VOD Lineup Analytical Tool
List of Survey Items

Services Covered

- Abema（SVOD／TVOD）
- Amazon Video（SVOD／TVOD／EST）
- D Anime（SVOD ／TVOD ）
- Disney+（SVOD）
- DMM TV（SVOD／TVOD ／EST ）
- FOD（SVOD／TVOD）
- Google Play（TVOD／EST）
- Hikari TV （SVOD／TVOD／EST） *2
- Hulu（SVOD／TVOD）
- iTunes Store（TVOD／EST）
- J:COM（SVOD／TVOD／EST）
- Netflix（SVOD）
- Lemino（SVOD／TVOD ／EST ）
- Paravi（SVOD／TVOD）
- TELASA（SVOD／TVOD）
- TSUTAYA TV（SVOD／TVOD／EST）*1
- U-NEXT（SVOD／TVOD）
- WOWOW On Demand（SVOD）

* Alphabetical Order

*1 Survey until June 2022 due to the end of the service.

*2 Survey until May 2023 due to the end of the service.

*3 Stand-alone survey until June 2023 due to service integration with U-NEXT

■**Data addition history**（Update information for 2020 and after.）

- Paravi: Survey to begin in December 2019 / Data to be provided 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
- DMM TV: Survey to begin in January 2023 / Data to begin in January 2023
- Lemino: Survey to begin in April 2023 / Data to begin in April 2023
- *Data prior to March 2023 was provided as "dTV" before its renewal.
- WOWOW On Demand: Survey to begin in February 2024 / Data to begin in March 2023

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

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1. Comprehensive Aggregated Analysis

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.

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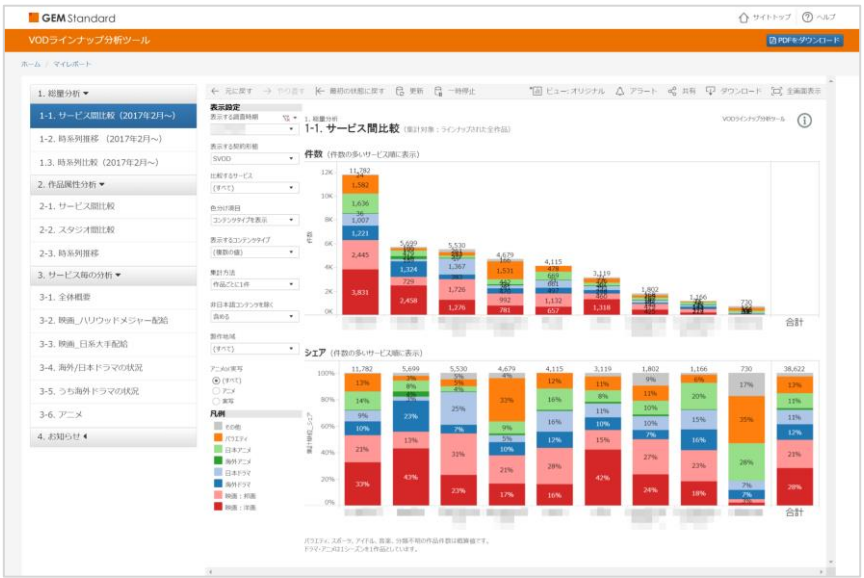
1. Comprehensive Aggregated Analysis

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 • Variety shows • Sports • Japanese Pop Idol • 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

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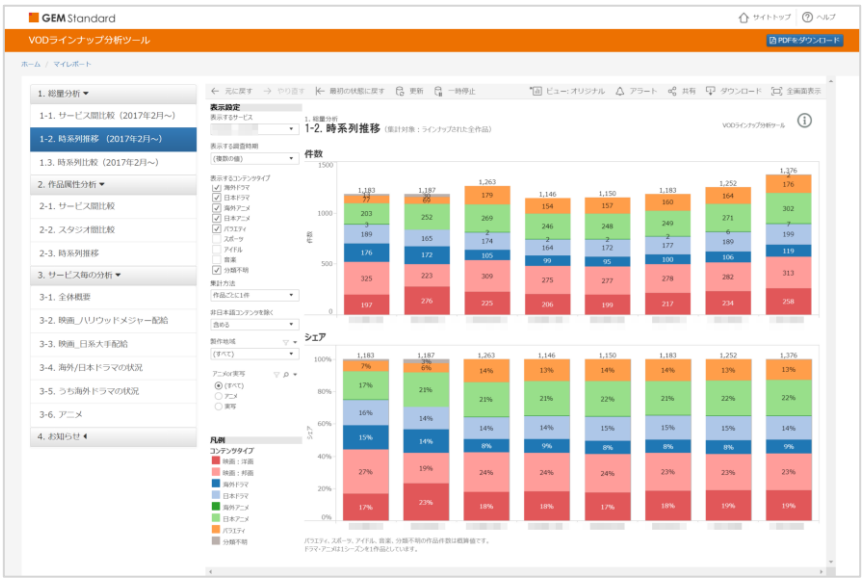
1. Comprehensive Aggregated Analysis

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.



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 • Variety shows • Sports • Japanese Pop Idol • 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

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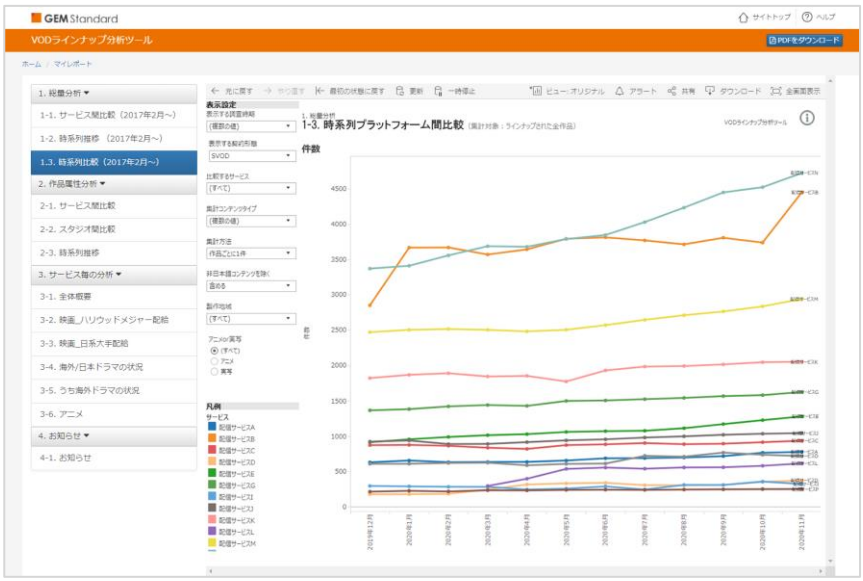
1. Comprehensive Aggregated Analysis

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 • Variety shows • Sports • Japanese Pop Idol • 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

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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
  ※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.

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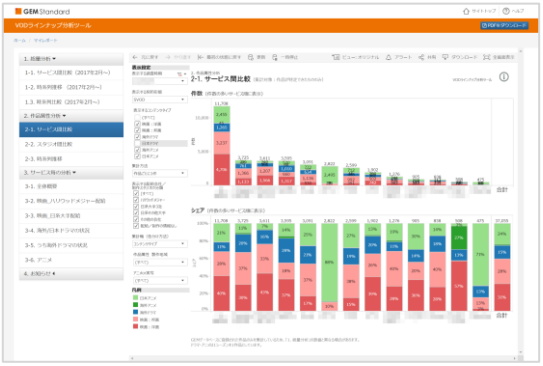
2. Attribute Analyses of Titles

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 • Variety shows • Sports • Japanese Pop Idol • 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 • Rental release date • Final box office revenue • Service • The production regions • Anime or Live action • Production year • Production country
Production regions	• All • Japan • North America/Britain/Australia • Europe (except Britain) • Korea/China/Taiwan • Others
Anime or Live action	All / Anime / Live action

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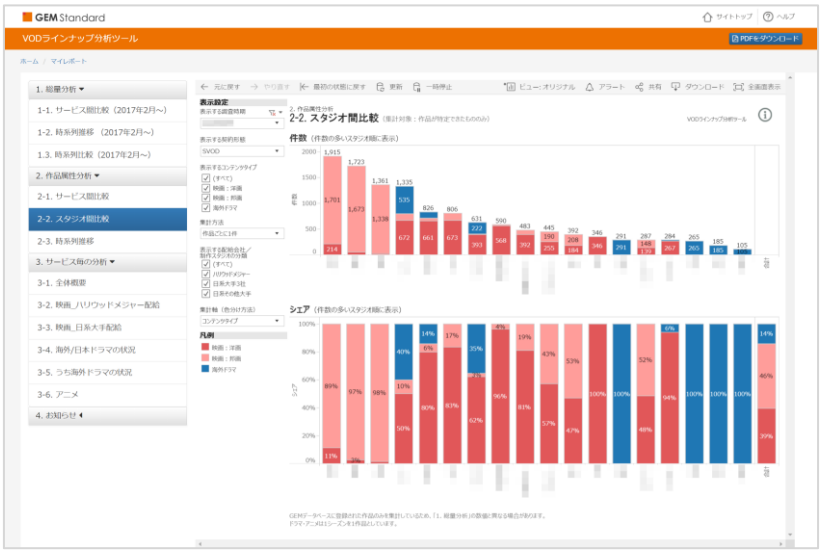
2. Attribute Analyses of Titles

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: Foreign • Film: Japanese • 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 • Rental release date • Final box office revenue • Service • The production regions • Anime or Live action • Production year • Production country

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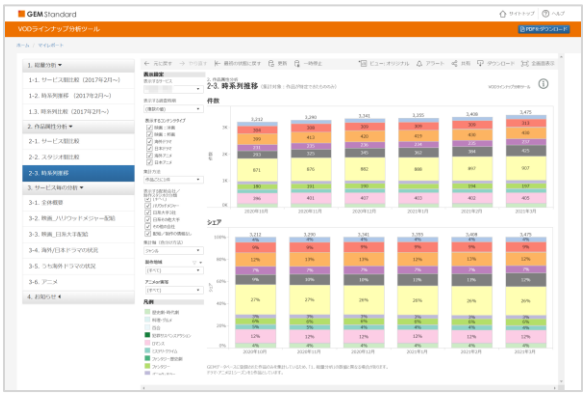
2. Attribute Analyses of Titles

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:Foreign • 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 • Rental release date • Final box office revenue • Service • The production regions • Anime or Live action • Production year • Production country
Production regions	• All • Japan • North America/Britain/Australia • Europe (except Britain) • Korea/China/Taiwan • Others
Anime or Live action	All / Anime / Live action

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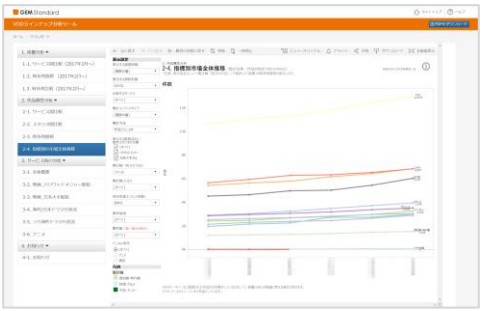
2. Attribute Analyses of Titles

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.



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) • Category • Rental release date • Final box office revenue • Service • The production regions • Anime or Live action • Production year • Production country
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

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3. Analyses on Each Service

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 "3. Analyses on Each Service".

  However, since more detailed information is added to each work, more detailed analysis is possible.
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  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

  ※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.

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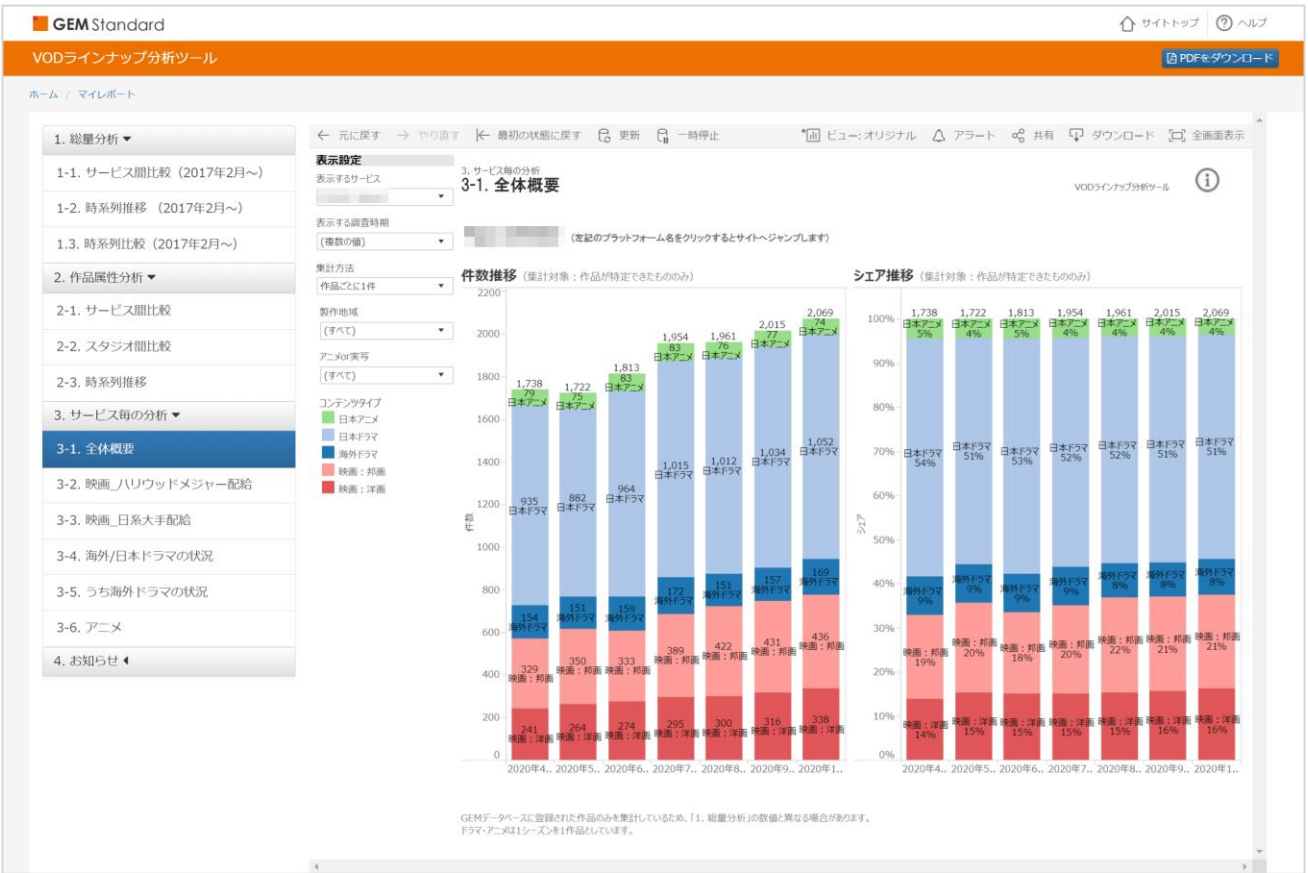
3. Analyses on Each Service

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

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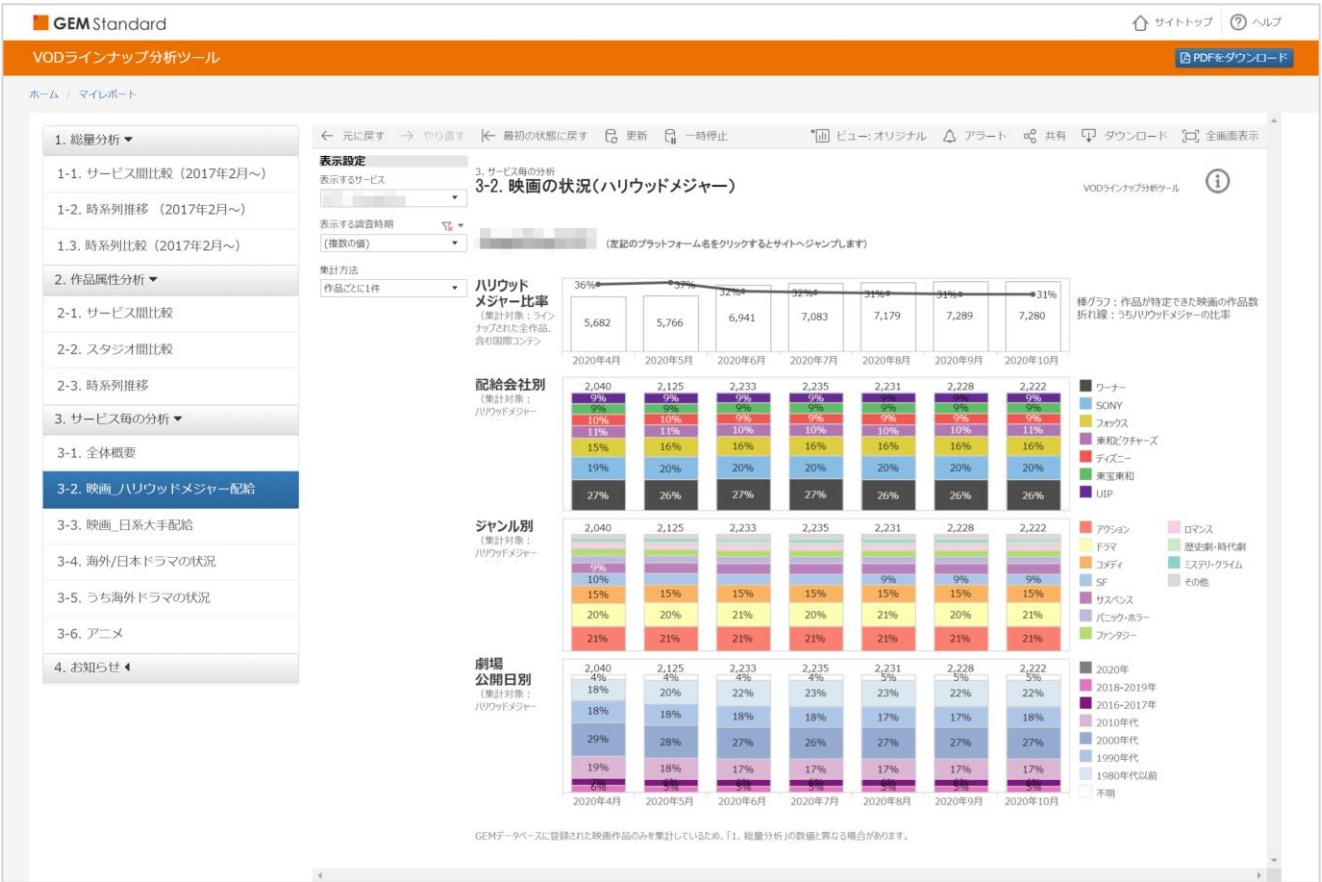
3. Analyses on Each Service

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

You can compare the trend in the by-distributor, by-category, and by-theatrical-release-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

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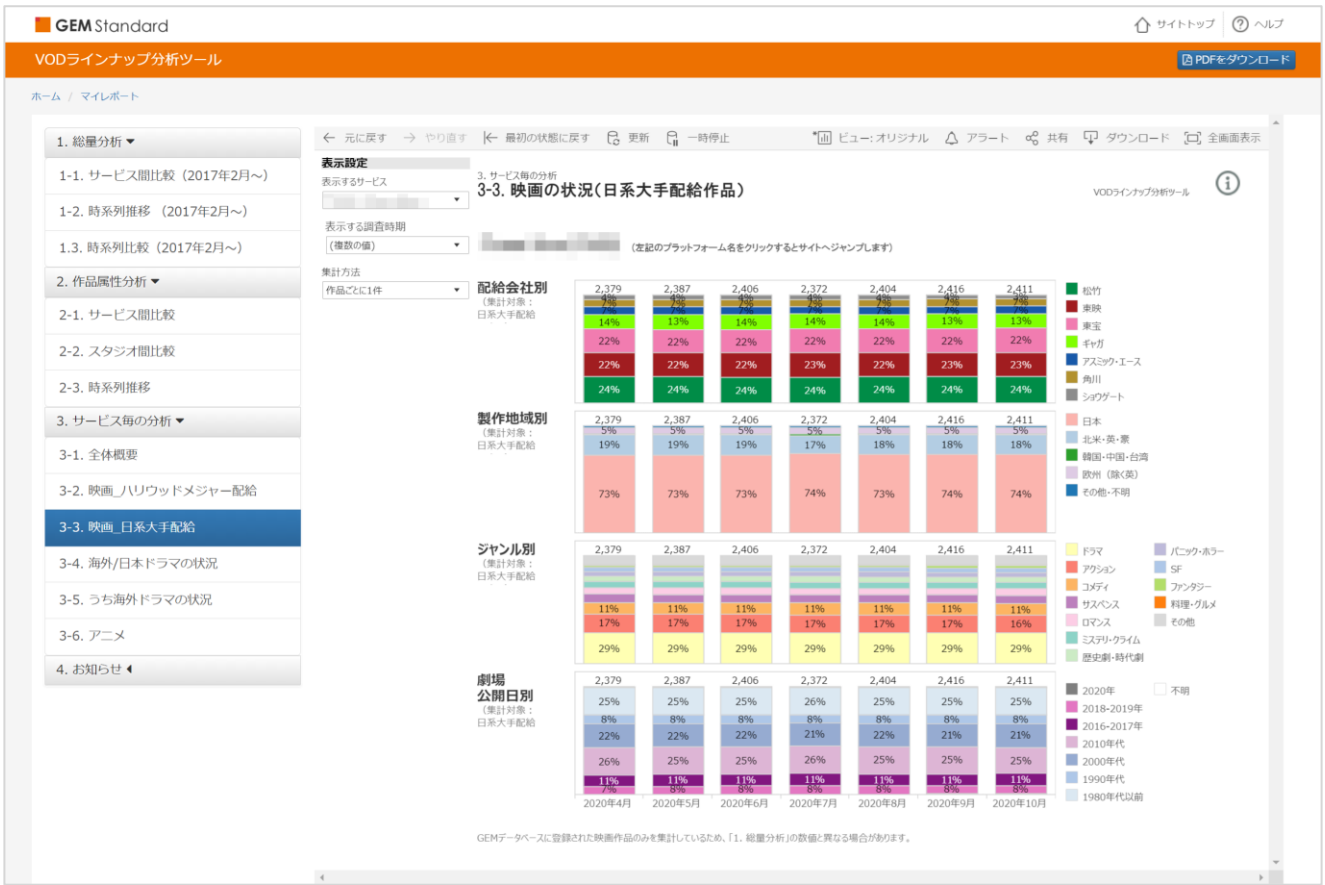
3. Analyses on Each Service

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

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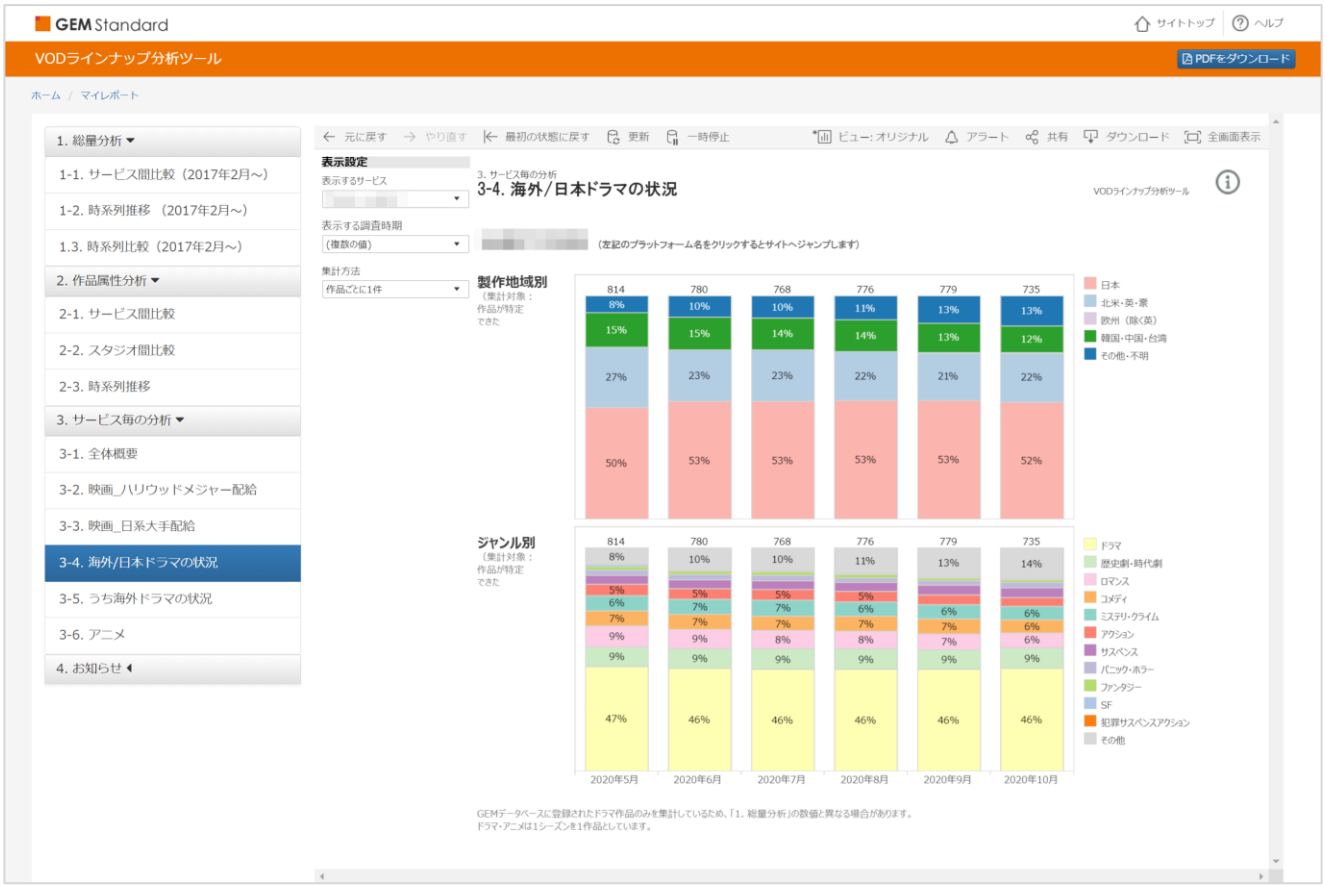
3. Analyses on Each Service

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

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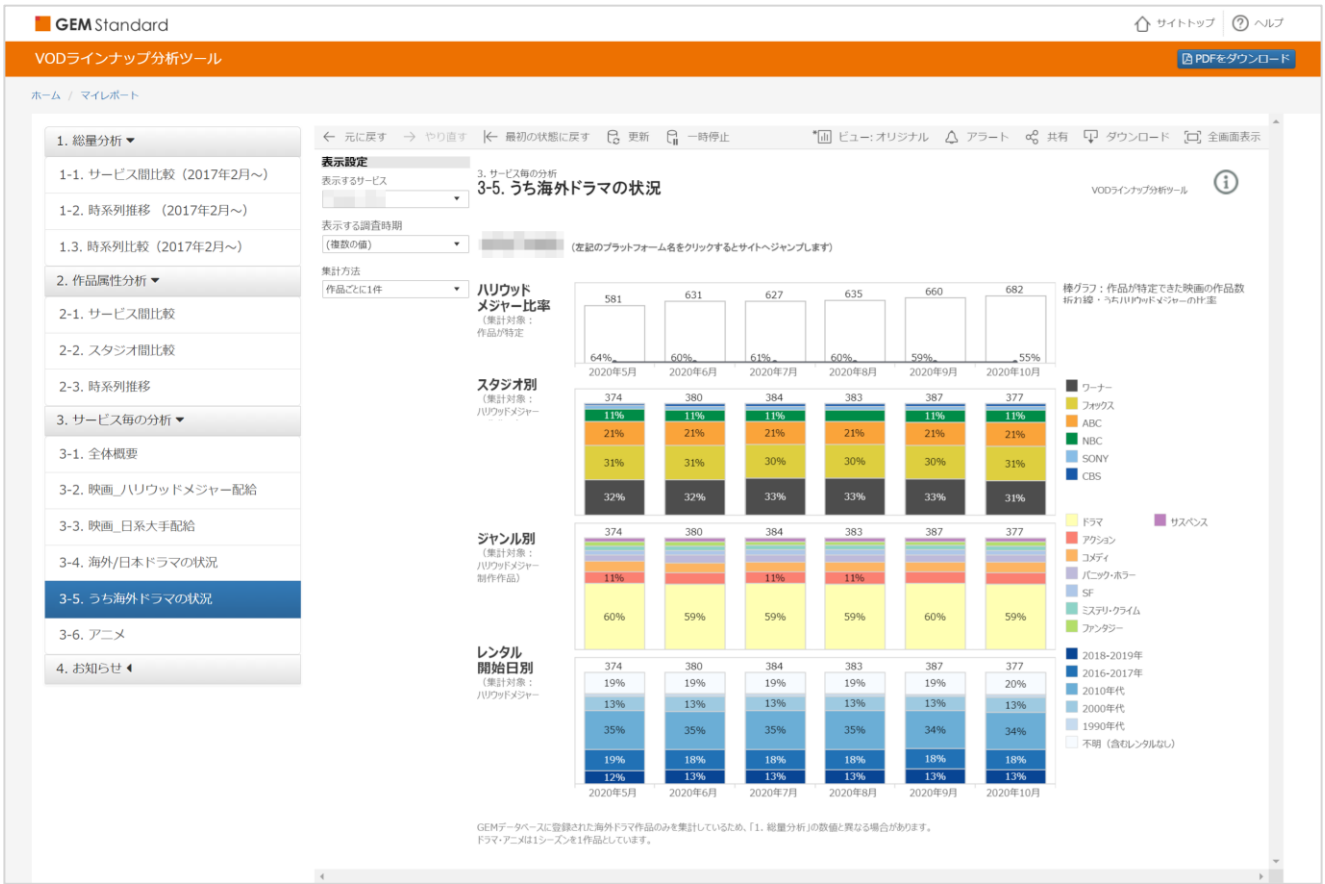
3. Analyses on Each Service

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.



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

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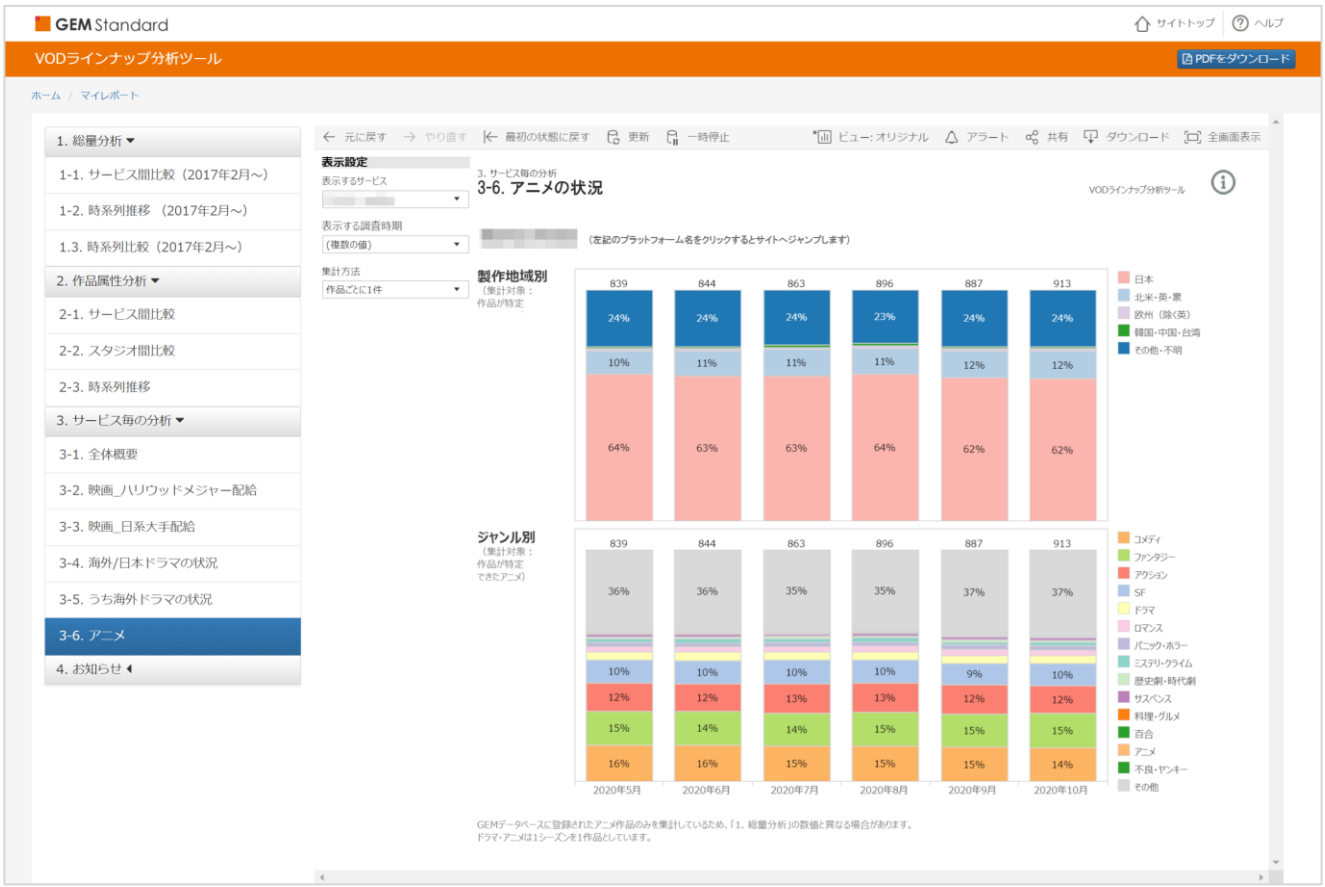
3. Analyses on Each Service

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

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