

JVA Monthly Data 2018

Price MM Yen
Units 000

	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	8,765	77.6%	275.4%	1,793	50.6%	151.4%	367	101.7%		42,030	66.0%	105.8%	10,909	42.1%	94.4%	2,769	81.7%
Others	17	0.2%	68.0%	39	1.1%	47.9%	2	50.0%		273	0.4%	64.2%	673	2.6%	63.7%	26	15.9%
Rental	2,470	21.9%	84.9%	1,692	47.8%	98.7%	381	105.2%		21,054	33.0%	84.7%	14,147	54.6%	83.4%	3,349	108.0%
Business Use	39	0.3%	97.5%	19	0.5%	183.8%	43	148.3%		349	0.5%	58.8%	163	0.6%	100.7%	237	79.8%
DVD Video	11,291	54.1%	183.4%	3,542	67.5%	118.5%	793	104.9%	Increased 13 Decreased 14 Other 2	63,706	52.7%	97.1%	25,892	69.9%	87.1%	6,381	91.8%
Retail	9,299	96.9%	234.5%	1,547	90.8%	199.0%	281	119.6%		54,884	95.8%	105.0%	9,849	88.2%	98.8%	1,877	84.9%
Others	11	0.1%	16.4%	7	0.4%	26.3%	0	0.0%		134	0.2%	16.4%	54	0.5%	17.2%	21	105.0%
Rental	272	2.8%	115.3%	147	8.6%	130.4%	17	100.0%		2,196	3.8%	96.8%	1,251	11.2%	100.2%	156	91.2%
Business Use	11	0.1%	78.6%	1	0.1%	156.9%	0	—		54	0.1%	27.3%	13	0.1%	39.2%	2	200.0%
Blu-ray (including ULTRA HD Blu-ray)	9,593	45.9%	224.0%	1,703	32.5%	185.2%	298	117.3%	Increased 14 Decreased 12 Other 2	57,268	47.3%	103.1%	11,166	30.1%	96.6%	2,056	85.6%
Total	20,884	100.0%	200.1%	5,245	100.0%	134.2%	1,091	108.0%		120,974	100.0%	99.9%	37,058	100.0%	89.7%	8,437	90.2%

	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	4,441	61.3%	85.9%	1,339	36.8%	81.4%	405	91.6%		33,265	63.5%	91.0%	9,116	40.8%	87.9%	2,402	79.3%
Others	56	0.8%	33.3%	121	3.3%	51.1%	2	16.7%		256	0.5%	64.0%	635	2.8%	65.0%	24	15.0%
Rental	2,697	37.3%	82.3%	2,174	59.7%	124.1%	430	125.0%		18,584	35.5%	84.7%	12,456	55.7%	81.7%	2,968	108.4%
Business Use	46	0.6%	56.1%	8	0.2%	53.7%	31	110.7%		310	0.6%	56.0%	143	0.6%	95.0%	194	72.4%
DVD Video	7,240	51.0%	83.3%	3,643	69.1%	99.8%	868	105.1%	Increased 13 Decreased 14 Other 2	52,415	52.4%	88.2%	22,350	70.3%	83.6%	5,588	90.2%
Retail	6,691	96.1%	68.0%	1,385	84.9%	71.2%	289	92.3%		45,585	95.6%	94.4%	8,302	87.7%	90.3%	1,596	80.8%
Others	26	0.4%	86.7%	12	0.7%	172.3%	17	212.5%		123	0.3%	16.4%	46	0.5%	16.3%	21	116.7%
Rental	243	3.5%	67.5%	234	14.3%	121.6%	34	200.0%		1,924	4.0%	94.6%	1,104	11.7%	97.2%	139	90.3%
Business Use	2	0.0%	1.8%	0	0.0%	1.0%	0	—		43	0.1%	23.4%	12	0.1%	36.6%	2	200.0%
Blu-ray (including ULTRA HD Blu-ray)	6,962	49.0%	67.4%	1,631	30.9%	75.4%	340	100.6%	Increased 14 Decreased 13 Other 2	47,675	47.6%	93.0%	9,463	29.7%	88.9%	1,758	81.8%
Total	14,202	100.0%	74.6%	5,274	100.0%	90.7%	1,208	103.8%		100,090	100.0%	90.4%	31,813	100.0%	85.1%	7,346	88.0%

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

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	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	6,180	71.2%	145.6%	1,740	46.0%	117.8%	331	70.4%		28,774	63.2%	91.6%	7,841	41.6%	88.7%	2,001	80.1%
Others	19	0.2%	20.4%	35	0.9%	27.9%	6	75.0%		209	0.5%	85.0%	513	2.7%	70.0%	20	15.4%
Rental	2,450	28.2%	87.1%	1,999	52.8%	121.7%	450	111.9%		16,295	35.8%	88.0%	10,365	55.0%	81.7%	2,577	109.3%
Business Use	33	0.4%	55.9%	8	0.2%	89.6%	38	140.7%		249	0.5%	60.3%	136	0.7%	99.2%	165	79.3%
DVD Video	8,682	57.3%	120.4%	3,782	73.8%	116.2%	825	91.0%	Increased 8 Decreased 19 Other 2	45,527	52.9%	90.0%	18,855	70.7%	84.2%	4,763	91.7%
Retail	6,229	96.3%	108.5%	1,231	91.7%	108.6%	204	59.8%		38,763	95.5%	101.4%	6,877	88.2%	95.2%	1,322	85.1%
Others	20	0.3%	3.0%	9	0.7%	3.5%	0	0.0%		97	0.2%	12.7%	34	0.4%	11.9%	4	40.0%
Rental	213	3.3%	85.5%	100	7.4%	59.5%	18	34.0%		1,695	4.2%	101.0%	873	11.2%	91.7%	104	66.7%
Business Use	3	0.0%	5.5%	2	0.2%	27.1%	0	—		41	0.1%	56.2%	11	0.1%	100.5%	1	100.0%
Blu-ray (including ULTRA HD Blu-ray)	6,465	42.7%	96.4%	1,343	26.2%	85.3%	222	55.6%	Increased 12 Decreased 15 Other 2	40,596	47.1%	99.7%	7,796	29.3%	92.0%	1,431	83.1%
Total	15,147	100.0%	108.8%	5,125	100.0%	106.1%	1,047	80.2%		86,123	100.0%	94.3%	26,652	100.0%	86.4%	6,194	89.6%

	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	2,886	54.7%	47.3%	932	36.4%	58.2%	270	88.2%		22,594	61.3%	83.2%	6,101	40.5%	82.9%	1,670	82.3%
Others	62	1.2%	70.5%	171	6.7%	50.0%	2	2.2%		190	0.5%	124.2%	478	3.2%	78.8%	14	11.5%
Rental	2,295	43.5%	87.3%	1,448	56.6%	84.0%	484	127.4%		13,845	37.6%	88.1%	8,366	55.5%	75.8%	2,127	108.7%
Business Use	32	0.6%	56.1%	7	0.3%	59.3%	16	45.7%		216	0.6%	61.0%	128	0.8%	99.9%	127	70.2%
DVD Video	5,275	51.5%	59.5%	2,558	70.9%	69.5%	772	95.1%	Increased 7 Decreased 20 Other 2	36,845	51.9%	84.9%	15,073	70.0%	78.8%	3,938	91.9%
Retail	4,689	94.3%	63.6%	927	88.1%	64.1%	199	106.4%		32,534	95.3%	100.2%	5,646	87.5%	92.8%	1,118	92.2%
Others	15	0.3%	150.0%	8	0.8%	381.5%	2	200.0%		77	0.2%	79.1%	25	0.4%	101.6%	4	80.0%
Rental	265	5.3%	103.1%	115	10.9%	121.3%	15	150.0%		1,482	4.3%	103.7%	773	12.0%	98.6%	86	83.5%
Business Use	5	0.1%	500.0%	2	0.2%	1438.5%	0	—		38	0.1%	211.1%	9	0.1%	381.3%	1	100.0%
Blu-ray (including ULTRA HD Blu-ray)	4,974	48.5%	65.1%	1,052	29.1%	68.2%	216	109.1%	Increased 12 Decreased 15 Other 2	34,131	48.1%	100.3%	6,454	30.0%	93.6%	1,209	91.5%
Total	10,249	100.0%	62.1%	3,611	100.0%	69.1%	988	97.8%		70,976	100.0%	91.7%	21,527	100.0%	82.7%	5,147	91.8%

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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	3,801	57.5%	67.0%	1,190	39.8%	72.7%	283	81.1%		19,708	62.4%	93.6%	5,168	41.3%	89.7%	1,400	81.3%
Others	23	0.3%	121.1%	74	2.5%	83.6%	3	150.0%		128	0.4%	196.9%	307	2.5%	116.1%	12	38.7%
Rental	2,754	41.7%	85.9%	1,723	57.6%	75.6%	411	98.3%		11,550	36.6%	88.3%	6,918	55.3%	74.3%	1,643	104.3%
Business Use	27	0.4%	45.0%	4	0.1%	11.6%	12	29.3%		184	0.6%	62.0%	121	1.0%	103.8%	111	76.0%
DVD Video	6,605	44.2%	73.7%	2,991	64.9%	74.0%	709	87.5%	Increased 10 Decreased 18 Other 2	31,570	52.0%	91.5%	12,515	69.9%	81.0%	3,166	91.1%
Retail	8,012	96.1%	118.8%	1,452	89.8%	102.4%	218	81.6%		27,845	95.5%	111.0%	4,719	87.4%	101.7%	919	89.6%
Others	13	0.2%	51.0%	4	0.2%	42.0%	1	33.3%		62	0.2%	71.0%	17	0.3%	74.2%	2	50.0%
Rental	301	3.6%	114.9%	160	9.9%	90.3%	16	29.1%		1,217	4.2%	103.8%	658	12.2%	95.5%	71	76.3%
Business Use	8	0.1%	266.7%	1	0.1%	297.7%	0	—		33	0.1%	194.1%	7	0.1%	317.3%	1	100.0%
Blu-ray (including ULTRA HD Blu-ray)	8,334	55.8%	118.5%	1,617	35.1%	100.8%	235	72.3%	Increased 12 Decreased 15 Other 3	29,157	48.0%	110.6%	5,401	30.1%	100.9%	993	88.3%
Total	14,939	100.0%	93.4%	4,608	100.0%	81.6%	944	83.2%		60,727	100.0%	99.8%	17,916	100.0%	86.1%	4,159	90.4%

	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	6,928	68.3%	95.7%	1,703	47.4%	89.7%	425	63.1%		15,907	63.7%	103.4%	3,978	41.8%	96.5%	1,117	81.4%
Others	34	0.3%	130.8%	85	2.4%	117.9%	4	66.7%		105	0.4%	228.3%	233	2.4%	132.5%	9	31.0%
Rental	3,126	30.8%	79.5%	1,765	49.2%	65.4%	426	91.4%		8,796	35.2%	89.1%	5,196	54.6%	73.8%	1,232	106.4%
Business Use	62	0.6%	79.5%	37	1.0%	78.7%	21	56.8%		157	0.6%	66.2%	117	1.2%	149.0%	99	94.3%
DVD Video	10,150	51.2%	90.1%	3,590	69.6%	76.1%	876	74.0%	Increased 9 Decreased 20 Other 1	24,965	54.5%	97.8%	9,523	71.6%	83.4%	2,457	92.2%
Retail	9,283	96.1%	109.5%	1,360	86.8%	90.4%	289	88.1%		19,833	95.2%	108.1%	3,267	86.3%	101.4%	701	92.4%
Others	11	0.1%	64.7%	6	0.4%	149.4%	1	—		49	0.2%	79.0%	13	0.3%	96.4%	1	100.0%
Rental	360	3.7%	82.8%	195	12.5%	85.4%	24	150.0%		916	4.4%	100.7%	499	13.2%	97.3%	55	144.7%
Business Use	10	0.1%	111.1%	5	0.3%	472.8%	0	0.0%		25	0.1%	178.6%	6	0.2%	321.5%	1	100.0%
Blu-ray (including ULTRA HD Blu-ray)	9,664	48.8%	108.1%	1,566	30.4%	90.1%	314	91.0%	Increased 13 Decreased 14 Other 3	20,823	45.5%	107.7%	3,785	28.4%	100.9%	758	94.9%
Total	19,814	100.0%	98.0%	5,156	100.0%	79.9%	1,190	77.9%		45,788	100.0%	102.0%	13,308	100.0%	87.8%	3,215	92.8%

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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	3,835	56.0%	103.9%	1,022	34.0%	105.3%	368	91.5%		8,979	60.6%	110.2%	2,275	38.3%	102.4%	692	99.0%
Others	41	0.6%	585.7%	66	2.2%	256.3%	2	28.6%		71	0.5%	355.0%	147	2.5%	142.8%	5	21.7%
Rental	2,925	42.7%	90.9%	1,911	63.6%	78.6%	404	107.7%		5,670	38.3%	95.4%	3,431	57.8%	79.1%	806	116.5%
Business Use	50	0.7%	63.3%	9	0.3%	54.8%	20	58.8%		95	0.6%	59.7%	80	1.3%	251.4%	78	114.7%
DVD Video	6,851	57.2%	98.0%	3,007	73.0%	87.3%	794	97.1%	Increased 10 Decreased 19 Other 1	14,815	57.0%	103.8%	5,933	72.8%	88.6%	1,581	106.7%
Retail	4,823	94.3%	97.7%	884	79.6%	105.5%	226	101.3%		10,550	94.5%	106.9%	1,908	86.0%	111.0%	412	95.6%
Others	15	0.3%	42.9%	3	0.3%	46.5%	0	0.0%		38	0.3%	84.4%	7	0.3%	72.7%	0	0.0%
Rental	265	5.2%	105.6%	223	20.1%	136.0%	18	128.6%		556	5.0%	117.1%	304	13.7%	106.8%	31	140.9%
Business Use	13	0.3%	433.3%	1	0.1%	154.2%	1	—		15	0.1%	300.0%	1	0.0%	134.3%	1	—
Blu-ray (including ULTRA HD Blu-ray)	5,116	42.8%	97.9%	1,110	27.0%	110.0%	245	102.9%	Increased 10 Decreased 18 Other 2	11,159	43.0%	107.3%	2,219	27.2%	110.2%	444	97.8%
Total	11,967	100.0%	97.9%	4,118	100.0%	92.5%	1,039	98.4%		25,974	100.0%	105.3%	8,152	100.0%	93.6%	2,025	104.6%

	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	5,144	64.6%	115.5%	1,253	42.8%	100.1%	324	109.1%		5,144	64.6%	115.5%	1,253	42.8%	100.1%	324	109.1%
Others	30	0.4%	230.8%	82	2.8%	105.4%	3	18.8%		30	0.4%	230.8%	82	2.8%	105.4%	3	18.8%
Rental	2,745	34.5%	100.7%	1,520	51.9%	79.6%	402	126.8%		2,745	34.5%	100.7%	1,520	51.9%	79.6%	402	126.8%
Business Use	45	0.6%	56.3%	71	2.4%	454.5%	58	170.6%		45	0.6%	56.3%	71	2.4%	454.5%	58	170.6%
DVD Video	7,964	56.9%	109.5%	2,926	72.5%	90.0%	787	118.5%	Increased 12 Decreased 16 Other 2	7,964	56.9%	109.5%	2,926	72.5%	90.0%	787	118.5%
Retail	5,727	94.8%	116.1%	1,024	92.4%	116.2%	186	89.4%		5,727	94.8%	116.1%	1,024	92.4%	116.2%	186	89.4%
Others	23	0.4%	230.0%	3	0.3%	167.3%	0	—		23	0.4%	230.0%	3	0.3%	167.3%	0	—
Rental	291	4.8%	129.9%	81	7.3%	67.1%	13	162.5%		291	4.8%	129.9%	81	7.3%	67.1%	13	162.5%
Business Use	2	0.0%	100.0%	0	0.0%	103.4%	0	—		2	0.0%	100.0%	0	0.0%	103.4%	0	—
Blu-ray (including ULTRA HD Blu-ray)	6,043	43.1%	116.9%	1,109	27.5%	110.4%	199	92.1%	Increased 14 Decreased 14 Other 2	6,043	43.1%	116.9%	1,109	27.5%	110.4%	199	92.1%
Total	14,007	100.0%	112.6%	4,035	100.0%	94.8%	986	112.0%		14,007	100.0%	112.6%	4,035	100.0%	94.8%	986	112.0%

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