

# JVA Monthly Data 2016

Price MM Yen  
Units 000

	December Actual									# of Cum. (Jan.-December.)							
	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	9,233	65.4%	89.7%	3,027	48.3%	93.6%	575	76.6%		69,223	59.6%	95.0%	21,103	39.1%	88.0%	5,188	85.8%
Others	94	0.7%	—	140	2.2%	—	2	0.0%		810	0.7%	—	2,731	5.1%	—	497	0.0%
Rental	4,677	33.1%	100.9%	3,056	48.8%	119.1%	550	127.6%		44,960	38.7%	89.1%	29,180	54.0%	106.0%	4,925	98.7%
Business Use	109	0.8%	162.7%	43	0.7%	269.0%	74	370.0%		1,164	1.0%	127.5%	978	1.8%	199.4%	341	99.4%
DVD Video	14,113	53.1%	94.1%	6,266	70.8%	107.7%	1,201	99.9%	Increased 14 Decreased 14 Other 2	116,158	56.8%	93.5%	53,991	74.2%	103.8%	10,966	96.1%
Retail	11,890	95.4%	90.2%	2,257	87.5%	85.7%	418	93.5%		83,724	94.8%	93.3%	16,278	86.7%	89.6%	3,320	98.3%
Others	70	0.6%	—	17	0.7%	—	2	0.0%		325	0.4%	—	68	0.4%	61.1%	31	0.0%
Rental	495	4.0%	108.6%	304	11.8%	147.8%	31	140.9%		3,974	4.5%	103.3%	2,386	12.7%	116.4%	238	95.6%
Business Use	10	0.1%	41.7%	2	0.1%	130.6%	0	—		292	0.3%	119.8%	43	0.2%	73.9%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	12,465	46.9%	91.3%	2,579	29.2%	90.8%	451	96.2%	Increased 14 Decreased 14 Other 2	88,316	43.2%	94.1%	18,775	25.8%	92.6%	3,589	99.0%
Total	26,578	100.0%	92.8%	8,844	100.0%	102.2%	1,652	98.9%		204,474	100.0%	93.8%	72,767	100.0%	100.7%	14,555	96.8%

  

	November Actual									# of Cum. (Jan.-November.)							
	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	5,285	57.7%	91.4%	1,603	35.2%	79.5%	504	87.8%		59,990	58.8%	95.9%	18,076	37.9%	87.1%	4,613	87.1%
Others	31	0.3%	—	150	3.3%	—	9	0.0%		716	0.7%	—	2,591	5.4%	—	495	0.0%
Rental	3,770	41.2%	88.8%	2,793	61.3%	124.5%	486	118.2%		40,283	39.5%	87.9%	26,124	54.7%	104.7%	4,375	95.9%
Business Use	66	0.7%	98.5%	11	0.3%	59.0%	30	96.8%		1,055	1.0%	124.7%	934	2.0%	197.1%	267	75.4%
DVD Video	9,152	55.3%	90.6%	4,557	73.8%	106.5%	1,029	101.3%	Increased 14 Decreased 15 Other 1	102,045	57.4%	93.4%	47,726	74.7%	103.3%	9,765	95.6%
Retail	6,908	93.5%	83.5%	1,370	84.5%	79.8%	314	90.0%		71,834	94.7%	93.8%	14,021	86.6%	90.2%	2,902	99.0%
Others	18	0.2%	—	2	0.1%	—	2	0.0%		255	0.3%	—	51	0.3%	103.9%	29	0.0%
Rental	452	6.1%	130.3%	246	15.2%	140.3%	39	195.0%		3,479	4.6%	102.5%	2,082	12.9%	112.9%	207	91.2%
Business Use	13	0.2%	185.7%	2	0.1%	185.2%	0	—		282	0.4%	128.3%	41	0.3%	72.6%	0	0.0%
Blu-ray (including ULTRA HD Blu-ray)	7,391	44.7%	85.7%	1,620	26.2%	85.6%	355	96.2%	Increased 13 Decreased 14 Other 3	75,851	42.6%	94.6%	16,196	25.3%	92.9%	3,138	99.4%
Total	16,543	100.0%	88.3%	6,177	100.0%	100.1%	1,384	99.9%		177,896	100.0%	93.9%	63,922	100.0%	100.5%	12,903	96.5%

※Shipment of video software attached to other products such as magazines, comics, food, special route are added as "others"

# JVA Monthly Data 2016

Price MM Yen  
Units 000

	October Actual									# of Cum. (Jan.-October.)								
	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	4,055	52.4%	82.0%	1,444	34.9%	89.0%	313	78.8%		54,705	58.9%	96.4%	16,473	38.2%	87.9%	4,109	87.0%	
Others	139	1.8%	—	101	2.5%	—	34	0.0%		685	0.7%	—	2,442	5.7%	—	486	0.0%	
Rental	3,484	45.0%	76.1%	2,578	62.4%	104.6%	450	164.8%		36,513	39.3%	87.8%	23,332	54.0%	102.7%	3,889	93.7%	
Business Use	58	0.7%	80.3%	9	0.2%	57.9%	8	27.6%		989	1.1%	127.0%	923	2.1%	203.0%	237	73.4%	
DVD Video	7,736	59.0%	80.6%	4,132	77.6%	100.7%	805	115.2%	Increased 11 Decreased 17 Other 2	92,893	57.6%	93.7%	43,169	74.8%	103.0%	8,736	95.0%	
Retail	5,005	91.8%	75.6%	1,039	85.2%	74.4%	231	86.5%		64,926	94.8%	95.1%	12,651	86.8%	91.6%	2,588	100.3%	
Others	-85	—	—	-29	—	—	1	0.0%		237	0.3%	—	49	0.3%	100.0%	27	0.0%	
Rental	264	4.8%	68.6%	160	13.1%	86.8%	18	100.0%		3,027	4.4%	99.4%	1,836	12.6%	110.1%	168	81.2%	
Business Use	182	3.3%	1654.5%	21	1.7%	940.8%	0	—		269	0.4%	126.4%	40	0.3%	70.9%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	5,366	41.0%	76.5%	1,190	22.4%	75.2%	250	87.7%	Increased 11 Decreased 16 Other 3	68,460	42.4%	95.7%	14,576	25.2%	93.8%	2,783	99.8%	
Total	13,102	100.0%	78.9%	5,322	100.0%	93.6%	1,055	107.2%		161,353	100.0%	94.5%	57,745	100.0%	100.5%	11,519	96.1%	

	September Actual									# of Cum. (Jan.-September.)								
	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	4,223	47.2%	85.6%	1,232	27.8%	77.4%	501	108.0%		50,650	59.5%	97.7%	15,029	38.5%	87.8%	3,796	87.7%	
Others	7	0.1%	—	90	2.0%	—	15	0.0%		546	0.6%	—	2,341	6.0%	—	452	0.0%	
Rental	4,635	51.9%	96.4%	3,059	69.0%	116.1%	519	114.6%		33,029	38.8%	89.3%	20,754	53.2%	102.5%	3,439	88.7%	
Business Use	74	0.8%	74.0%	50	1.1%	146.1%	19	172.7%		931	1.1%	131.7%	914	2.3%	208.1%	229	77.9%	
DVD Video	8,939	57.5%	90.8%	4,431	76.0%	104.0%	1,054	113.6%	Increased 11 Decreased 19 Other 3	85,156	57.4%	95.1%	39,038	74.5%	103.2%	7,931	93.3%	
Retail	6,218	94.0%	82.3%	1,138	81.3%	91.5%	318	128.2%		59,922	95.0%	97.2%	11,613	86.8%	93.5%	2,357	101.9%	
Others	13	0.2%	—	-2	—	—	3	0.0%		322	0.5%	—	78	0.6%	100.0%	26	0.0%	
Rental	379	5.7%	115.9%	262	18.8%	113.9%	19	105.6%		2,763	4.4%	103.8%	1,676	12.5%	112.9%	150	79.4%	
Business Use	7	0.1%	36.8%	1	0.1%	17.5%	0	—		87	0.1%	43.2%	19	0.1%	35.5%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	6,617	42.5%	83.7%	1,399	24.0%	94.6%	340	127.8%	Increased 15 Decreased 12 Other 3	63,094	42.6%	97.8%	13,386	25.5%	95.9%	2,533	101.2%	
Total	15,556	100.0%	87.7%	5,830	100.0%	101.6%	1,394	116.8%		148,250	100.0%	96.2%	52,424	100.0%	101.3%	10,464	95.1%	

※Shipment of video software attached to other products such as magazines, comics, food, special route are added as "others"

# JVA Monthly Data 2016

Price MM Yen  
Units 000

	August Actual									# of Cum. (Jan.-August.)								
	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	5,335	59.4%	107.7%	1,523	36.6%	87.7%	386	75.4%		46,427	60.9%	99.0%	13,797	39.9%	88.9%	3,295	85.3%	
Others	19	0.2%	—	113	2.7%	—	15	0.0%		539	0.7%	—	2,251	6.5%	—	452	0.0%	
Rental	3,569	39.8%	85.6%	2,505	60.2%	105.1%	360	85.3%		28,394	37.3%	88.2%	17,695	51.1%	100.4%	2,920	85.3%	
Business Use	55	0.6%	82.1%	18	0.4%	17.0%	19	63.3%		857	1.1%	141.2%	864	2.5%	213.3%	210	74.2%	
DVD Video	8,978	56.9%	97.7%	4,158	71.3%	98.5%	780	80.9%	Increased 12 Decreased 18 Other 1	76,217	57.4%	95.7%	34,607	74.3%	103.1%	6,877	90.9%	
Retail	6,559	96.6%	102.8%	1,482	88.4%	99.1%	255	107.1%		53,704	95.1%	99.3%	10,475	87.4%	93.7%	2,039	98.7%	
Others	-36	—	—	-9	—	—	0	0.0%		309	0.5%	—	80	0.7%	98.5%	23	0.0%	
Rental	266	3.9%	89.0%	202	12.1%	159.3%	27	119.4%		2,384	4.2%	102.1%	1,414	11.8%	112.8%	132	77.5%	
Business Use	1	0.0%	2.1%	0	0.0%	2.4%	0	—		80	0.1%	43.8%	18	0.2%	37.1%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	6,790	43.1%	100.9%	1,675	28.7%	102.2%	282	108.2%	Increased 14 Decreased 13 Other 4	56,477	42.6%	99.7%	11,987	25.7%	96.0%	2,194	98.1%	
Total	15,768	100.0%	99.1%	5,834	100.0%	99.5%	1,062	86.7%		132,694	100.0%	97.4%	46,593	100.0%	101.2%	9,071	92.5%	

	July Actual									# of Cum. (Jan.-July.)								
	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	4,597	54.2%	72.6%	1,335	36.7%	57.1%	435	58.0%		41,092	61.1%	98.0%	12,274	40.3%	89.0%	2,909	86.8%	
Others	202	2.4%	—	78	2.1%	—	28	0.0%		520	0.8%	—	2,138	7.0%	—	437	0.0%	
Rental	3,611	42.6%	87.1%	2,217	60.9%	86.9%	353	75.3%		24,825	36.9%	88.6%	15,190	49.9%	99.7%	2,560	85.3%	
Business Use	74	0.9%	137.6%	11	0.3%	130.6%	39	121.9%		802	1.2%	148.6%	846	2.8%	280.5%	191	75.5%	
DVD Video	8,484	59.1%	80.5%	3,641	76.7%	74.4%	855	68.3%	Increased 12 Decreased 17 Other 2	67,239	57.5%	95.4%	30,448	74.7%	103.8%	6,097	92.3%	
Retail	5,615	95.7%	73.4%	1,005	90.8%	57.1%	274	95.5%		47,145	94.9%	98.8%	8,993	87.2%	92.9%	1,784	97.6%	
Others	-2	—	—	-2	—	—	1	0.0%		345	0.7%	—	89	0.9%	7.8%	23	0.0%	
Rental	250	4.3%	105.2%	102	9.2%	64.7%	18	94.7%		2,118	4.3%	104.1%	1,212	11.8%	107.5%	105	70.9%	
Business Use	2	0.0%	66.7%	1	0.1%	104.8%	0	—		79	0.2%	58.7%	18	0.2%	57.1%	0	0.0%	
Blu-ray (including ULTRA HD Blu-ray)	5,865	40.9%	74.3%	1,106	23.3%	57.7%	293	95.8%	Increased 11 Decreased 17 Other 2	49,687	42.5%	99.6%	10,312	25.3%	95.1%	1,912	96.7%	
Total	14,349	100.0%	77.9%	4,747	100.0%	69.7%	1,148	73.7%		116,926	100.0%	97.1%	40,760	100.0%	101.5%	8,009	93.3%	

※Shipment of video software attached to other products such as magazines, comics, food, special route are added as "others"

# JVA Monthly Data 2016

Price MM Yen  
Units 000

	June Actual									# of Cum. (Jan.-June.)								
	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	6,000	64.0%	128.6%	1,920	44.9%	106.3%	372	80.3%		36,385	61.9%	102.9%	12,366	46.8%	109.7%	2,406	94.9%	
Others	65	0.7%	—	145	3.4%	—	40	—		130	0.2%	—	474	1.8%	—	75	—	
Rental	3,236	34.5%	85.6%	2,192	51.3%	81.6%	410	84.7%		21,557	36.7%	93.6%	12,938	48.9%	100.1%	2,150	84.6%	
Business Use	77	0.8%	137.5%	16	0.4%	148.9%	23	135.3%		681	1.2%	141.9%	671	2.5%	228.2%	228	101.3%	
DVD Video	9,378	54.2%	110.3%	4,273	73.3%	94.9%	845	87.7%	Increased 18 Decreased 12 Other 1	58,753	57.3%	99.8%	26,449	73.9%	108.0%	4,859	91.7%	
Retail	7,528	94.8%	121.4%	1,400	89.8%	112.6%	219	66.4%		41,629	95.2%	104.9%	8,113	86.8%	104.8%	1,484	98.1%	
Others	170	2.1%	—	54	3.5%	—	7	—		170	0.4%	—	54	0.6%	100.0%	7	—	
Rental	237	3.0%	77.1%	105	6.7%	58.4%	9	39.1%		1,855	4.2%	107.5%	1,168	12.5%	122.8%	97	78.2%	
Business Use	2	0.0%	22.2%	0	0.0%	13.5%	0	—		77	0.2%	58.5%	17	0.2%	55.6%	0	—	
Blu-ray (including ULTRA HD Blu-ray)	7,937	45.8%	121.8%	1,559	26.7%	109.4%	235	66.6%	Increased 14 Decreased 15 Other 2	43,731	42.7%	105.2%	9,352	26.1%	107.2%	1,588	97.1%	
Total	17,315	100.0%	115.3%	5,832	100.0%	98.4%	1,080	82.0%		102,484	100.0%	102.0%	35,801	100.0%	107.8%	6,447	92.9%	

	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	3,457	51.7%	116.6%	1,065	33.1%	94.9%	298	89.2%		30,385	61.5%	99.0%	10,446	47.1%	110.4%	2,034	98.2%	
Others	65	1.0%	—	329	10.2%	—	35	0.0%		65	0.1%	—	329	1.5%	—	35	100.0%	
Rental	3,106	46.4%	90.5%	1,815	56.4%	105.3%	374	102.7%		18,321	37.1%	95.1%	10,745	48.5%	104.9%	1,740	85.5%	
Business Use	61	0.9%	93.8%	12	0.4%	12.6%	47	142.4%		604	1.2%	142.5%	655	3.0%	231.2%	205	100.0%	
DVD Video	6,689	56.9%	103.5%	3,220	76.9%	109.6%	754	103.1%	Increased 17 Decreased 12 Other 2	49,375	58.0%	98.0%	22,176	74.0%	110.9%	4,014	92.6%	
Retail	4,774	94.3%	123.5%	853	88.3%	115.3%	188	93.5%		34,101	95.3%	101.8%	6,713	86.1%	103.3%	1,265	107.0%	
Others	0	0.0%	—	0	0.0%	—	0	0.0%		0	0.0%	—	0	0.0%	—	0	0.0%	
Rental	283	5.6%	95.6%	112	11.6%	116.0%	20	125.0%		1,618	4.5%	114.1%	1,063	13.6%	137.7%	88	87.1%	
Business Use	7	0.1%	116.7%	1	0.1%	56.6%	0	—		75	0.2%	61.2%	16	0.2%	60.3%	0	—	
Blu-ray	5,064	43.1%	121.5%	965	23.1%	115.2%	208	95.9%	Increased 14 Decreased 14 Other 3	35,794	42.0%	102.1%	7,793	26.0%	106.8%	1,353	105.5%	
Total	11,753	100.0%	110.6%	4,185	100.0%	110.9%	962	101.5%		85,169	100.0%	99.7%	29,969	100.0%	109.8%	5,367	95.5%	

※Shipment of video software attached to other products such as magazines, comics, food, special route are added as "others"

# JVA Monthly Data 2016

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	5,738	63.5%	79.0%	3,149	52.6%	145.7%	371	95.4%		26,928	63.1%	97.1%	9,381	49.5%	112.4%	1,736	99.9%
Rental	3,164	35.0%	89.2%	2,269	37.9%	99.4%	349	92.8%		15,215	35.6%	96.1%	8,931	47.1%	104.9%	1,366	80.7%
Business Use	133	1.5%	289.1%	570	9.5%	2228.8%	15	37.5%		543	1.3%	151.3%	644	3.4%	336.1%	158	90.3%
DVD Video	9,035	52.3%	83.3%	5,987	74.8%	133.9%	735	91.3%	Increased 17 Decreased 12 Other 2	42,686	58.1%	97.2%	18,956	73.5%	111.2%	3,260	90.4%
Retail	7,956	96.4%	97.2%	1,814	89.9%	97.8%	254	104.1%		29,327	95.4%	99.0%	5,861	85.8%	101.7%	1,077	109.8%
Rental	291	3.5%	102.8%	204	10.1%	80.2%	16	51.6%		1,335	4.3%	119.0%	951	13.9%	140.8%	68	80.0%
Business Use	2	0.0%	9.5%	1	0.0%	8.0%	0	—		68	0.2%	58.3%	16	0.2%	60.6%	0	—
Blu-ray	8,249	47.7%	97.1%	2,018	25.2%	95.4%	270	98.2%	Increased 14 Decreased 13 Other 4	30,730	41.9%	99.5%	6,828	26.5%	105.7%	1,145	107.4%
Total	17,284	100.0%	89.3%	8,006	100.0%	121.6%	1,005	93.1%		73,416	100.0%	98.2%	25,783	100.0%	109.7%	4,405	94.3%

	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	6,438	55.3%	80.6%	2,065	43.0%	80.8%	564	105.2%		21,190	63.0%	103.5%	6,232	48.1%	100.8%	1,365	120.8%
Rental	4,961	42.6%	106.2%	2,721	56.6%	124.5%	406	83.9%		12,051	35.8%	98.1%	6,662	51.4%	106.9%	1,017	79.9%
Business Use	241	2.1%	149.7%	20	0.4%	43.6%	42	72.4%		410	1.2%	131.0%	74	0.6%	44.6%	143	167.4%
DVD Video	11,640	60.6%	90.8%	4,806	74.5%	100.4%	1,012	93.9%	Increased 11 Decreased 18 Other 2	33,651	59.9%	101.8%	12,968	72.9%	103.1%	2,525	102.8%
Retail	7,089	93.6%	84.1%	1,300	79.2%	90.7%	338	107.0%		21,371	95.1%	99.6%	4,047	84.2%	103.6%	823	102.8%
Rental	467	6.2%	165.0%	333	20.3%	273.0%	20	125.0%		1,044	4.6%	124.4%	747	15.5%	177.4%	52	138.5%
Business Use	21	0.3%	177.0%	9	0.6%	363.8%	0	—		66	0.3%	69.0%	15	0.3%	78.9%	0	—
Blu-ray	7,577	39.4%	86.8%	1,641	25.5%	105.4%	358	107.8%	Increased 16 Decreased 12 Other 3	22,481	40.1%	100.4%	4,809	27.1%	110.7%	875	104.9%
Total	19,217	100.0%	89.2%	6,447	100.0%	101.7%	1,370	97.2%		56,132	100.0%	101.2%	17,777	100.0%	105.0%	3,400	103.3%

# JVA Monthly Data 2016

Price MM Yen  
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	7,831	68.3%	100.1%	2,300	54.0%	108.2%	383	82.2%		14,752	67.0%	118.2%	4,167	51.1%	114.9%	801	98.6%
Rental	3,553	31.0%	93.9%	1,942	45.6%	89.2%	297	67.5%		7,090	32.2%	93.1%	3,941	48.3%	97.3%	611	73.3%
Business Use	81	0.7%	120.9%	15	0.4%	17.7%	29	85.3%		169	0.8%	111.3%	54	0.7%	44.9%	101	131.2%
DVD Video	11,465	62.3%	98.2%	4,258	72.7%	97.0%	709	75.4%	Increased 14 Decreased 15 Other 3	22,011	59.6%	108.7%	8,163	72.0%	104.7%	1,513	87.9%
Retail	6,610	95.1%	89.6%	1,352	84.6%	101.8%	267	127.8%		14,282	95.8%	109.7%	2,747	86.7%	111.1%	485	115.2%
Rental	313	4.5%	106.1%	242	15.2%	229.2%	14	56.0%		577	3.9%	103.8%	415	13.1%	138.5%	32	84.2%
Business Use	26	0.4%	92.9%	3	0.2%	53.8%	0	—		45	0.3%	53.6%	6	0.2%	35.4%	0	—
Blu-ray	6,949	37.7%	90.2%	1,597	27.3%	111.0%	281	120.1%	Increased 11 Decreased 16 Other 5	14,904	40.4%	109.1%	3,168	28.0%	113.6%	517	112.6%
Total	18,414	100.0%	95.0%	5,855	100.0%	100.4%	990	84.3%		36,915	100.0%	108.9%	11,330	100.0%	107.0%	2,030	93.1%

	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	6,921	65.6%	148.6%	1,867	47.8%	124.4%	418	120.8%		6,921	65.6%	148.6%	1,867	47.8%	124.4%	418	120.8%
Rental	3,537	33.5%	92.4%	1,999	51.2%	106.9%	314	79.9%		3,537	33.5%	92.4%	1,999	51.2%	106.9%	314	79.9%
Business Use	88	0.8%	103.7%	39	1.0%	113.9%	72	167.4%		88	0.8%	103.7%	39	1.0%	113.9%	72	167.4%
DVD Video	10,546	57.0%	123.0%	3,905	71.3%	114.7%	804	102.8%	Increased 19 Decreased 9 Other 3	10,546	57.0%	123.0%	3,905	71.3%	114.7%	804	102.8%
Retail	7,672	96.4%	136.1%	1,396	88.9%	121.8%	218	102.8%		7,672	96.4%	136.1%	1,396	88.9%	121.8%	218	102.8%
Rental	264	3.3%	101.1%	172	11.0%	89.0%	18	138.5%		264	3.3%	101.1%	172	11.0%	89.0%	18	138.5%
Business Use	19	0.2%	33.9%	3	0.2%	25.4%	0	—		19	0.2%	33.9%	3	0.2%	25.4%	0	—
Blu-ray	7,955	43.0%	133.6%	1,571	28.7%	116.4%	236	104.9%	Increased 19 Decreased 7 Other 5	7,955	43.0%	133.6%	1,571	28.7%	116.4%	236	104.9%
Total	18,501	100.0%	127.4%	5,475	100.0%	115.1%	1,040	103.3%		18,501	100.0%	127.4%	5,475	100.0%	115.1%	1,040	103.3%