

JVA Monthly Data 2021

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	3,538	75.4%	109.9%	936	49.6%	109.7%	240	96.4%		6,651	72.7%	74.0%	1,700	47.7%	78.4%	393	89.1%	
Others	13	0.3%	37.1%	76	4.0%	71.8%	3	100.0%		22	0.2%	34.9%	118	3.3%	44.6%	4	80.0%	
Rental	1,094	23.3%	56.3%	853	45.2%	79.0%	341	96.6%		2,380	26.0%	65.6%	1,704	47.8%	73.5%	718	97.0%	
Business Use	49	1.0%	122.5%	21	1.1%	409.7%	15	39.5%		97	1.1%	114.1%	45	1.3%	398.3%	18	35.3%	
DVD Video	4,694	45.4%	89.6%	1,886	64.9%	92.3%	599	93.2%	Increased 8 Decreased 16 Other 3	9,150	47.7%	71.7%	3,568	66.6%	74.9%	1,133	91.6%	
Retail	5,513	97.5%	100.5%	973	95.3%	116.9%	182	85.0%		9,827	97.8%	72.9%	1,680	93.8%	78.2%	317	83.4%	
Others	17	0.3%	42.5%	4	0.3%	60.7%	0	0.0%		21	0.2%	50.0%	5	0.3%	63.1%	1	50.0%	
Rental	91	1.6%	40.4%	40	4.0%	40.0%	13	108.3%		157	1.6%	41.5%	97	5.4%	47.7%	20	87.0%	
Business Use	32	0.6%	400.0%	4	0.4%	436.5%	0	-		41	0.4%	75.9%	9	0.5%	146.0%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	5,653	54.6%	98.2%	1,021	35.1%	108.6%	195	85.5%	Increased 11 Decreased 11 Other 5	10,046	52.3%	72.0%	1,791	33.4%	75.7%	338	83.5%	
Total	10,347	100.0%	94.1%	2,907	100.0%	97.4%	794	91.2%		19,196	100.0%	71.8%	5,358	100.0%	75.2%	1,471	89.6%	

	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	3,113	69.9%	53.9%	764	45.4%	58.1%	153	79.7%		3,113	69.9%	53.9%	764	45.4%	58.1%	153	79.7%	
Others	9	0.2%	32.1%	42	2.5%	26.4%	1	50.0%		9	0.2%	32.1%	42	2.5%	26.4%	1	50.0%	
Rental	1,286	28.9%	76.3%	852	50.7%	68.7%	377	97.4%		1,286	28.9%	76.3%	852	50.7%	68.7%	377	97.4%	
Business Use	48	1.1%	106.7%	24	1.4%	388.9%	3	23.1%		48	1.1%	106.7%	24	1.4%	388.9%	3	23.1%	
DVD Video	4,456	50.4%	59.2%	1,681	68.6%	61.8%	534	89.9%	Increased 12 Decreased 13 Other 2	4,456	50.4%	59.2%	1,681	68.6%	61.8%	534	89.9%	
Retail	4,314	98.2%	53.9%	707	91.9%	53.8%	135	81.3%		4,314	98.2%	53.9%	707	91.9%	53.8%	135	81.3%	
Others	4	0.1%	200.0%	1	0.1%	72.2%	1	-		4	0.1%	200.0%	1	0.1%	72.2%	1	-	
Rental	66	1.5%	43.1%	56	7.3%	55.3%	7	63.6%		66	1.5%	43.1%	56	7.3%	55.3%	7	63.6%	
Business Use	9	0.2%	19.6%	5	0.7%	100.3%	0	-		9	0.2%	19.6%	5	0.7%	100.3%	0	-	
Blu-ray (including ULTRA HD Blu-ray)	4,393	49.6%	53.5%	770	31.4%	54.1%	143	80.8%	Increased 12 Decreased 11 Other 4	4,393	49.6%	53.5%	770	31.4%	54.1%	143	80.8%	
Total	8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%		8,849	100.0%	56.2%	2,452	100.0%	59.2%	677	87.8%	

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