

VOD Lineup Analytical Tool List of Survey Items

Services Covered

- ◆ Abema (SVOD/TVOD)
- Amazon Video (SVOD/TVOD/EST)
- Disney+ (SVOD)
- ♦ dTV (SVOD/TVOD)
- ◆ d Anime(SVOD/TVOD)
- ♦ FOD (SVOD / TVOD)
- ◆ Google Play (TVOD∕EST)
- Hikari TV Video Service (SVOD/TVOD/EST)

- ♦ Hulu (SVOD/TVOD)
- ◆ iTunes Store (TVOD / EST)
- ◆ J:COM (SVOD/TVOD/EST)
- ◆ Netflix (SVOD)
- ◆ Paravi (SVOD/TVOD)
- ◆ TELASA (SVOD/TVOD)
- TSUTAYA TV (SVOD/TVOD/EST)
- ◆ U-NEXT (SVOD/TVOD)

Data addition history

- Disney Deluxe (Disney+): Survey to begin in April 2019 / Data to begin in May 2019
- FOD: Survey to begin in September 2019 / Data to begin in October 2019
- d Anime: survey to begin in November 2019 / data to begin in December 2019
- Paravi: Survey to begin in December 2019 / Data to begin in February 2020
- TELASA: Survey to begin in March 2020 / Data to begin in May 2020
- Google Play: Survey to begin in March 2020 / Data to begin in June 2020
- Abema TVOD: Survey to begin in January 2021 / Data to begin in January 2021

Survey Items

1. Comprehensive Aggregated Analysis

- 1-1. Comparison among Different Services (since February, 2017)
- 1-2. Chronological Trend (since February, 2017)
- 1-3. Chronological Comparison (since February, 2017)

2. Attribute Analyses of Titles

- 2-1. Comparison among Services
- 2-2. Comparison among Studios
- 2-3. Chronological Trend
- 2-4. Overall market trends by index

3. Analyses on Each Service

- 3-1. Overview
- 3-2. Status of Films (distributed by Hollywood Majors)
- 3-3. Status of Films (distributed by leading Japanese distributors)
- 3-4. Status of Foreign Dramas and Japanese Dramas
- 3-5. Status of Foreign Dramas
- 3-6. Status of Animations

Notes

All content that was distributed on each platform at the time of each monthly survey was counted.

Content type classification method

- Content types are categorized based on GEM Partners' database of works.
- With some exceptions, titles that are not registered in GEM Partners' database are classified based on the content type of each service.
- Foreign dramas/Japanese dramas
 Dramas include TV dramas, special dramas, distribution-only dramas, and original video titles.

• Overseas Anime / Japanese Anime

Animation movies are classified into "Movies: Foreign" and "Movies: Japanese", and only animation is classified into this content type. Variety programs and stage performances featuring voice actors are classified as Variety, and live performances featuring voice actors are classified as Music.

Classification method for production regions

- Based on the country of production registered in GEM Partners' production database.
- If the country of production is unknown or does not exist in the GEM Partners database, it is classified as "Other/Unknown.

Other

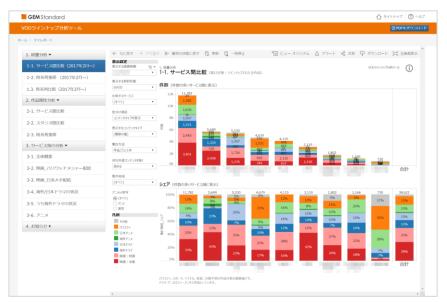
- Data for Amazon Video and Hikari TV services in June 2017 was obtained in the middle of the month, so the data may be larger than usual.
- The number of titles in Variety, Sports, Idols, Music, and Uncategorized are approximations.
- For dramas and animations, one season is considered as one title.

1-1. Comparison among Different Services

(since February, 2017)

You can make the monthly comparison of the number of films offered by each VOD service by the following segmentation.

e.g.) Compare the number of films offered by each SVOD service in April, 2017. Each title counts as 1 entry, and non-Japanese contents are excluded.



Segmentation	Details					
Survey Period (multiple choice allowed)	Every month after February, 2017					
VOD Type	SVOD/TVOD/EST					
Service	All surveyed services					
Color coding	Content Type/Production region/Production country					
Content Type (multiple choice allowed)	 All Film: Foreign Film: Japanese Unknown TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Foreign Cartoon/Anime:Japanese Music 					
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry					
Non-Japanese Contents	Include / Exclude					
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others 					
Anime or Live action	All / Anime / Live action					

1-2. Chronological Trend

(since February, 2017)

You can find out the chronological trend in each category offered by each VOD service. e.g.) See the trend in the number of Variety Shows offered by Amazon Video (SVOD) in April/May/June, 2017. Each episode counts as 1 entry, and non-Japanese contents are excluded.

GEM Standard									0 1	サイトトップ ⑦ ヘル
ODラインナップ分析ツール										図 PDFをダウンロ
ム / マイレポート										
1. 総量分析 ▼	← 元に戻す → *	り直す 🍋 最初	別の状態に戻す	G 256 G -	時停止	*値 ビュ−: 7	リジナル 🛆 ア	ラート 🕫 共有	i ⊈ 95>0-	ド (口) 全面面表示
1-1. サービス間比較(2017年2月~)	表示設定 表示するサービス	1. 総置分析							V005-C-29	(i)
1-2. 時系列推移 (2017年2月~)	表示する調査時期		系列推移(は1対象:ラインナッズ	おた全作品)				V0094579	73989-6
1.3. 時系列比較(2017年2月~)	(後期の値)	 件数 1500 								1,376
2. 作品属性分析 ▼	表示するコンテンツタイプ 【】 満分ドラマ		1,183	1,187	1,263	1.146	1.150	1,183	1,252	176
2-1. サービス開比較	 ✓ 日本ドラマ ✓ 海外アニメ ✓ 日本アニメ 	1000-	203	252	269	1,146	157	160	271	302
2-2. スタジオ間比較	✓ 日本アニメ ✓ パラエディ 2ポーケ		9 189	165	209	246	248	249	6	7 199
2-3. 時系列推移	□ 7-7Fル □ 章楽	500-	176	172	105	164 99	172	177	106	119
3. サービス毎の分析 ▼	✓ 分類不明 集計方法		325	223	309	275	277	278	282	313
3-1. 全体概要	作品だに1件	•	197	276	225	206	199	217	234	258
3-2. 映画_ノ(リウッドメジャー配給	非日本語コンテンタを除く 含める	•								
3-3. 映画_日系大手配给	製作地域 (すべて)	→ - > i7	1,183	1,187	1,263	1,146	1,150	1,183	1.252	1,376
3-4. 海外/日本ドラマの状況		. 100%- p •	7%	6%	14%	13%	14%	14%	13%	13%
3-5. うち海外ドラマの状況	(₽<て) ○ 7=×	80% -	17%	21%	21%	21%	22%	21%	22%	22%
3-6. アニメ	() 東写	60%	16%	14%						
4. お知らせ 4	凡例	22	15%	1496	14%	14% 9%	15%	15%	15% 8%	14%
	コンテン ジタイプ 映画:洋画 映画:邦面	40%	27%	19%	24%	24%	24%	23%	23%	23%
	周外ドラマ 日本ドラマ 百分アニメ	20%-		23%	18%	18%		18%	1996	19%
	再外アニメ 日本アニメ パフエティ	0%	17%		18%	18%	17%	18%	19%	19%
	パラエティ 一 一 分類不明			、分類不明の作品件数						

セグメント	選択項目					
Service	All surveyed services					
Survey Period (multiple choice allowed)	Every month after February, 2017					
Content Type (multiple choice allowed)	 All Film: Foreign Film: Japanese Unknown TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Foreign Cartoon/Anime:Japanese Music 					
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry					
Non-Japanese Contents	Include / Exclude					
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others 					
Anime or Live action	All / Anime / Live action					

1-3. Chronological Comparison

(since February, 2017)

You can compare the changes in the number of titles in chronological order for the selected period on a monthly basis across platforms.

e.g.) Compare the number of foreign anime titles from April 2017 to April 2018 across SVOD services. In this case, each episode is counted as one, and non-Japanese content is not included.



セグメント	選択項目					
Survey Period (multiple choice allowed)	Every month after February, 2017					
VOD Type	SVOD/TVOD/EST					
Content Type (multiple choice allowed)	 All Film: Foreign Film: Japanese Unknown TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Foreign Cartoon/Anime:Japanese Music 					
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry					
Non-Japanese Contents	Include / Exclude					
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others 					
Anime or Live action	All / Anime / Live action					

Survey Items

2. Attribute Analyses of Titles

NOTES

Content type classification method

- Content types are categorized based on GEM Partners' database of works.
 In the "1. Comprehensive Aggregated Analysis", all the titles that were distributed on each platform at the time of the monthly survey are counted, so the figures are different from those in the "2. Attribute Analyses of Titles".
 However, since more detailed information is added to each work, more detailed analysis is possible.
- Foreign dramas/Japanese dramas

Dramas include TV dramas, special dramas, distribution-only dramas, and original video titles.

• Overseas Anime / Japanese Anime

Animation movies are classified into "Movies: Foreign" and "Movies: Japanese", and only animation is classified into this content type.

Variety programs and stage performances featuring voice actors are classified as Variety, and live performances featuring voice actors are classified as Music.

Classification method for production regions

- Based on the country of production registered in GEM Partners' production database.
- If the country of production is unknown or does not exist in the GEM Partners database, it is classified as "Other/Unknown.

Classification of film distribution companies

 Film distributors are classified based on the distributors at the time of Japanese release Hollywood majors: SONY, UIP, Disney, Towa Pictures, Fox, Warner, Toho-Towa Three major Japanese companies: Shochiku, Toei, Toho / Other major Japanese companies: KADOKAWA, ASMIK ACE, GAGA, SHOWGATE

 $\% {\sf Towa}$ Pictures includes Paramount, and Toho-Towa includes Universal.

Classification method of drama production studios

 Foreign drama production studios are based on the production studio in the country of production

Hollywood majors: ABC, CBS, HBO, NBC, SONY, Disney, Fox, Warner

- Other
 - For dramas and animations, one season is considered as one title.

2-1. Comparison among Services

You can make the monthly comparison of the attributes of titles offered by each VOD service by the following segmentation.

e.g.) Compare the by-distributor ratio of the number of foreign and Japanese films offered by SVOD services in February, 2018. Show only the ones distributed by Hollywood Majors and 3 Japanese Majors. Each title counts as 1 entry.

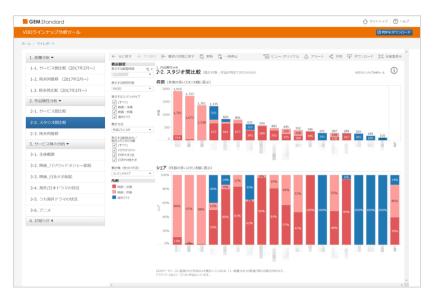


セグメント	選択項目
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
VOD Type	SVOD/TVOD/EST
Content Type (multiple choice allowed)	 All Film: Foreign Film: Japanese Unknown TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Foreign Cartoon/Anime:Japanese Music
Class of Distributors/ Production Studios to Show	 All Hollywood Majors 3 Japanese Majors Other Large Japanese Distributors Others No information on distributor/production studio
Aggregation Axis (classification method)	 Type of Content By distributor class (for films only, at the time of the initial release in Japan) By distributor (for films only, at the time of the initial release in Japan) By production studio class (for foreign dramas only) By production studio (for foreign dramas only) Category Service Production year Rental release date The production regions Production country Anime or Live action
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others
Anime or Live action	All / Anime / Live action

2-2. Comparison among Studios

You can make the monthly comparison of the attributes of titles each studio offers by the following segmentation.

e.g.) Show the by-category trend in the number of Japanese films offered by SVOD services in March, 2018 and to make a comparison by studio. Show the ones distributed by 3 Japanese Majors only. Each title counts as 1 entry.



セグメント	選択項目			
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.			
VOD Type	SVOD/TVOD/EST			
Content Type (multiple choice)	 All Film: Japanese Film: Foreign TV : Foreign Dramas 			
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry			
Class of Distributors/ Production Studios to Show	 All Hollywood Majors 3 Japanese Majors Other Large Japanese Distributors 			
Aggregation Axis (classification method)	 Type of Content By distributor class (for films only, at the time of the initial release in Japan) By distributor (for films only, at the time of the initial release in Japan) By production studio class (for foreign dramas only) By production studio (for foreign dramas only) Category Service Production year Rental release date The production regions Production country Anime or Live action 			

2-3. Chronological Trend

You can make the comparison of the attributes of titles offered by each VOD service in multiple months by the following segmentations.

e.g.) Make the by-distributor comparison of the number of Japanese movies offered by dTV (SVOD) in April/May/June, 2017. Show only the ones distributed by the 3 Japanese Majors. Each title counts as 1 entry.



セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Content Type (multiple choice)	 All Film: Foreign Film: Japanese TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Japanese
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry
Class of Distributors/ Production Studios to Show	 All Hollywood Majors 3 Japanese Majors Other Large Japanese Distributors Others No information on distributor/production studio
Aggregation Axis (classification method)	 Type of Content By distributor class (for films only, at the time of the initial release in Japan) By distributor (for films only, at the time of the initial release in Japan) By production studio class (for foreign dramas only) By production studio (for foreign dramas only) Category Service Production year Rental release date The production regions Production country Anime or Live action
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others
Anime or Live action	All / Anime / Live action

2-4. Overall market trends by index

You can check the overall market trend by focusing on the elements selected in the "Aggregation Axis (classification method)".

e.g.) Select "Category" from "Aggregation axis" to see the change in the number of distributions of action, comedy, and drama from May 2019 to April 2020.

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セグメント	選択項目
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
VOD Type	SVOD/TVOD/EST
Service	All surveyed services
Content Type (multiple choice)	 All Film: Foreign Film: Japanese Unknown TV : Foreign Dramas TV : Japanese Dramas Cartoon/Anime:Foreign Cartoon/Anime:Japanese Variety shows Sports Japanese Pop Idol Music
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry
Class of Distributors/ Production Studios to Show	 All Hollywood Majors 3 Japanese Majors Other Large Japanese Distributors Others No information on distributor/production studio
Aggregation Axis (classification method)	 Type of Content By distributor class (for films only, at the time of the initial release in Japan) By distributor (for films only, at the time of the initial release in Japan) By production studio class (for foreign dramas only) By production studio (for foreign dramas only) Production year Production country Category Service Rental release date The production regions Anime or Live action
Non-Japanese Contents	Include / Exclude
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others
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analysis is possible.

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Classification of film distribution companies

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Classification method of drama production studios

 Foreign drama production studios are based on the production studio in the country of production

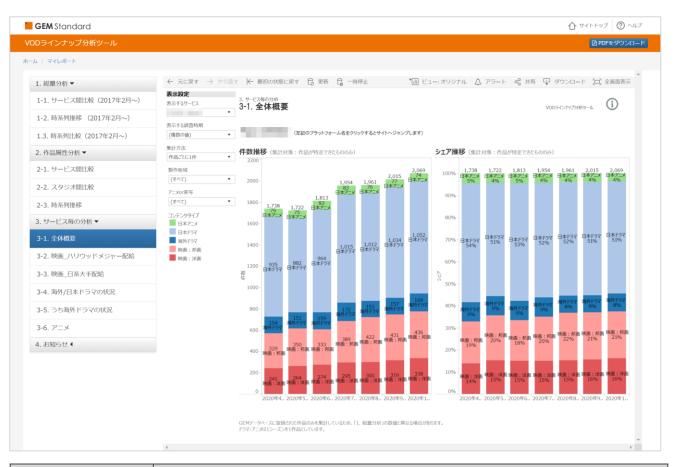
Hollywood majors: ABC, CBS, HBO, NBC, SONY, Disney, Fox, Warner

- Other
 - For dramas and animations, one season is considered as one title.

3-1. Overview

You can compare the number/ratio of type of contents offered by each VOD service in the period of your liking.

e.g.) Show the number of type of contents offered by Hulu (SVOD) in February/March/April/May, 2017. Each title counts as 1 entry.

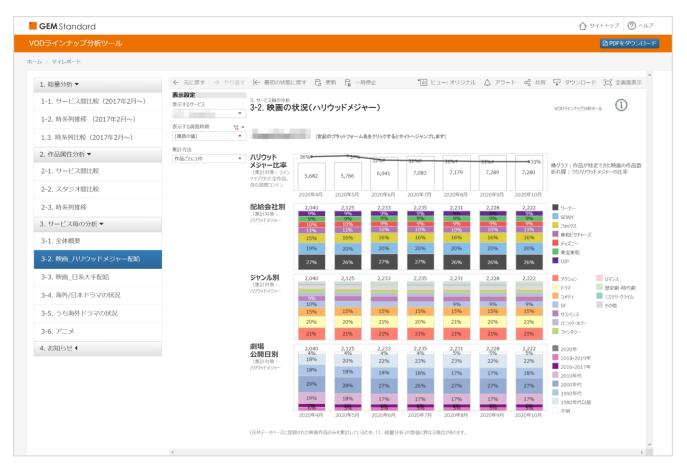


セグメント	選択項目
Service	All surveyed services
表示する調査時期	2014年1月、2014年4月、2014年7月、2014年10月、2015年1月、2015年4月、 2015年10月、2016年4月、2016年10月、2017年2月、以降毎月
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry
Production regions	 All Japan North America/Britain/Australia Europe (except Britain) Korea/China/Taiwan Others
Anime or Live action	All / Anime / Live action

3-2. Status of Films (distributed by Hollywood Majors)

You can compare the trend in the by-distributor, by-category, and by-theatricalrelease-date ratio of titles distributed by Hollywood Majors which are offered by each VOD service, selecting multiple months.

e.g.) Among the titles offered by iTunes (TVOD) in February/March, 2017, show the by-distributor , by-category, and by-theatrical-release-date ratio of titles distributed by Hollywood Majors. Each title counts as 1 entry.

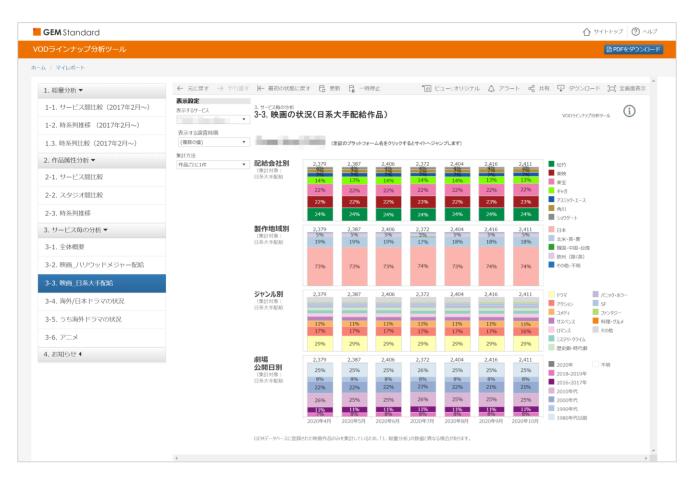


セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry

3-3. Status of Films (distributed by leading Japanese distributors)

You can compare the trend in the by-distributor, by-production-region, by-category, and by-theatrical-release-date ratios of titles distributed by leading Japanese distributors, selecting multiple months.

e.g.) Among the titles offered by J:COM (SVOD) in February/March/April, 2018, show the by-distributor, by-production-region, by-category, and by-theatrical-release-date ratios of titles distributed by Japanese distributors.

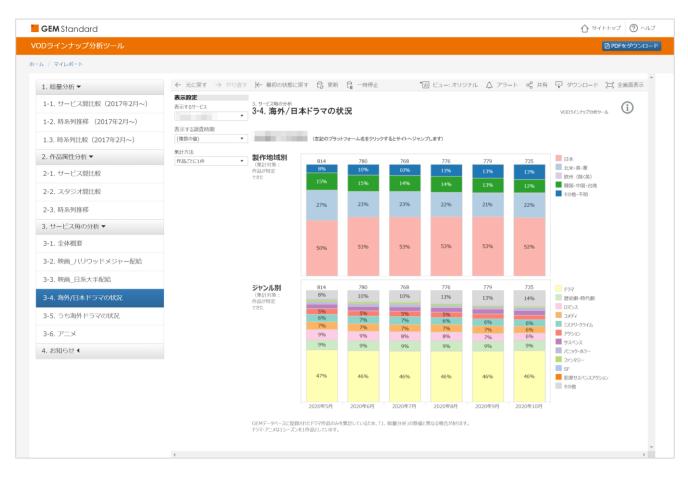


セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry

3-4. Status of Foreign Dramas and Japanese Dramas

You can see the trend in by-production-region and by-category ratio of TV Drama titles offered by each VOD service.

e.g.) Show the by-production-region and by-category ratio of TV Drama titles offered by Netflix (SVOD) in February/March/April/May, 2018. Each Title counts as 1 entry.



セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry

3-5. Status of Foreign Dramas

You can see the trend in by-production-studio, by-category and by-rental-release-date ratio of Foreign TV Drama titles offered by each VOD service. e.g.) Among the Foreign TV Drama titles offered by TSUTAYA TV (SVOD) in February/March/April/May, 2018, show the by-production-studio, by-category and by-rental-release-date ratio. Each Title counts as 1 entry.

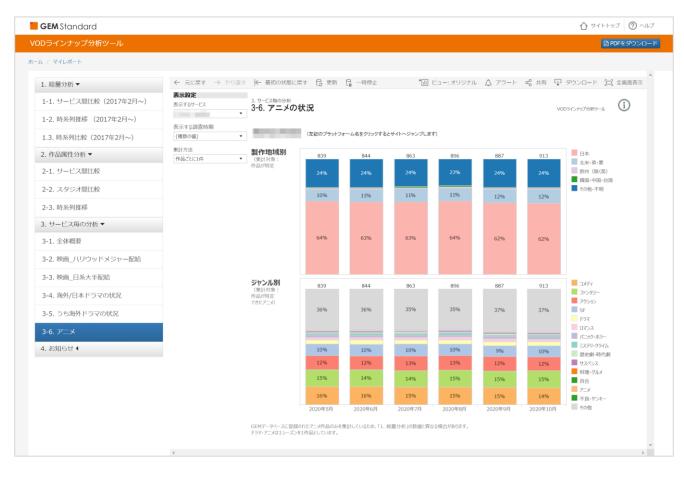
Dラインナップ分析ツール									DPFをダウンロ
▲ / マイレボート									
1. 総量分析 ▼	\leftarrow 元に戻す \rightarrow やり	直す ← 最初の状態に	戻す 🕃 更新	[] ─時停止		*圃 ビュー:オリ	シナル 🗘 🕽	アラート ぬけ	共有 🗣 ダウンロード 🔁 全画面表示
1-1. サービス間比較(2017年2月~)	表示設定 表示するサービス	3.サービス毎の分析	ドラマの状況	況					
1-2. 時系列推移 (2017年2月~)	 表示する数-ビス あ、サービス用のが明 3-5. うち海外ドラマの状況 V0Dラインカッグ分析サール 支示する濃音時期 								
1.3. 時系列比較(2017年2月~)	衣示する原則時期 (権欲の備) (権欲の備) (友記のブラットフォーム名をクリックするとサイトへジャンプします)								
2. 作品属性分析 ▼	集計方法 作品ごとに1件	 ハリウッド 		631	627	635	660	682	棒グラフ:作品が特定できた映画の作品数
2-1. サービス間比較		メジャー比率 (集計対象:	581	631	627	033			折れ線・うちハリウッドメジャーの比率
2-2. スタジオ間比較		作品が特定	64%_	60%	61%_	60%_	59%_	55%	
2-3. 時系列推移		スタジオ別 (集計対象:	2020年5月 374	2020年6月 380	2020年7月 384	2020年8月 383	2020年9月 3 87	2020年10月 377	ワーナー
3. サービス毎の分析 ▼		ハリウッドメジャー	11%	11% 21%	11% 21%		11%	11%	
3-1. 全体概要			21%	31%	30%	21% 30%	21% 30%	21% 31%	NBC SONY
3-2. 映画_八リウッドメジャー配給			32%	32%	33%	33%	33%	31%	CBS
3-3. 映画_日系大手配給		See a did	374	380	384	383	387	377	F57 # #2X>Z
3-4. 海外/日本ドラマの状況		ジャンル別 (集計対象: ハリウッドメジャー							 アクション コメディ
3-5. うち海外ドラマの状況		制作作品)	11%		11%	11%			 パニック・ホラー SF
3-6. アニメ			60%	59%	59%	59%	60%	59%	 ミステリ・クライム ファンタジー
		レンタル							2018-2019年
4. お知らせ ◀		開始日別 (集計対象:	374	380 19%	384	383	387	377	2016-2017年
		ハリウッドメジャー	13%	13%	13%	13%	13%	13%	2010年代 2000年代
			35%	35%	35%	35%	34%	34%	2000年代 1990年代 不明(含むレンタルなし)
			19%	18% 13%	18% 13%	18%	18% 13%	18% 13%	□ 不明 (目びレンタルはひ)
			<u>12%</u> 2020年5月	13% 2020年6月	13% 2020年7月	13% 2020年8月	13% 2020年9月	13% 2020年10月	
		GEMデータペースに登録 ドラマ・アニメは1シーズン			こめ、「1. 総量分析」	の数値と異なる場合が	べあります。		

セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry

3-6. Status of Animations

You can see the trend in by-production-region and by-category ratio of Cartoon/Anime titles offered by each VOD service.

e.g.) Show the by-production-region and by-category ratio of Cartoon/Anime titles offered by Netflix (SVOD) in February/March/April/May, 2018. Each Title counts as 1 entry.



セグメント	選択項目
Service	All surveyed services
Survey Period (multiple choice)	January 2014, April 2014, July 2014, October 2014, January 2015, April 2015, October 2015, April 2016, October 2016, and every month since February 2017.
Calculation Method	Each title counts as 1 entry / Each episode counts as 1 entry

For inquiries, please contact

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