

## Sales Volume by Genre 2008

(There's no data regarding Video-cassettes)

(mil.yen)

| Genre  | Amount  | %      | DVD video | Blu-ray *3 | UMD |
|--|---------|--------|-----------|------------|-----|
| Drama Domestic (Theatrical & Miscellaneous)        | 26,553  | 9.3%   | 26,446    | 107        | 0   |
| Drama Domestic (TV)                                | 19,718  | 6.9%   | 19,697    | 21         | 0   |
| Drama International(Theatrical & Miscellaneous) *1 | 56,423  | 19.7%  | 51,637    | 4,585      | 201 |
| Drama International(TV) *1                         | 24,118  | 8.4%   | 24,067    | 51         | 0   |
| Drama Asian(Theatrical & Miscellaneous) *2         | 1,535   | 0.5%   | 1,515     | 15         | 5   |
| Drama Asian(TV) *2                                 | 17,946  | 6.3%   | 17,946    | 0          | 0   |
| Animation for Grown-ups Domestic                   | 70,383  | 24.6%  | 65,901    | 4,454      | 28  |
| Animation for Grown-ups International              | 3,837   | 1.3%   | 3,596     | 236        | 5   |
| Animation for Kids Domestic                        | 7,520   | 2.6%   | 7,519     | 0          | 1   |
| Non-Animation for Kids Domestic                    | 5,052   | 1.8%   | 5,052     | 0          | 0   |
| Animation for Kids International                   | 1,981   | 0.7%   | 1,969     | 0          | 12  |
| Non-Animation for Kids International               | 166     | 0.1%   | 166       | 0          | 0   |
| Music Domestic                                     | 30,649  | 10.7%  | 30,467    | 181        | 1   |
| Music International                                | 2,658   | 0.9%   | 2,651     | 7          | 0   |
| Karaoke  | 55      | 0.0%   | 55        | 0          | 0   |
| How-to,Hobby                                       | 14,085  | 4.9%   | 13,884    | 201        | 0   |
| Game   | 0       | 0.0%   | 0         | 0          | 0   |
| Sports   | 908     | 0.3%   | 906       | 2          | 0   |
| Education (School,Business,Language)               | 248     | 0.1%   | 248       | 0          | 0   |
| Adult  | 22      | 0.0%   | 22        | 0          | 0   |
| Others   | 1,983   | 0.7%   | 1,983     | 0          | 0   |
| Total  | 285,840 | 100.0% | 275,727   | 9,860      | 253 |

| Genre  | Units      | %      | DVD video  | Blu-ray *3 | UMD     |
|--|------------|--------|------------|------------|---------|
| Drama Domestic (Theatrical & Miscellaneous)        | 6,748,552  | 7.8%   | 6,720,556  | 27,651     | 345     |
| Drama Domestic (TV)                                | 3,214,514  | 3.7%   | 3,210,375  | 4,134      | 5       |
| Drama International(Theatrical & Miscellaneous) *1 | 22,365,305 | 26.0%  | 20,908,347 | 1,299,869  | 157,089 |
| Drama International(TV) *1                         | 9,568,070  | 11.1%  | 9,552,548  | 15,522     | 0       |
| Drama Asian(Theatrical & Miscellaneous) *2         | 630,276    | 0.7%   | 617,801    | 5,884      | 6,591   |
| Drama Asian(TV) *2                                 | 5,226,885  | 6.1%   | 5,226,885  | 0          | 0       |
| Animation for Grown-ups Domestic                   | 16,757,885 | 19.5%  | 15,983,864 | 759,253    | 14,768  |
| Animation for Grown-ups International              | 1,471,531  | 1.7%   | 1,363,784  | 102,038    | 5,709   |
| Animation for Kids Domestic                        | 2,535,361  | 2.9%   | 2,533,098  | 0          | 2,263   |
| Non-Animation for Kids Domestic                    | 1,549,989  | 1.8%   | 1,549,980  | 0          | 9       |
| Animation for Kids International                   | 1,704,319  | 2.0%   | 1,689,140  | 0          | 15,179  |
| Non-Animation for Kids International               | 78,424     | 0.1%   | 78,424     | 0          | 0       |
| Music Domestic                                     | 8,305,491  | 9.7%   | 8,268,044  | 37,222     | 225     |
| Music International                                | 918,340    | 1.1%   | 915,423    | 2,523      | 394     |
| Karaoke  | 33,153     | 0.0%   | 33,153     | 0          | 0       |
| How-to,Hobby                                       | 3,943,908  | 4.6%   | 3,895,805  | 47,770     | 333     |
| Game   | 168        | 0.0%   | 168        | 0          | 0       |
| Sports   | 265,724    | 0.3%   | 265,355    | 369        | 0       |
| Education (School,Business,Language)               | 67,937     | 0.1%   | 67,937     | 0          | 0       |
| Adult  | 6,020      | 0.0%   | 5,986      | 0          | 34      |
| Others   | 711,425    | 0.8%   | 711,425    | 0          | 0       |
| Total  | 86,103,277 | 100.0% | 83,598,098 | 2,302,235  | 202,944 |

\*1 Except Asian

\*2 Asia=Korea,China,Chinese-Taipei,Hong Kong

\*3 Including HD DVD