

JAPAN VIDEO SOFTWARE ASSOCIATION
VIDEO SOFTWARE STATISTICAL SURVEY REPORT
January-December 2008

1. Sales Turnover of Member Companies

(mil. yen)

	Amount	%	2008/2007
Pre-recorded DVD-video	275,727	96.4%	86.9%
Pre-recorded Video Cassettes	258	0.1%	33.2%
Pre-recorded Blu-ray (including HD DVD)	9,860	3.4%	301.5%
UMD	253	0.1%	59.1%
Total Amount	286,098	100.0%	88.9%

2. Number of Unit

	Unit	%	2008/2007
Pre-recorded DVD-video	83,598,098	97.0%	86.3%
Pre-recorded Video Cassettes	72,253	0.1%	21.4%
Pre-recorded Blu-ray (including HD DVD)	2,302,235	2.7%	223.0%
UMD	202,944	0.2%	64.4%
Total Amount	86,175,530	100.0%	87.5%

3. Sales by Channel

(There's no data regarding Video-cassettes)

(mil. yen)

	DVD video					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	175,356	63.6%	83.9%	53,554,889	64.1%	80.1%
Rental Outlets	98,934	35.9%	92.8%	29,127,854	34.8%	111.2%
Business use *	1,437	0.5%	86.5%	915,355	1.1%	24.1%

	Blu-ray (including HD DVD)					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	9,097	92.3%	307.5%	1,978,041	85.9%	260.8%
Rental Outlets	762	7.7%	76200.0%	323,779	14.1%	107926.3%
Business use *	1	0.0%	0.3%	415	0.0%	0.2%

	UMD					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	253	100.0%	59.3%	202,927	100.0%	65.1%
Rental Outlets	0	0.0%	ERR	0	0.0%	ERR
Business use *	0	0.0%	0.0%	17	0.0%	0.5%

	TOTAL					
	Amount	%	2008/2007	Unit	%	2008/2007
Retail Outlets (Sell-through)	184,706	64.6%	87.0%	55,735,857	64.7%	82.1%
Rental Outlets	99,696	34.9%	93.5%	29,451,633	34.2%	112.4%
Business use *	1,438	0.5%	72.9%	915,787	1.1%	22.5%

* non-rental commercial use