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Press Release

SVOD usage rate to surge to 30.3% (+8.1% YoY) in Japan by 2020

Tokyo, December 9th 2020 - GEM Partners has published a report called "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in October 2020)," an analysis report on the actual usage of video content.

The report takes a broad view of the market by combining type of contract (Subscription, Rental, Purchase, and Free service) and type of media (Video on demand, Broadcast, and Physical home video), surveying 20,419 men and women aged 15-69 in Japan. For example, the usage of Video on demand, Broadcast, and Physical home video can be analyzed not individually, but across media.

In this survey, we found that the usage rate of SVOD (subscription-based video-on-demand) in Japan has been growing rapidly since the previous year's survey. Therefore, we have focused on the trend of the usage rate across type of contract and type of media, as well as the average number of SVOD services used. The following is an excerpt from the report, which provides noteworthy findings on the actual usage of SVOD in the home entertainment market as a whole.

[Survey Highlights]

- Video on demand services continue to increase in usage rate, with SVOD rapidly increasing from the previous year to 30.3%. The shift from physical to digital continues to accelerate.
- SVOD Users Only: average of 1.7 SVOD services used per person. By age, those in their 20s used the most, with an average of 2.0.

*In this report, the market is categorized by the combination of "contract type" and "media type" as shown below.

Service category: Categorization per type of contract and Type of media

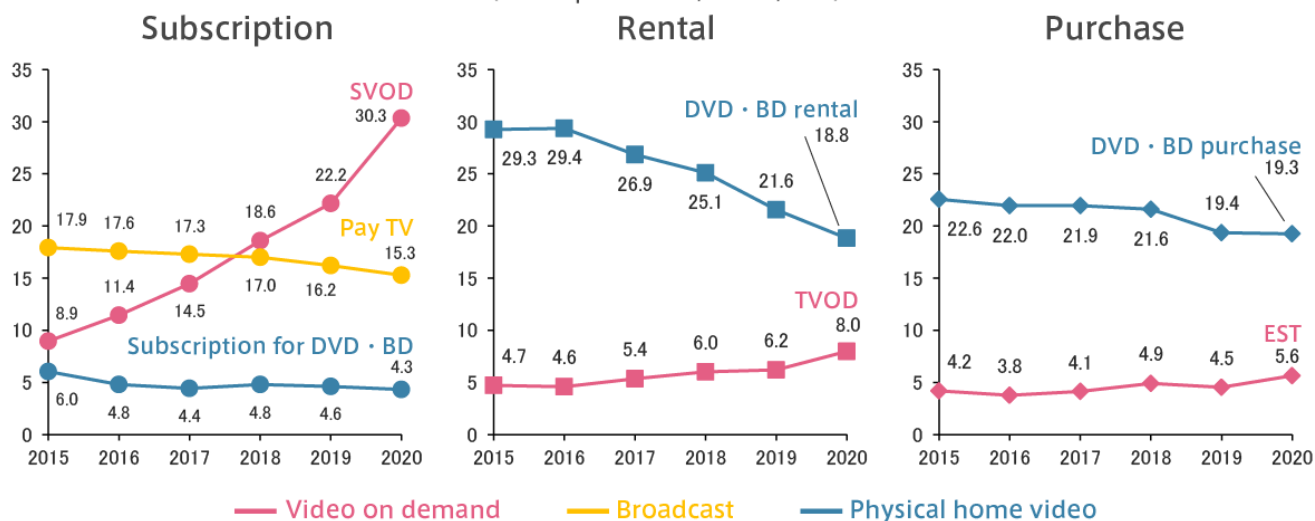
		Type of contract			
		Subscription	Rental	Purchase	Free service
Type of media	Video on demand(VOD)	● SVOD※ ¹	■ TVOD※ ²	◆ EST※ ³	▲ AdVOD※ ⁴
	Broadcast	● Pay TV	-	-	▲ Free broadcast channels
	Physical home video	● Subscription for DVD·BD	■ DVD·BD rental	◆ DVD·BD purchase	-

※¹ SVOD: Subscription VOD ※² TVOD: Transactional VOD
 ※³ EST: Electric Sell Through ※⁴ AdVOD: Advertising VOD

Video on demand services continue to increase in usage rate, with SVOD rapidly increasing from the previous year to 30.3%. The shift from physical to digital continues to accelerate.

Changes in usage rate per type of contract

(all respondents, n=20,419)



* The product report also includes the usage rate of "Free (AdVOD, Free broadcast channels)".

Source: "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in October 2020),"

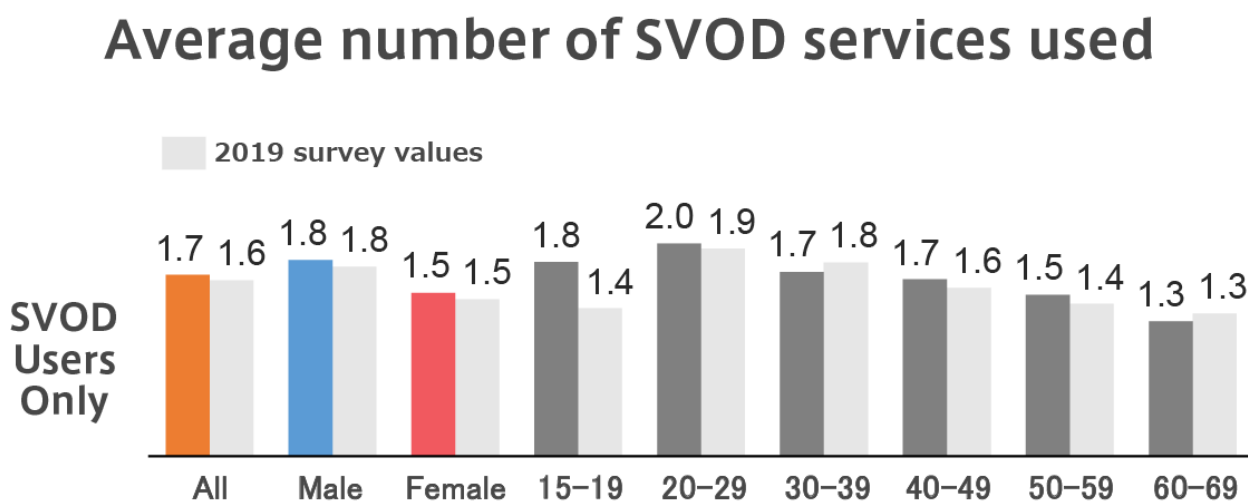
GEM Standard

When we surveyed the usage rate by type of contract (Subscription, Rental, Purchase, and Free service), we found that the usage rate for video on demand increased in all categories. The largest increase was SVOD seen in the "subscription" category. It jumped 8.1pt to 30.3% from 22.2% in the previous survey. It exceeded the usage rate of DVD/BD rental in the 2015 survey. In the video on demand, TVOD for "rental" and EST for "purchase" also increased year on year, raising the bottom line.

On the other hand, the usage rate of "Physical home video" has been on a downward trend. While DVD/BD in "Subscription" and DVD/BD in "Purchase" remained unchanged, DVD/BD in "Rental" decreased by -2.8pt compared to the previous year. It can be inferred that the shift from physical to digital is further accelerating.

This time, we found that the usage rate of SVOD has skyrocketed. So how many services do SVOD users use on average?

SVOD Users Only: average of 1.7 SVOD services used per person By age, those in their 20s used the most, with an average of 2.0



* The product report also includes the usage rate of "Free (AdVOD, Free broadcast channels)".

Source: "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in October 2020),"

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When the average number of SVOD services used was surveyed, the overall average was 0.6 services per person for all respondents, including those who do not use SVOD, while the overall average was 1.7 for only SVOD users. Among only SVOD users, those in their 20s used the most number of SVOD services (2.0), and by gender, males in their 20s used 2.2 services and females in their 20s used 1.8 services.

While the number of services used by young people is high, there is a decreasing trend as the age of the respondents rises, both for all respondents and for SVOD users. For SOVD users, the number was 1.3 for male users in their 60s and 1.2 for female users in their 60s.

As mentioned above, the " Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in October 2020)" provides a wide variety of data, including analysis across contract types and media type, actual usage by category, brand penetration by individual service, and in-depth analysis of usage by video on demand service. We hope you will find it useful in understanding and analyzing the home entertainment market as a whole.

Report specification

Product name: Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in October 2020)

Survey method : Internet survey

Survey target :Male/female of ages between 15 and 69 who are living in Japan

The number of respondents : 20,419 (2,744 people among those answered to the questions regarding Chapter 3: Utilization fact finding per video on demand service).

Published Date: November 9, 2020

Survey date : Saturday, October 31, 2020 to Wednesday, November 4, 2020 ※The previous survey was conducted from Saturday, November 2, 2019 to Tuesday, November 5, 2019.

Language: English / Japanese

Deliverable Option: Report (PDF), Aggregate tools *(optional extra: Tableau, Excel)

The total number of pages: 191 pages

About GEM Partners inc.

GEM Partners Inc. launched in 2008 in Japan. The company provides data x digital marketing services for the entertainment industry. 10+ years experience in providing the most trusted and accurate predictive analysis of theatrical and home entertainment revenue, and digital media execution services with unmatched marketing insights and analytical expertise in the entertainment industry.

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