

JVA Monthly Data 2017

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	3,731	54.0%	92.0%	1,148	31.0%	79.5%	328	104.8%		47,622	59.3%	87.1%	13,944	38.0%	84.6%	4,140	100.8%
Others	64	0.9%	46.0%	173	4.7%	170.2%	3	8.8%		509	0.6%	74.3%	1,257	3.4%	51.5%	169	34.8%
Rental	3,071	44.4%	88.1%	2,343	63.3%	90.9%	546	121.3%		31,397	39.1%	86.0%	21,248	57.9%	91.1%	3,954	101.7%
Business Use	48	0.7%	82.8%	37	1.0%	414.5%	15	187.5%		719	0.9%	72.7%	231	0.6%	25.0%	325	137.1%
DVD Video	6,914	49.9%	89.4%	3,700	68.4%	89.6%	892	110.8%	Increased 18 Decreased 21 Other 1	80,247	53.2%	86.4%	36,679	71.2%	85.0%	8,588	98.3%
Retail	6,591	95.1%	131.7%	1,485	87.0%	143.0%	276	119.5%		66,608	94.2%	102.6%	12,819	86.6%	101.3%	2,772	107.1%
Others	9	0.1%	—	1	0.0%	—	2	200.0%		908	1.3%	383.1%	336	2.3%	686.3%	22	81.5%
Rental	313	4.5%	118.6%	218	12.8%	136.4%	20	111.1%		2,865	4.1%	94.6%	1,601	10.8%	87.2%	206	122.6%
Business Use	17	0.2%	9.3%	2	0.1%	12.1%	0	—		291	0.4%	108.1%	47	0.3%	119.1%	1	—
Blu-ray (including ULTRA HD Blu-ray)	6,930	50.1%	129.2%	1,706	31.6%	143.4%	298	119.2%	Increased 12 Decreased 16 Other 2	70,672	46.8%	103.2%	14,803	28.8%	101.6%	3,001	107.8%
Total	13,844	100.0%	105.7%	5,407	100.0%	101.6%	1,190	112.8%		150,919	100.0%	93.5%	51,482	100.0%	89.2%	11,589	100.6%

	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	4,170	53.9%	98.7%	1,238	38.2%	100.4%	422	84.2%		43,891	59.9%	86.7%	12,795	38.8%	85.1%	3,812	100.4%
Others	20	0.3%	285.7%	27	0.8%	30.4%	2	13.3%		445	0.6%	81.5%	1,084	3.3%	46.3%	166	36.7%
Rental	3,466	44.8%	74.8%	1,942	59.9%	63.5%	308	59.3%		28,326	38.6%	85.8%	18,905	57.3%	91.1%	3,408	99.1%
Business Use	77	1.0%	104.1%	33	1.0%	65.5%	13	68.4%		671	0.9%	72.1%	194	0.6%	21.2%	310	135.4%
DVD Video	7,733	48.6%	86.5%	3,240	67.8%	73.1%	745	70.7%	Increased 13 Decreased 16 Other 1	73,333	53.5%	86.1%	32,979	71.6%	84.5%	7,696	97.0%
Retail	7,750	94.6%	124.6%	1,367	88.9%	120.1%	285	89.6%		60,017	94.2%	100.2%	11,334	86.5%	97.6%	2,496	105.9%
Others	80	1.0%	615.4%	24	1.5%	—	0	0.0%		899	1.4%	279.2%	335	2.6%	430.0%	20	76.9%
Rental	283	3.5%	74.7%	135	8.8%	51.4%	15	78.9%		2,552	4.0%	92.4%	1,383	10.6%	82.5%	186	124.0%
Business Use	76	0.9%	1085.7%	12	0.8%	1549.4%	0	—		274	0.4%	314.1%	45	0.3%	234.6%	1	—
Blu-ray (including ULTRA HD Blu-ray)	8,189	51.4%	123.8%	1,537	32.2%	109.9%	300	88.2%	Increased 15 Decreased 13 Other 2	63,742	46.5%	101.0%	13,097	28.4%	97.8%	2,703	106.7%
Total	15,922	100.0%	102.4%	4,777	100.0%	81.9%	1,045	75.0%		137,075	100.0%	92.5%	46,076	100.0%	87.9%	10,399	99.4%

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

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	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	3,183	51.7%	59.7%	1,184	39.6%	77.8%	361	93.5%		39,721	60.6%	85.6%	11,558	38.9%	83.8%	3,390	102.9%
Others	25	0.4%	131.6%	80	2.7%	71.3%	4	26.7%		425	0.6%	78.8%	1,057	3.6%	46.9%	164	36.3%
Rental	2,908	47.2%	81.5%	1,715	57.4%	68.5%	362	100.6%		24,860	37.9%	87.6%	16,963	57.0%	95.9%	3,100	106.2%
Business Use	40	0.6%	72.7%	10	0.3%	59.1%	29	152.6%		594	0.9%	69.3%	161	0.5%	18.7%	297	141.4%
DVD Video	6,156	59.0%	68.6%	2,990	76.5%	71.9%	756	96.9%	Increased 10 Decreased 18 Other 2	65,600	54.1%	86.1%	29,739	72.0%	85.9%	6,951	101.1%
Retail	3,966	92.6%	60.5%	777	84.6%	52.5%	235	92.2%		52,267	94.1%	97.3%	9,967	86.2%	95.2%	2,211	108.4%
Others	67	1.6%	—	28	3.1%	—	2	—		819	1.5%	265.0%	311	2.7%	390.3%	20	87.0%
Rental	236	5.5%	88.7%	113	12.3%	55.8%	17	65.4%		2,269	4.1%	95.2%	1,248	10.8%	88.3%	171	130.5%
Business Use	14	0.3%	1400.0%	1	—	165.2%	0	—		198	0.4%	246.8%	33	0.3%	178.3%	1	—
Blu-ray (including ULTRA HD Blu-ray)	4,283	41.0%	63.1%	919	23.5%	54.9%	254	90.4%	Increased 15 Decreased 12 Other 3	55,553	45.9%	98.4%	11,560	28.0%	96.4%	2,403	109.6%
Total	10,439	100.0%	66.2%	3,909	100.0%	67.0%	1,010	95.2%		121,153	100.0%	91.3%	41,299	100.0%	88.6%	9,354	103.1%

	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	5,170	59.5%	112.5%	1,646	45.1%	123.3%	442	101.6%		36,538	61.5%	88.9%	10,374	38.8%	84.5%	3,029	104.1%
Others	168	1.9%	83.2%	238	6.5%	304.6%	12	42.9%		400	0.7%	76.9%	976	3.6%	45.7%	160	36.6%
Rental	3,276	37.7%	90.7%	1,752	48.0%	79.1%	344	97.5%		21,952	36.9%	88.4%	15,249	57.0%	100.4%	2,738	107.0%
Business Use	82	0.9%	110.4%	15	0.4%	133.0%	28	71.8%		554	0.9%	69.1%	151	0.6%	17.8%	268	140.3%
DVD Video	8,696	45.7%	102.5%	3,651	62.8%	100.3%	826	96.6%	Increased 12 Decreased 16 Other 2	59,444	53.7%	88.4%	26,749	71.5%	87.9%	6,195	101.6%
Retail	9,833	95.2%	175.1%	1,945	89.8%	193.5%	313	114.2%		48,301	94.2%	102.5%	9,190	86.4%	102.2%	1,976	110.8%
Others	30	0.3%	—	7	0.3%	—	8	800.0%		752	1.5%	218.0%	283	2.7%	318.7%	18	78.3%
Rental	360	3.5%	143.8%	193	8.9%	188.7%	17	94.4%		2,033	4.0%	96.0%	1,136	10.7%	93.7%	154	146.7%
Business Use	110	1.1%	5500.0%	21	1.0%	2051.0%	0	—		184	0.4%	232.2%	32	0.3%	178.6%	1	—
Blu-ray (including ULTRA HD Blu-ray)	10,333	54.3%	176.2%	2,165	37.2%	195.7%	338	115.4%	Increased 10 Decreased 17 Other 3	51,270	46.3%	103.2%	10,640	28.5%	103.2%	2,149	112.4%
Total	19,029	100.0%	132.6%	5,815	100.0%	122.5%	1,164	101.4%		110,714	100.0%	94.7%	37,390	100.0%	91.7%	8,344	104.2%

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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	4,245	58.9%	70.8%	1,477	45.4%	76.9%	470	126.3%		31,402	62.1%	86.3%	8,838	39.5%	71.5%	2,498	103.8%
Others	93	1.3%	143.1%	126	3.9%	87.0%	8	20.0%		246	0.5%	189.2%	733	3.3%	154.8%	130	173.3%
Rental	2,814	39.0%	87.0%	1,642	50.5%	74.9%	402	98.0%		18,523	36.6%	85.9%	12,683	56.6%	98.0%	2,358	109.7%
Business Use	59	0.8%	76.6%	9	0.3%	55.6%	27	117.4%		413	0.8%	60.6%	137	0.6%	20.4%	208	91.2%
DVD Video	7,211	51.8%	76.9%	3,254	67.4%	76.2%	907	107.3%	Increased 11 Decreased 18 Other 1	50,584	55.4%	86.1%	22,391	72.5%	84.7%	5,194	106.9%
Retail	5,743	85.6%	76.3%	1,134	72.0%	81.0%	341	155.7%		38,211	93.8%	91.8%	7,221	85.2%	89.0%	1,554	106.2%
Others	662	9.9%	389.4%	263	16.7%	488.5%	5	71.4%		759	1.9%	446.5%	288	3.4%	534.3%	10	0.0%
Rental	249	3.7%	105.1%	168	10.6%	160.0%	53	588.9%		1,678	4.1%	90.5%	952	11.2%	81.5%	156	160.8%
Business Use	55	0.8%	2750.0%	9	0.6%	2188.2%	0	—		73	0.2%	94.5%	11	0.1%	67.6%	1	—
Blu-ray (including ULTRA HD Blu-ray)	6,709	48.2%	84.5%	1,574	32.6%	101.0%	399	169.8%	Increased 13 Decreased 14 Other 2	40,721	44.6%	93.1%	8,472	27.5%	90.6%	1,721	110.2%
Total	13,920	100.0%	80.4%	4,829	100.0%	82.8%	1,306	120.9%		91,305	100.0%	89.1%	30,863	100.0%	86.2%	6,915	107.3%

	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	6,099	68.7%	176.4%	1,602	43.5%	150.4%	306	102.7%		27,157	62.6%	89.4%	7,361	38.5%	70.5%	2,028	99.7%
Others	88	1.0%	135.4%	343	9.3%	104.3%	91	260.0%		153	0.4%	235.4%	607	3.2%	184.7%	122	348.6%
Rental	2,628	29.6%	84.6%	1,725	46.9%	95.0%	380	101.6%		15,709	36.2%	85.7%	11,041	57.7%	102.7%	1,956	112.4%
Business Use	57	0.6%	93.4%	11	0.3%	97.2%	35	74.5%		354	0.8%	58.6%	128	0.7%	19.5%	181	88.3%
DVD Video	8,872	53.7%	132.6%	3,680	70.5%	114.3%	812	107.7%	Increased 14 Decreased 15 Other 1	43,373	56.0%	87.8%	19,137	73.5%	86.3%	4,287	106.8%
Retail	7,375	96.5%	154.5%	1,446	93.7%	169.6%	187	70.0%		32,468	95.5%	95.2%	6,087	88.2%	90.7%	1,213	95.9%
Others	10	0.1%	—	2	0.1%	—	1	33.3%		97	0.3%	—	25	0.4%	—	5	0.0%
Rental	257	3.4%	90.8%	95	6.2%	84.9%	10	18.2%		1,429	4.2%	88.3%	784	11.4%	73.8%	103	117.0%
Business Use	1	0.0%	14.3%	0	0.0%	14.0%	0	—		18	0.1%	23.9%	2	0.0%	14.4%	1	—
Blu-ray (including ULTRA HD Blu-ray)	7,643	46.3%	150.9%	1,544	29.5%	159.9%	198	60.9%	Increased 18 Decreased 9 Other 3	34,012	44.0%	95.0%	6,898	26.5%	88.5%	1,322	97.7%
Total	16,515	100.0%	140.5%	5,224	100.0%	124.8%	1,010	105.0%		77,385	100.0%	90.9%	26,035	100.0%	86.9%	5,609	104.5%

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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	5,677	63.3%	98.9%	1,638	40.5%	52.0%	349	94.1%		21,058	61.0%	78.2%	5,759	37.3%	61.4%	1,722	99.2%
Others	19	0.2%	—	89	2.2%	—	2	0.0%		65	0.2%	—	264	1.7%	—	31	0.0%
Rental	3,206	35.8%	101.3%	2,279	56.4%	100.5%	418	119.8%		13,081	37.9%	86.0%	9,316	60.3%	104.3%	1,576	115.4%
Business Use	60	0.7%	45.1%	38	0.9%	6.7%	41	273.3%		297	0.9%	54.7%	117	0.8%	18.1%	146	92.4%
DVD Video	8,962	56.0%	99.2%	4,044	71.6%	67.5%	810	110.2%	Increased 11 Decreased 18 Other 1	34,501	56.7%	80.8%	15,456	74.3%	81.5%	3,475	106.6%
Retail	6,743	95.9%	84.8%	1,418	88.4%	78.2%	267	105.1%		25,093	95.2%	85.6%	4,641	86.7%	79.2%	1,026	95.3%
Others	25	0.4%	—	9	0.6%	—	3	0.0%		87	0.3%	—	23	0.4%	—	4	0.0%
Rental	262	3.7%	90.0%	177	11.0%	86.5%	55	343.8%		1,172	4.4%	87.8%	689	12.9%	72.4%	93	136.8%
Business Use	3	0.0%	150.0%	0	0.0%	74.9%	0	—		17	0.1%	24.9%	2	0.0%	14.4%	1	—
Blu-ray (including ULTRA HD Blu-ray)	7,033	44.0%	85.3%	1,604	28.4%	79.5%	325	120.4%	Increased 14 Decreased 12 Other 4	26,369	43.3%	85.8%	5,355	25.7%	78.4%	1,124	98.2%
Total	15,995	100.0%	92.5%	5,648	100.0%	70.5%	1,135	112.9%		60,870	100.0%	82.9%	20,811	100.0%	80.7%	4,599	104.4%

	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	7,236	64.2%	112.4%	1,900	40.3%	92.0%	674	119.5%		15,381	60.2%	72.6%	4,121	36.1%	66.1%	1,373	100.6%
Others	26	0.2%	—	72	1.5%	—	6	0.0%		46	0.2%	—	176	1.5%	—	29	0.0%
Rental	3,930	34.9%	79.2%	2,697	57.2%	99.1%	466	114.8%		9,875	38.7%	81.9%	7,037	61.7%	105.6%	1,158	113.9%
Business Use	78	0.7%	32.4%	46	1.0%	234.3%	37	88.1%		237	0.9%	57.8%	78	0.7%	105.9%	105	73.4%
DVD Video	11,270	55.8%	96.8%	4,716	73.1%	98.1%	1,183	116.9%	Increased 15 Decreased 14 Other 1	25,539	56.9%	75.9%	11,412	75.3%	88.0%	2,665	105.5%
Retail	8,479	94.8%	119.6%	1,504	86.6%	115.7%	328	97.0%		18,350	94.9%	85.9%	3,223	85.9%	79.6%	759	92.2%
Others	17	0.2%	—	4	0.2%	—	0	0.0%		62	0.3%	—	13	0.4%	100.0%	1	0.0%
Rental	435	4.9%	93.1%	228	13.1%	68.7%	16	80.0%		910	4.7%	87.2%	513	13.7%	68.6%	38	73.1%
Business Use	9	0.1%	42.4%	1	0.1%	11.1%	1	—		14	0.1%	21.1%	2	0.0%	12.2%	1	—
Blu-ray (including ULTRA HD Blu-ray)	8,940	44.2%	118.0%	1,738	26.9%	105.9%	345	96.4%	Increased 14 Decreased 14 Other 2	19,336	43.1%	86.0%	3,751	24.7%	78.0%	799	91.3%
Total	20,210	100.0%	105.2%	6,453	100.0%	100.1%	1,528	111.5%		44,875	100.0%	79.9%	15,163	100.0%	85.3%	3,464	101.9%

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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	3,690	52.8%	47.1%	970	28.2%	42.2%	402	105.0%		8,145	57.1%	55.2%	2,222	33.2%	53.3%	699	87.3%
Others	7	0.1%	—	26	0.7%	—	7	0.0%		20	0.1%	—	103	1.5%	—	23	0.0%
Rental	3,218	46.0%	90.6%	2,431	70.6%	125.2%	375	126.3%		5,945	41.7%	83.9%	4,340	64.8%	110.1%	692	113.3%
Business Use	79	1.1%	97.5%	16	0.5%	105.5%	34	117.2%		159	1.1%	94.0%	32	0.5%	58.9%	68	67.3%
DVD Video	6,994	57.2%	61.0%	3,444	77.3%	80.9%	818	115.4%	Increased 5 Decreased 24 Other 1	14,269	57.9%	64.8%	6,697	76.9%	82.0%	1,482	98.0%
Retail	4,937	94.5%	74.7%	838	83.0%	62.0%	223	83.5%		9,871	94.9%	69.1%	1,719	85.4%	62.6%	431	88.9%
Others	35	0.7%	—	7	0.7%	—	1	0.0%		45	0.4%	—	9	0.5%	100.0%	1	0.0%
Rental	251	4.8%	80.2%	164	16.2%	67.6%	14	100.0%		475	4.6%	82.3%	284	14.1%	68.5%	22	68.8%
Business Use	3	0.1%	11.5%	0	0.0%	15.9%	0	—		5	0.0%	11.1%	1	0.0%	14.0%	0	—
Blu-ray (including ULTRA HD Blu-ray)	5,226	42.8%	75.2%	1,009	22.7%	63.2%	238	84.7%	Increased 10 Decreased 18 Other 2	10,396	42.1%	69.8%	2,013	23.1%	63.6%	454	87.8%
Total	12,220	100.0%	66.4%	4,453	100.0%	76.1%	1,056	106.7%		24,665	100.0%	66.8%	8,710	100.0%	76.9%	1,936	95.4%

	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	4,455	61.2%	64.4%	1,251	38.5%	67.0%	297	71.1%		4,455	61.2%	64.4%	1,251	38.5%	67.0%	297	71.1%
Others	13	0.2%	—	78	2.4%	—	16	0.0%		13	0.2%	—	78	2.4%	—	16	0.0%
Rental	2,727	37.5%	77.1%	1,908	58.7%	95.5%	317	101.0%		2,727	37.5%	77.1%	1,908	58.7%	95.5%	317	101.0%
Business Use	80	1.1%	90.7%	16	0.5%	40.4%	34	47.2%		80	1.1%	90.7%	16	0.5%	40.4%	34	47.2%
DVD Video	7,275	58.5%	69.0%	3,253	76.4%	83.3%	664	82.6%	Increased 8 Decreased 20 Other 2	7,275	58.5%	69.0%	3,253	76.4%	83.3%	664	82.6%
Retail	4,934	95.4%	64.3%	881	87.8%	63.1%	208	95.4%		4,934	95.4%	64.3%	881	87.8%	63.1%	208	95.4%
Others	10	0.2%	—	2	0.2%	—	0	0.0%		10	0.2%	—	2	0.2%	—	0	0.0%
Rental	224	4.3%	84.8%	120	12.0%	69.9%	8	44.4%		224	4.3%	84.8%	120	12.0%	69.9%	8	44.4%
Business Use	2	0.0%	10.5%	0	0.0%	11.9%	0	—		2	0.0%	10.5%	0	0.0%	11.9%	0	—
Blu-ray (including ULTRA HD Blu-ray)	5,170	41.5%	65.0%	1,004	23.6%	63.9%	216	91.5%	Increased 9 Decreased 19 Other 2	5,170	41.5%	65.0%	1,004	23.6%	63.9%	216	91.5%
Total	12,445	100.0%	67.3%	4,257	100.0%	77.7%	880	84.6%		12,445	100.0%	67.3%	4,257	100.0%	77.7%	880	84.6%

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