

JVA ANNUAL SURVEY ON RENTAL SHOPS (2014)

● AVERAGE

2014 (VS.2013)			
Rental Revenue/ a Month mil.yen	5.20 (94.2%)		
	DVD 4.99 (93.2%)	BD 0.24 (110.2%)	
:up(100%～)	43.2%		
:down(～100%)	56.8%		
Rental Rate : yen (tax excluded)	DVD & BD		
	new release	current catalog	
	a Day	283 (+13)	178 (-5)
	a Night	319 (-1)	192 (-2)
	2 Nights	368 (-2)	183 (-9)
	a Week	393 (+42)	126 (0)
	Past Due Fee	239 (-1)	228 (-4)
No. of Units Rented/ a Month	DVD 34,256 (93.6%)	BD 1,191 (108.8%)	
Volume of Procurements/a Month (mil.yen)	DVD 1.99 (96.2%)	BD 0.11 (127.1%)	
No.of Units Procured	1,641 (109.4%)	57 (105.6%)	
No.of Units in Stock	54,282 (104.2%)		
	DVD 53,220 (105.1%)	BD 1,605 (111.5%)	
Total Floor Space : m ²	811.8 (96.4%)		
m ² of Video Rental Shop	287.1 (94.8%)		
No. of Club Membership	17,267 (100.9%)		
Male	57.3%		
Female	42.7%		