

JVA Monthly Data 2020

Price MM Yen
Units 000

	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	5,772	76.6%	120.9%	1,315	48.3%	101.1%	192	76.5%		5,772	76.6%	120.9%	1,315	48.3%	101.1%	192	76.5%	
Others	28	0.4%	63.6%	158	5.8%	67.8%	2	33.3%		28	0.4%	63.6%	158	5.8%	67.8%	2	33.3%	
Rental	1,686	22.4%	58.8%	1,240	45.6%	79.9%	387	105.2%		1,686	22.4%	58.8%	1,240	45.6%	79.9%	387	105.2%	
Business Use	45	0.6%	100.0%	6	0.2%	101.5%	13	144.4%		45	0.6%	100.0%	6	0.2%	101.5%	13	144.4%	
DVD Video	7,531	47.9%	97.4%	2,720	65.6%	87.9%	594	93.7%	Increased 8 Decreased 19 Other 2	7,531	47.9%	97.4%	2,720	65.6%	87.9%	594	93.7%	
Retail	8,004	97.6%	112.5%	1,316	92.4%	111.5%	166	86.9%		8,004	97.6%	112.5%	1,316	92.4%	111.5%	166	86.9%	
Others	2	0.0%	5.3%	2	0.1%	24.5%	0	0.0%		2	0.0%	5.3%	2	0.1%	24.5%	0	0.0%	
Rental	153	1.9%	43.6%	101	7.1%	49.0%	11	50.0%		153	1.9%	43.6%	101	7.1%	49.0%	11	50.0%	
Business Use	46	0.6%	766.7%	5	0.4%	952.0%	0	—		46	0.6%	766.7%	5	0.4%	952.0%	0	—	
Blu-ray (including ULTRA HD Blu-ray)	8,205	52.1%	109.3%	1,424	34.4%	102.2%	177	82.7%	Increased 12 Decreased 13 Other 4	8,205	52.1%	109.3%	1,424	34.4%	102.2%	177	82.7%	
Total	15,736	100.0%	103.3%	4,144	100.0%	92.4%	771	90.9%		15,736	100.0%	103.3%	4,144	100.0%	92.4%	771	90.9%	

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