

# JVA Monthly Data 2017

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	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%

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