112.5%	1,293	9.1%	111.3%	211	64.7%
Business Use	4	0.1%	66.7%	1	0.1%	21.1%	0	—		43	0.1%	48.9%	12	0.1%	39.2%	5	50.0%
Blu-ray	5,995	35.6%	93.7%	1,452	24.6%	101.0%	238	93.0%	Increased 20 Decreased 9 Other 2	60,410	40.0%	109.1%	14,244	28.3%	117.8%	2,379	97.7%
Total	16,827	100.0%	100.7%	5,898	100.0%	95.9%	1,233	96.1%		151,014	100.0%	94.6%	50,342	100.0%	97.7%	10,130	86.3%

	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	8,458	63.7%	104.5%	3,181	55.9%	106.6%	526	101.0%		47,282	59.3%	81.0%	17,013	53.8%	88.0%	3,346	88.6%
Rental	4,743	35.7%	92.5%	2,465	43.4%	96.2%	471	69.9%		31,948	40.0%	91.1%	14,428	45.6%	95.0%	3,184	73.7%
Business Use	82	0.6%	110.8%	39	0.7%	125.7%	12	80.0%		542	0.7%	93.6%	211	0.7%	115.6%	226	123.5%
DVD Video	13,283	45.0%	99.9%	5,685	53.6%	102.0%	1,009	83.4%	Increased 12 Decreased 17 Other 2	79,772	59.4%	84.9%	31,652	71.2%	91.2%	6,756	81.6%
Retail	15,805	97.5%	177.4%	4,679	95.0%	252.6%	269	96.8%		51,654	94.9%	111.2%	11,642	91.0%	121.1%	1,953	105.0%
Rental	400	2.5%	96.4%	244	4.9%	124.7%	38	70.4%		2,722	5.0%	111.9%	1,139	8.9%	112.1%	183	59.2%
Business Use	4	0.0%	133.3%	1	0.0%	33.2%	0	—		39	0.1%	47.6%	11	0.1%	42.4%	5	50.0%
Blu-ray	16,209	55.0%	173.8%	4,923	46.4%	240.0%	307	92.5%	Increased 11 Decreased 15 Other 5	54,415	40.6%	111.1%	12,792	28.8%	120.0%	2,141	98.3%
Total	29,492	100.0%	130.4%	10,609	100.0%	139.1%	1,316	85.3%		134,187	100.0%	93.9%	44,444	100.0%	98.0%	8,897	85.1%

# JVA Monthly Data 2014

Price MM Yen  
Units 000

	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	5,741	54.3%	79.8%	2,282	50.9%	81.8%	430	65.3%		39,018	58.4%	77.2%	13,812	52.7%	83.6%	2,629	87.7%
Rental	4,782	45.2%	103.8%	2,170	48.4%	96.6%	493	85.4%		27,407	41.0%	93.4%	12,240	46.7%	98.8%	3,174	91.7%
Business Use	56	0.5%	124.4%	29	0.6%	123.0%	30	63.8%		441	0.7%	90.2%	171	0.7%	113.0%	209	134.8%
DVD Video	10,579	58.6%	89.3%	4,481	74.2%	88.5%	953	74.3%	Increased 12 Decreased 17 Other 2	66,866	63.9%	83.2%	26,223	77.3%	90.3%	6,012	90.9%
Retail	7,085	94.7%	93.5%	1,403	90.1%	97.1%	277	109.1%		35,857	94.9%	95.6%	6,900	89.4%	89.4%	1,434	107.7%
Rental	387	5.2%	116.9%	151	9.7%	91.1%	27	108.0%		1,898	5.0%	95.3%	810	10.5%	102.9%	182	76.8%
Business Use	8	0.1%	133.3%	3	0.2%	174.4%	0	-		35	0.1%	44.3%	10	0.1%	43.9%	0	0.0%
Blu-ray	7,480	41.4%	94.5%	1,557	25.8%	96.6%	304	109.0%	Increased 11 Decreased 15 Other 5	37,790	36.1%	95.4%	7,719	22.7%	90.5%	1,616	102.7%
Total	18,059	100.0%	91.4%	6,038	100.0%	90.5%	1,257	80.5%		104,655	100.0%	87.2%	33,942	100.0%	90.3%	7,628	93.1%

	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	6,489	61.9%	97.9%	2,064	54.8%	94.6%	340	91.2%		33,277	59.1%	76.8%	11,530	53.0%	84.0%	2,199	93.9%
Rental	3,937	37.6%	78.6%	1,668	44.3%	85.6%	549	111.4%		22,625	40.2%	91.5%	10,070	46.3%	99.3%	2,681	93.0%
Business Use	52	0.5%	78.8%	35	0.9%	161.2%	21	65.6%		385	0.7%	86.7%	142	0.7%	111.1%	179	165.7%
DVD Video	10,478	67.8%	89.6%	3,766	78.5%	90.7%	910	101.3%	Increased 8 Decreased 22 Other 2	56,287	65.0%	82.2%	21,742	77.9%	90.6%	5,059	94.9%
Retail	4,700	94.7%	77.2%	943	91.4%	68.4%	204	114.6%		28,772	94.9%	96.1%	5,496	89.2%	87.6%	1,157	107.3%
Rental	263	5.3%	80.2%	88	8.5%	88.7%	26	100.0%		1,511	5.0%	91.0%	659	10.7%	106.1%	155	73.1%
Business Use	2	0.0%	33.3%	0	0.0%	20.8%	0	-		27	0.1%	37.0%	7	0.1%	34.0%	0	0.0%
Blu-ray	4,965	32.2%	77.3%	1,032	21.5%	69.7%	230	112.7%	Increased 15 Decreased 15 Other 2	30,310	35.0%	95.7%	6,162	22.1%	89.1%	1,312	101.3%
Total	15,443	100.0%	85.2%	4,798	100.0%	85.2%	1,140	103.4%		86,596	100.0%	86.4%	27,905	100.0%	90.3%	6,371	96.1%

# JVA Monthly Data 2014

Price MM Yen  
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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	4,665	51.8%	41.8%	1,808	48.5%	51.7%	454	83.2%		26,788	58.5%	73.0%	9,466	52.7%	82.0%	1,859	94.5%
Rental	4,285	47.6%	89.3%	1,895	50.8%	87.6%	504	89.7%		18,688	40.8%	94.8%	8,402	46.7%	102.6%	2,132	89.2%
Business Use	60	0.7%	75.9%	26	0.7%	110.7%	50	384.6%		333	0.7%	88.1%	107	0.6%	101.0%	158	207.9%
DVD Video	9,010	62.5%	56.2%	3,729	75.2%	65.6%	1,008	89.9%	Increased 10 Decreased 20 Other 2	45,809	64.4%	80.6%	17,976	77.8%	90.6%	4,149	93.6%
Retail	5,117	94.6%	87.7%	1,034	84.3%	76.6%	241	90.6%		24,072	95.0%	100.9%	4,553	88.7%	93.0%	953	105.9%
Rental	285	5.3%	95.6%	192	15.6%	150.5%	30	63.8%		1,248	4.9%	93.7%	571	11.1%	109.4%	129	69.4%
Business Use	5	0.1%	8.3%	1	0.1%	7.6%	0	0.0%		25	0.1%	37.3%	6	0.1%	35.6%	0	0.0%
Blu-ray	5,407	37.5%	87.3%	1,227	24.8%	82.2%	271	85.2%	Increased 11 Decreased 15 Other 6	25,345	35.6%	100.4%	5,131	22.2%	94.4%	1,082	99.2%
Total	14,417	100.0%	64.9%	4,956	100.0%	69.0%	1,279	88.9%		71,153	100.0%	86.7%	23,106	100.0%	91.4%	5,231	94.7%

	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	9,627	64.6%	86.7%	3,570	60.8%	100.6%	588	102.1%		22,123	60.1%	86.5%	7,658	53.8%	95.2%	1,405	98.8%
Rental	5,158	34.6%	95.2%	2,270	38.6%	94.0%	640	90.5%		14,403	39.1%	96.5%	6,507	45.7%	108.0%	1,628	89.0%
Business Use	118	0.8%	129.7%	36	0.6%	249.5%	29	93.5%		273	0.7%	91.3%	82	0.6%	98.3%	108	171.4%
DVD Video	14,903	63.9%	89.7%	5,875	79.4%	98.3%	1,257	95.7%	Increased 12 Decreased 17 Other 3	36,799	64.9%	90.2%	14,246	78.5%	100.6%	3,141	94.8%
Retail	8,131	96.6%	102.8%	1,397	91.9%	100.7%	314	111.3%		18,955	95.1%	105.2%	3,519	90.1%	99.2%	712	112.3%
Rental	281	3.3%	104.6%	123	8.1%	82.7%	34	58.6%		963	4.8%	93.1%	380	9.7%	96.1%	99	71.2%
Business Use	3	0.0%	75.0%	1	0.0%	62.3%	0	—		20	0.1%	285.7%	5	0.1%	173.5%	0	—
Blu-ray	8,416	36.1%	102.9%	1,521	20.6%	98.9%	348	102.4%	Increased 13 Decreased 14 Other 5	19,938	35.1%	104.6%	3,904	21.5%	99.0%	811	104.9%
Total	23,319	100.0%	94.0%	7,396	100.0%	98.4%	1,605	97.0%		56,736	100.0%	94.8%	18,150	100.0%	100.3%	3,952	96.7%

# JVA Monthly Data 2014

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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	5,985	57.1%	89.2%	2,276	50.0%	111.0%	383	89.3%		12,496	57.1%	86.4%	4,088	48.8%	90.9%	817	96.6%
Rental	4,408	42.1%	98.6%	2,243	49.3%	118.9%	516	84.6%		9,245	42.2%	97.3%	4,237	50.6%	117.4%	988	88.1%
Business Use	81	0.8%	117.4%	30	0.7%	73.5%	32	213.3%		155	0.7%	74.5%	46	0.6%	66.9%	79	246.9%
DVD Video	10,474	62.6%	93.1%	4,548	78.1%	114.3%	931	88.3%	Increased 11 Decreased 19 Other 2	21,896	65.5%	90.6%	8,371	77.8%	102.4%	1,884	94.2%
Retail	5,929	94.8%	113.9%	1,143	89.5%	102.7%	208	99.5%		10,824	93.9%	107.1%	2,122	89.0%	98.3%	398	113.1%
Rental	318	5.1%	134.3%	132	10.3%	150.9%	15	37.5%		681	5.9%	89.1%	256	10.8%	104.3%	65	80.2%
Business Use	10	0.2%	500.0%	2	0.2%	147.4%	0	-		17	0.1%	566.7%	5	0.2%	237.0%	0	-
Blu-ray	6,257	37.4%	114.9%	1,278	21.9%	106.2%	223	89.6%	Increased 16 Decreased 11 Other 5	11,522	34.5%	105.9%	2,383	22.2%	99.0%	463	106.9%
Total	16,731	100.0%	100.2%	5,825	100.0%	112.5%	1,154	88.6%		33,418	100.0%	95.4%	10,754	100.0%	101.6%	2,347	96.5%

	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	6,511	57.0%	84.0%	1,813	47.4%	74.0%	434	104.1%		6,511	57.0%	84.0%	1,813	47.4%	74.0%	434	104.1%
Rental	4,837	42.3%	96.1%	1,994	52.2%	115.7%	472	92.2%		4,837	42.3%	96.1%	1,994	52.2%	115.7%	472	92.2%
Business Use	74	0.6%	53.2%	16	0.4%	57.7%	47	276.5%		74	0.6%	53.2%	16	0.4%	57.7%	47	276.5%
DVD Video	11,422	68.4%	88.4%	3,823	77.6%	91.0%	953	100.7%	Increased 15 Decreased 16 Other 1	11,422	68.4%	88.4%	3,823	77.6%	91.0%	953	100.7%
Retail	4,895	93.0%	99.8%	978	88.5%	93.6%	190	132.9%		4,895	93.0%	99.8%	978	88.5%	93.6%	190	132.9%
Rental	363	6.9%	68.8%	125	11.3%	78.6%	50	122.0%		363	6.9%	68.8%	125	11.3%	78.6%	50	122.0%
Business Use	7	0.1%	700.0%	2	0.2%	677.1%	0	-		7	0.1%	700.0%	2	0.2%	677.1%	0	-
Blu-ray	5,265	31.6%	96.9%	1,105	22.4%	91.8%	240	130.4%	Increased 18 Decreased 10 Other 4	5,265	31.6%	96.9%	1,105	22.4%	91.8%	240	130.4%
Total	16,687	100.0%	90.9%	4,929	100.0%	91.2%	1,193	105.6%		16,687	100.0%	90.9%	4,929	100.0%	91.2%	1,193	105.6%