

JVA Monthly Data 2017

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	5,677	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%

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

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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%

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