

JVA Monthly Data 2015

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	10,290	68.6%	116.8%	3,234	55.6%	88.9%	751	121.1%		72,844	58.6%	90.8%	23,992	46.1%	80.6%	6,049	99.1%
Rental	4,637	30.9%	78.3%	2,565	44.1%	100.8%	431	94.5%		50,454	40.6%	89.6%	27,527	52.9%	102.9%	4,991	89.6%
Business Use	67	0.4%	136.7%	16	0.3%	76.4%	20	83.3%		913	0.7%	111.2%	490	0.9%	170.4%	343	95.0%
DVD Video	14,994	52.3%	101.4%	5,816	67.2%	93.8%	1,202	109.3%	Increased 10 Decreased 20 Other 2	124,211	57.0%	90.4%	52,010	71.9%	91.6%	11,414	94.8%
Retail	13,176	96.5%	136.1%	2,634	92.7%	139.0%	447	116.7%		89,726	95.6%	103.2%	18,170	89.6%	96.4%	3,377	99.2%
Rental	456	3.3%	102.2%	205	7.2%	80.2%	22	95.7%		3,849	4.1%	86.5%	2,049	10.1%	101.0%	249	80.6%
Business Use	24	0.2%	1200.0%	1	0.0%	198.9%	0	—		244	0.3%	443.6%	58	0.3%	376.0%	1	16.7%
Blu-ray	13,656	47.7%	134.9%	2,841	32.8%	132.0%	469	115.5%	Increased 15 Decreased 14 Other 3	93,819	43.0%	102.6%	20,278	28.1%	97.0%	3,627	97.6%
Total	28,650	100.0%	115.0%	8,657	100.0%	103.6%	1,671	111.0%		218,030	100.0%	95.3%	72,287	100.0%	93.0%	15,041	95.5%

	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	5,785	57.3%	91.8%	2,017	47.1%	74.5%	574	97.3%		62,554	57.3%	87.6%	20,758	44.9%	79.4%	5,298	96.6%
Rental	4,247	42.1%	89.2%	2,242	52.4%	83.5%	411	88.0%		45,817	42.0%	90.9%	24,962	54.0%	103.2%	4,560	89.2%
Business Use	67	0.7%	131.4%	19	0.5%	153.2%	31	91.2%		846	0.8%	109.6%	474	1.0%	177.8%	354	105.0%
DVD Video	10,099	53.9%	90.9%	4,279	69.3%	79.2%	1,016	93.1%	Increased 12 Decreased 19 Other 1	109,217	57.7%	89.1%	46,194	72.6%	91.3%	10,212	93.4%
Retail	8,273	95.9%	114.5%	1,717	90.7%	114.2%	349	108.0%		76,550	95.5%	99.1%	15,536	89.1%	91.6%	2,930	97.0%
Rental	347	4.0%	115.7%	176	9.3%	93.2%	20	87.0%		3,393	4.2%	84.7%	1,844	10.6%	104.0%	227	79.4%
Business Use	7	0.1%	233.3%	1	0.0%	111.6%	0	0.0%		220	0.3%	415.1%	57	0.3%	383.6%	1	16.7%
Blu-ray	8,627	46.1%	114.6%	1,894	30.7%	111.8%	369	106.3%	Increased 14 Decreased 15 Other 3	80,163	42.3%	98.6%	17,437	27.4%	93.0%	3,158	95.4%
Total	18,726	100.0%	100.4%	6,172	100.0%	87.0%	1,385	96.3%		189,379	100.0%	92.9%	63,631	100.0%	91.8%	13,370	93.8%

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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	4,943	51.5%	95.4%	1,621	39.5%	93.0%	397	82.0%		56,769	57.3%	87.2%	18,741	44.7%	80.0%	4,724	96.5%
Rental	4,582	47.7%	99.6%	2,465	60.1%	103.8%	273	60.1%		41,570	41.9%	91.1%	22,719	54.2%	105.6%	4,149	89.3%
Business Use	72	0.7%	146.7%	15	0.4%	118.3%	29	207.1%		779	0.8%	108.0%	455	1.1%	179.0%	323	106.6%
DVD Video	9,596	57.8%	97.6%	4,102	72.2%	99.3%	699	73.4%	Increased 16 Decreased 15 Other 2	99,117	58.1%	88.9%	41,915	72.9%	92.8%	9,196	93.4%
Retail	6,617	94.4%	96.5%	1,396	88.2%	101.9%	267	101.9%		68,277	95.4%	97.5%	13,819	88.9%	89.4%	2,581	95.7%
Rental	385	5.5%	144.7%	184	11.6%	111.9%	18	69.2%		3,046	4.3%	82.2%	1,668	10.7%	105.3%	207	78.7%
Business Use	11	0.2%	183.3%	2	0.1%	126.5%	0	—		213	0.3%	426.0%	56	0.4%	398.2%	1	20.0%
Blu-ray	7,013	42.2%	98.4%	1,581	27.8%	103.0%	285	99.0%	Increased 16 Decreased 13 Other 4	71,536	41.9%	97.0%	15,543	27.1%	91.1%	2,789	94.1%
Total	16,609	100.0%	98.0%	5,684	100.0%	100.3%	984	79.4%		170,653	100.0%	92.1%	57,458	100.0%	92.3%	11,985	93.6%

	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	4,934	50.1%	75.8%	1,592	37.4%	63.5%	464	78.4%		51,826	57.9%	86.4%	17,120	45.3%	79.0%	4,327	98.1%
Rental	4,806	48.8%	107.0%	2,634	61.8%	108.2%	453	88.6%		36,988	41.3%	90.1%	20,254	53.6%	105.9%	3,876	92.5%
Business Use	100	1.0%	147.1%	34	0.8%	233.2%	11	28.9%		707	0.8%	105.2%	439	1.2%	182.3%	294	101.7%
DVD Video	9,840	55.5%	88.9%	4,261	74.2%	86.0%	928	81.3%	Increased 13 Decreased 18 Other 2	89,521	58.1%	88.0%	37,813	73.0%	92.1%	8,497	95.6%
Retail	7,557	95.6%	127.5%	1,244	84.1%	108.4%	248	91.2%		61,660	95.6%	97.6%	12,423	89.0%	88.2%	2,314	95.0%
Rental	327	4.1%	110.5%	230	15.6%	181.2%	18	69.2%		2,661	4.1%	77.4%	1,484	10.6%	104.6%	189	79.7%
Business Use	19	0.2%	1900.0%	4	0.3%	861.8%	0	—		202	0.3%	459.1%	54	0.4%	436.3%	1	20.0%
Blu-ray	7,903	44.5%	127.0%	1,479	25.8%	115.9%	266	89.3%	Increased 18 Decreased 10 Other 5	64,523	41.9%	96.8%	13,962	27.0%	90.0%	2,504	93.5%
Total	17,743	100.0%	102.6%	5,739	100.0%	92.1%	1,194	83.0%		154,044	100.0%	91.5%	51,775	100.0%	91.5%	11,001	95.1%

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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	4,953	53.9%	80.4%	1,736	41.1%	80.4%	512	108.2%		46,892	58.8%	87.7%	15,528	46.3%	81.0%	3,863	101.2%
Rental	4,171	45.4%	90.5%	2,383	56.4%	104.9%	422	84.9%		32,182	40.4%	88.0%	17,620	52.5%	105.5%	3,423	93.0%
Business Use	67	0.7%	108.1%	103	2.4%	662.7%	30	120.0%		607	0.8%	100.5%	405	1.2%	179.0%	283	112.7%
DVD Video	9,191	57.7%	84.9%	4,222	72.0%	95.0%	964	96.9%	Increased 12 Decreased 17 Other 4	79,681	58.5%	87.9%	33,552	72.9%	92.9%	7,569	97.7%
Retail	6,381	94.8%	114.5%	1,495	91.2%	115.2%	238	113.3%		54,103	95.6%	94.5%	11,179	89.6%	86.4%	2,066	95.5%
Rental	299	4.4%	71.2%	127	7.7%	82.9%	23	82.1%		2,334	4.1%	74.3%	1,254	10.0%	97.0%	171	81.0%
Business Use	48	0.7%	1200.0%	18	1.1%	1904.7%	0	—		183	0.3%	425.6%	49	0.4%	417.6%	1	20.0%
Blu-ray	6,728	42.3%	112.2%	1,640	28.0%	112.9%	261	109.7%	Increased 16 Decreased 13 Other 4	56,620	41.5%	93.7%	12,483	27.1%	87.6%	2,238	94.1%
Total	15,919	100.0%	94.6%	5,862	100.0%	99.4%	1,225	99.4%		136,301	100.0%	90.3%	46,035	100.0%	91.4%	9,807	96.8%

	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	6,336	60.1%	74.9%	2,337	47.7%	73.5%	750	142.6%		41,939	59.5%	88.7%	13,792	47.0%	81.1%	3,351	100.1%
Rental	4,146	39.4%	87.4%	2,550	52.1%	103.4%	469	99.6%		28,011	39.7%	87.7%	15,237	51.9%	105.6%	3,001	94.3%
Business Use	54	0.5%	65.9%	9	0.2%	21.8%	32	266.7%		540	0.8%	99.6%	302	1.0%	143.2%	253	111.9%
DVD Video	10,536	57.2%	79.3%	4,895	71.8%	86.1%	1,251	124.0%	Increased 11 Decreased 20 Other 2	70,490	58.6%	88.4%	29,330	73.0%	92.7%	6,605	97.8%
Retail	7,648	96.9%	48.4%	1,760	91.7%	37.6%	287	106.7%		47,722	95.7%	92.4%	9,685	89.3%	83.2%	1,828	93.6%
Rental	238	3.0%	59.5%	158	8.2%	64.7%	19	50.0%		2,035	4.1%	74.8%	1,127	10.4%	98.9%	148	80.9%
Business Use	3	0.0%	75.0%	1	0.1%	77.4%	0	—		135	0.3%	346.2%	31	0.3%	288.3%	1	20.0%
Blu-ray	7,889	42.8%	48.7%	1,918	28.2%	39.0%	306	99.7%	Increased 14 Decreased 16 Other 3	49,892	41.4%	91.7%	10,843	27.0%	84.8%	1,977	92.3%
Total	18,425	100.0%	62.5%	6,813	100.0%	64.2%	1,557	118.3%		120,382	100.0%	89.7%	40,174	100.0%	90.4%	8,582	96.5%

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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	4,667	54.9%	81.3%	1,806	40.1%	79.1%	463	107.7%		35,359	60.1%	90.6%	11,271	46.0%	81.6%	2,534	96.4%
Rental	3,778	44.4%	79.0%	2,685	59.6%	123.8%	484	98.2%		23,041	39.1%	84.1%	12,926	52.8%	105.6%	2,541	80.1%
Business Use	56	0.7%	100.0%	11	0.2%	37.1%	17	56.7%		480	0.8%	108.8%	294	1.2%	172.0%	225	107.7%
DVD Video	8,502	56.6%	80.4%	4,502	76.0%	100.5%	964	101.2%	Increased 14 Decreased 16 Other 3	58,881	58.6%	88.1%	24,491	73.7%	93.4%	5,300	88.2%
Retail	6,201	95.1%	87.5%	1,243	87.2%	88.6%	330	119.1%		39,702	95.5%	110.7%	7,743	88.7%	112.2%	1,512	105.4%
Rental	307	4.7%	79.5%	179	12.6%	118.7%	23	85.2%		1,725	4.2%	90.9%	951	10.9%	117.4%	124	68.1%
Business Use	9	0.1%	112.5%	3	0.2%	113.7%	0	—		132	0.3%	377.1%	30	0.3%	315.3%	0	—
Blu-ray	6,517	43.4%	87.1%	1,425	24.0%	91.5%	353	116.1%	Increased 12 Decreased 17 Other 4	41,560	41.4%	110.0%	8,725	26.3%	113.0%	1,636	101.2%
Total	15,019	100.0%	83.2%	5,927	100.0%	98.2%	1,317	104.8%		100,440	100.0%	96.0%	33,215	100.0%	97.9%	6,936	90.9%

	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	2,964	45.9%	45.7%	1,122	38.2%	54.4%	334	98.2%		30,692	60.9%	92.2%	9,465	47.4%	82.1%	2,071	94.2%
Rental	3,431	53.1%	87.1%	1,723	58.7%	103.3%	364	66.3%		19,263	38.2%	85.1%	10,240	51.2%	101.7%	2,057	76.7%
Business Use	65	1.0%	125.0%	92	3.1%	264.8%	33	157.1%		424	0.8%	110.1%	283	1.4%	199.6%	208	116.2%
DVD Video	6,460	60.8%	61.7%	2,937	77.8%	78.0%	731	80.3%	Increased 12 Decreased 17 Other 2	50,379	59.0%	89.5%	19,989	73.3%	91.9%	4,336	85.7%
Retail	3,865	92.8%	82.2%	740	88.3%	78.4%	201	98.5%		33,501	95.6%	116.4%	6,500	89.0%	118.3%	1,182	102.2%
Rental	296	7.1%	112.5%	96	11.5%	109.5%	16	61.5%		1,418	4.0%	93.9%	772	10.6%	117.1%	101	65.2%
Business Use	6	0.1%	300.0%	2	0.2%	383.8%	0	—		123	0.4%	455.6%	27	0.4%	393.8%	0	—
Blu-ray	4,167	39.2%	83.9%	838	22.2%	81.2%	217	94.3%	Increased 14 Decreased 14 Other 3	35,042	41.0%	115.6%	7,299	26.7%	118.5%	1,283	97.8%
Total	10,627	100.0%	68.8%	3,775	100.0%	78.7%	948	83.2%		85,421	100.0%	98.6%	27,288	100.0%	97.8%	5,619	88.2%

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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	7,260	66.9%	155.6%	2,162	48.4%	119.5%	389	85.7%		27,728	63.1%	103.5%	8,343	48.9%	88.1%	1,737	93.4%
Rental	3,545	32.7%	82.7%	2,283	51.1%	120.4%	376	74.6%		15,832	36.0%	84.7%	8,517	49.9%	101.4%	1,693	79.4%
Business Use	46	0.4%	76.7%	26	0.6%	99.8%	40	80.0%		359	0.8%	107.8%	191	1.1%	178.5%	175	110.8%
DVD Video	10,851	56.1%	120.4%	4,470	67.9%	119.9%	805	79.9%	Increased 10 Decreased 19 Other 3	43,919	58.7%	95.9%	17,052	72.5%	94.9%	3,605	86.9%
Retail	8,189	96.4%	160.0%	1,855	87.7%	179.3%	244	101.2%		29,636	96.0%	123.1%	5,760	89.1%	126.5%	981	102.9%
Rental	283	3.3%	99.3%	255	12.0%	132.8%	31	103.3%		1,122	3.6%	89.9%	676	10.5%	118.3%	85	65.9%
Business Use	21	0.2%	420.0%	7	0.3%	577.7%	0	-		117	0.4%	468.0%	26	0.4%	394.5%	0	-
Blu-ray	8,493	43.9%	157.1%	2,116	32.1%	172.4%	275	101.5%	Increased 14 Decreased 14 Other 4	30,875	41.3%	121.8%	6,462	27.5%	125.9%	1,066	98.5%
Total	19,344	100.0%	134.2%	6,586	100.0%	132.9%	1,080	84.4%		74,794	100.0%	105.1%	23,513	100.0%	101.8%	4,671	89.3%

	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	7,984	62.3%	82.9%	2,554	53.4%	71.6%	536	91.2%		20,468	61.9%	92.5%	6,181	49.1%	80.7%	1,348	95.9%
Rental	4,672	36.5%	90.6%	2,186	45.7%	96.3%	484	75.6%		12,287	37.2%	85.3%	6,234	49.6%	95.8%	1,317	80.9%
Business Use	161	1.3%	136.4%	45	0.9%	127.5%	58	200.0%		313	0.9%	114.7%	166	1.3%	203.2%	135	125.0%
DVD Video	12,817	59.5%	86.0%	4,785	75.5%	81.5%	1,078	85.8%	Increased 11 Decreased 18 Other 2	33,068	59.6%	89.9%	12,581	74.3%	88.3%	2,800	89.1%
Retail	8,430	96.6%	103.7%	1,432	92.0%	102.5%	316	100.6%		21,447	95.8%	113.1%	3,906	89.9%	111.0%	737	103.5%
Rental	283	3.2%	100.6%	122	7.8%	98.9%	16	47.1%		839	3.7%	87.2%	421	9.7%	111.0%	54	54.5%
Business Use	12	0.1%	400.0%	3	0.2%	360.2%	0	-		96	0.4%	480.0%	19	0.4%	355.2%	0	-
Blu-ray	8,725	40.5%	103.7%	1,557	24.5%	102.4%	332	95.4%	Increased 17 Decreased 13 Other 1	22,382	40.4%	112.3%	4,346	25.7%	111.3%	791	97.5%
Total	21,542	100.0%	92.4%	6,342	100.0%	85.8%	1,410	87.9%		55,450	100.0%	97.7%	16,927	100.0%	93.3%	3,591	90.9%

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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	7,826	67.0%	130.8%	2,125	48.4%	93.4%	466	121.7%		12,484	61.6%	99.9%	3,627	46.5%	88.7%	812	99.4%
Rental	3,785	32.4%	85.9%	2,179	49.6%	97.2%	440	85.3%		7,614	37.6%	82.4%	4,049	51.9%	95.6%	833	84.3%
Business Use	67	0.6%	82.7%	87	2.0%	292.2%	34	106.3%		152	0.8%	98.1%	121	1.5%	261.7%	77	97.5%
DVD Video	11,678	60.3%	111.5%	4,391	75.3%	96.5%	940	101.0%	Increased 14 Decreased 14 Other 2	20,250	59.7%	92.5%	7,796	73.7%	93.1%	1,722	91.4%
Retail	7,379	95.8%	124.5%	1,328	92.2%	116.1%	209	100.5%		13,017	95.3%	120.3%	2,473	88.7%	116.6%	421	105.8%
Rental	295	3.8%	92.7%	106	7.3%	80.3%	25	166.7%		556	4.1%	81.6%	299	10.7%	116.7%	38	58.5%
Business Use	28	0.4%	280.0%	6	0.4%	242.0%	0	—		84	0.6%	494.1%	16	0.6%	354.5%	0	—
Blu-ray	7,702	39.7%	123.1%	1,439	24.7%	112.6%	234	104.9%	Increased 17 Decreased 9 Other 4	13,657	40.3%	118.5%	2,789	26.3%	117.0%	459	99.1%
Total	19,380	100.0%	115.8%	5,830	100.0%	100.1%	1,174	101.7%		33,907	100.0%	101.5%	10,585	100.0%	98.4%	2,181	92.9%

	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	4,658	54.3%	71.5%	1,502	44.1%	82.8%	346	79.7%		4,658	54.3%	71.5%	1,502	44.1%	82.8%	346	79.7%
Rental	3,829	44.7%	79.2%	1,870	54.9%	93.8%	393	83.3%		3,829	44.7%	79.2%	1,870	54.9%	93.8%	393	83.3%
Business Use	85	1.0%	114.9%	34	1.0%	206.8%	43	91.5%		85	1.0%	114.9%	34	1.0%	206.8%	43	91.5%
DVD Video	8,572	59.0%	75.0%	3,406	71.6%	89.1%	782	82.1%	Increased 12 Decreased 18 Other 2	8,572	59.0%	75.0%	3,406	71.6%	89.1%	782	82.1%
Retail	5,638	94.7%	115.2%	1,146	84.9%	117.1%	212	111.6%		5,638	94.7%	115.2%	1,146	84.9%	117.1%	212	111.6%
Rental	261	4.4%	71.9%	194	14.3%	155.3%	13	26.0%		261	4.4%	71.9%	194	14.3%	155.3%	13	26.0%
Business Use	56	0.9%	800.0%	11	0.8%	474.6%	0	—		56	0.9%	800.0%	11	0.8%	474.6%	0	—
Blu-ray	5,955	41.0%	113.1%	1,350	28.4%	122.1%	225	93.8%	Increased 12 Decreased 15 Other 5	5,955	41.0%	113.1%	1,350	28.4%	122.1%	225	93.8%
Total	14,527	100.0%	87.1%	4,755	100.0%	96.5%	1,007	84.4%		14,527	100.0%	87.1%	4,755	100.0%	96.5%	1,007	84.4%