

The 5-year forecast (2022-2026) of Video On Demand market

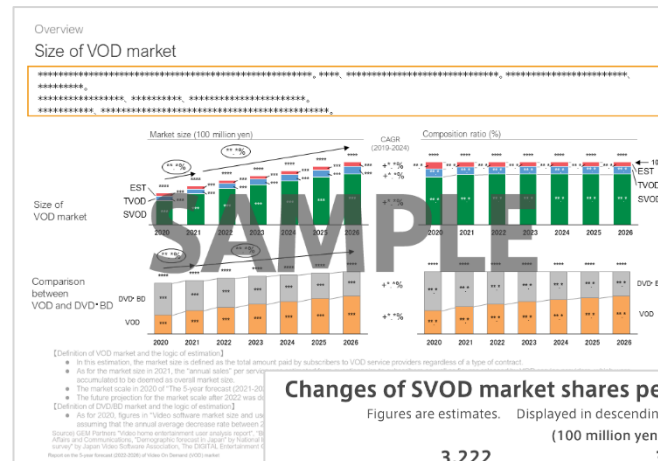
Market forecast per SVOD/TVOD/EST

The report estimates the market size and share of video on demand (VOD) in 2021 by SVOD/TVOD/EST. The report also provides the market size forecast by 2026 under the three scenarios of "Base," "Optimistic," and "Pessimistic" for each SVOD/TVOD/EST as well as the overall market.

Furthermore, the report provides a detailed description of the estimation logic used in the report, allowing you to confirm the estimation method.

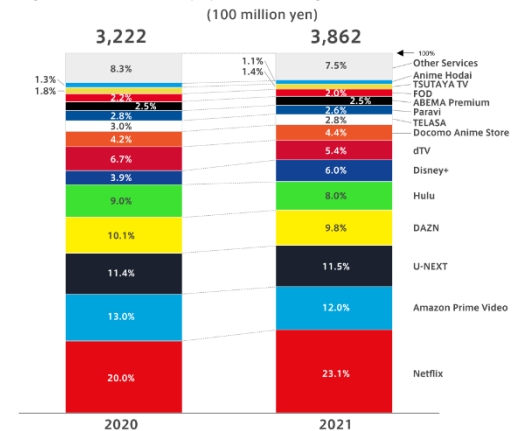
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Blu-ray InteRnet DVD Survey For the home entertainment industry.



Changes of SVOD market shares per type of service in Japan

Figures are estimates. Displayed in descending order of market size in 2021



The market size for 2020 has been recalculated from the estimates in the 2020 edition of the "The 5-year forecast (2021-2025) of Video On Demand (VOD) market" using the latest statistical data.

Source: GEM Partners "Video home entertainment user analysis report," "Brand Loyalty Survey for Subscription Media Streaming Services," "Demographic forecast" by Bureau of Statistics, Ministry of Internal Affairs and Communications, "Demographic forecast in Japan" by National Institute of Population and Social Security Research, "Telecom use trend survey" by MIC, "Video software market size and use" trend survey" by Japan Video Software Association, "The DIGITAL Entertainment Group" Home Entertainment Report" as well as comp ani es' IRs, press release, and website are used for analysis.

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Estimate the market size of video on demand (VOD) by contract type (SVOD/TVOD/EST)

The 5-year forecast (2022-2026) of Video On Demand (VOD) market



The report estimates the market size/share of video on demand (VOD) in 2021 by SVOD/TVOD/EST. It also provides the market size forecast by 2026 under the three scenarios of "Base," "Optimistic," and "Pessimistic" for each SVOD/TVOD/EST as well as the overall market. Furthermore, It provides a detailed description of the estimation logic used in the report, allowing you to confirm the estimation method.

Estimated market size/share by contract type (SVOD/TVOD/EST).

Using our own consumer research, we have estimated market share/size in 2021 by SVOD (subscription video on demand), TVOD (transactional video on demand) and EST (Electric Sell Through).

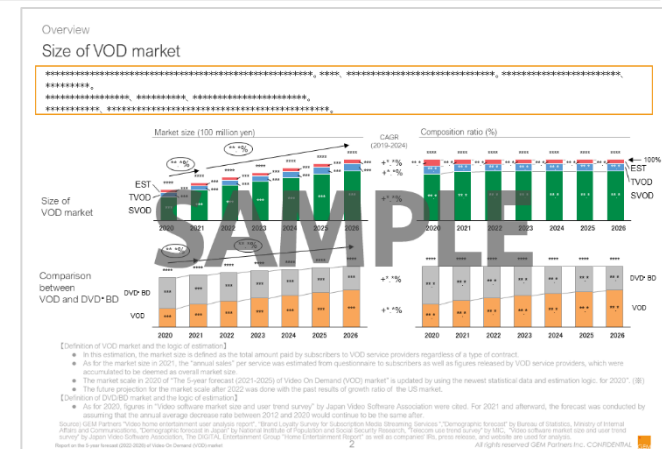
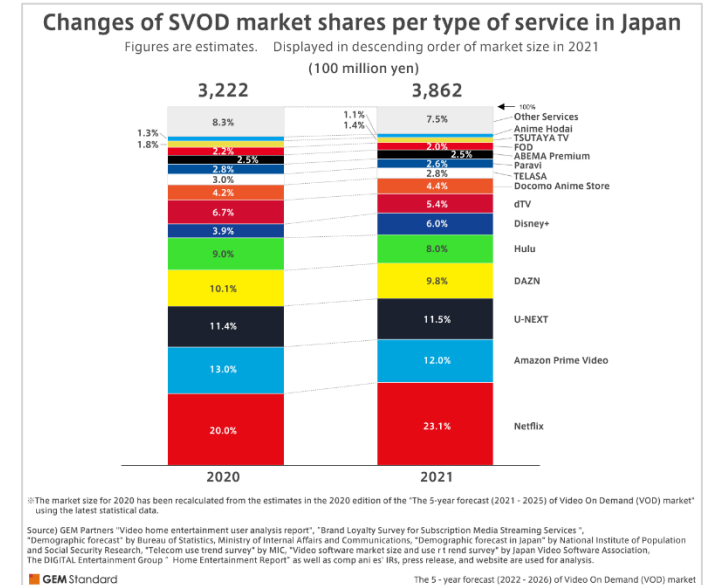
Base, Optimistic and Pessimistic scenario design

Based on the track record of video on demand in Japan and the U.S. to date, we have set three scenarios (Base, Optimistic and Pessimistic) and forecasted the market size until 2026.

Sharing of estimation logic and results

In addition to our own consumer research, we have used public statistics and published figures from video on demand service providers to create our estimates for this report. In the report, the estimation logic is also described in detail.

Price	
Japanese Ver. (PDF+Excel) :	¥330,000
Japanese Ver. (PDF+Excel) + English Ver. (PDF+Excel) :	¥550,000
*All prices are tax included.	



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Survey overview

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<p>Survey method</p>	<p>GEM Partners "Video home entertainment user analysis report", "Brand Loyalty Survey for Subscription Media Streaming Services", "Demographic forecast" by Bureau of Statistics, Ministry of Internal Affairs and Communications, "Demographic forecast in Japan" by National Institute of Population and Social Security Research, "Telecom use trend survey" by MIC, "Video software market size and user trend survey" by Japan Video Software Association, The DIGITAL Entertainment Group "Home Entertainment Report" as well as companies' IRs, press release, and website are used for analysis.</p> <p>■ "Video on demand / Broadcast / Physical home video market user analysis report in Japan"</p> <p>Survey target : Male/female of ages between 15 and 69 who are living in Japan</p> <p>Survey date : November 6, 2021 (Saturday) - November 10, 2021 (Wednesday)</p> <p>The number of respondents : 19,784</p> <p>Weighing of the figures : The figures in the survey are weighted by arranging the ratio of gender/generation (teens, 20s, 30s, and so on) of the survey target to be parallel to the demographic estimate released by Statistic Bureau, Ministry of Internal Affairs and Communications (rough estimate as of October 1, 2021).</p>
<p>The total number of pages</p>	<p>25 pages</p>
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Product and service overview

Product and service

Tracking Report

Providing industry indexes and demand forecasts.

For production companies, exhibitors, distributors and marketing companies in the movie theater industry.



Cinema Analytical Tracking Survey

For the home entertainment industry.



Blu-ray InteRnet DVD Survey

Custom Marketing Research

Providing insights from quantitative and qualitative research to guide marketing strategy that maximizes the value of entertainment brands.

For all brand marketers in the entertainment industry.



Demand & Opportunity Generating Survey

Digital Marketing

Planning, executing and analyzing digital marketing for entertainment brands based on proprietary data and insights.

For all brand marketers in the entertainment industry.



Programmatic advertising AND Analytics

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