

# Video on demand/Broadcast/Physical home video market user analysis report

This report is an analysis that combines “type of contract (Subscription, Rental, Purchase, Free Service)” and “type of media (Video-on-demand, Broadcast, Physical home video)” to grasp a wide range of the home entertainment market. For example, it is possible to grasp the combined usage status between Video-on-demand and Broadcasting, DVD/BD, and other services with different media types.

The report is published annually and provides an understanding of how the market as a whole has changed and moved over the past year.

CATS · BIRDS · DOGS · PANDA

Blu-ray InterNet DVD Survey for home entertainment

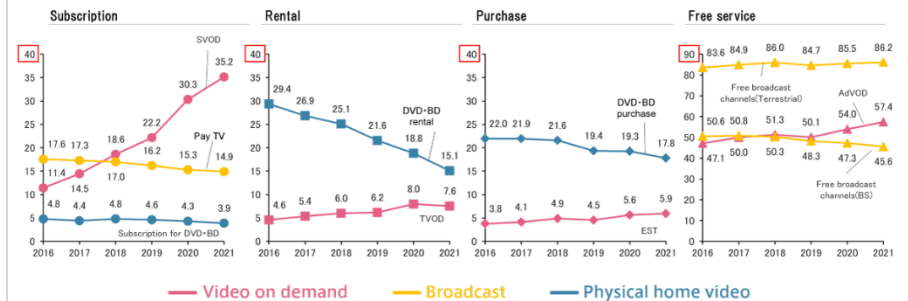
| Type of media       | Type of contract  |   |   |   |
|---------------------|---|---|---|---|
|                     | Subscription  | Rental  | Purchase  | Free service  |
| Video on demand     | <ul style="list-style-type: none"> <li>• ABEEMA Premium</li> <li>• Amazon Prime Video</li> <li>• TELASA</li> <li>• DAZN</li> <li>• GYU</li> <li>• G Anime Store</li> <li>• Hulu</li> <li>• J-COM On Demand</li> <li>• Netflix</li> <li>• Rakuten TV</li> <li>• TSUTAYA TV</li> <li>• U-NEXT</li> <li>• Zeneca Media</li> <li>• Hikari TV Video Service</li> <li>• Video Market</li> </ul> | <ul style="list-style-type: none"> <li>• Amazon Video</li> <li>• TELASA</li> <li>• DMM.com</li> <li>• GYU</li> <li>• GYAD Store</li> <li>• iTunes Store</li> <li>• J-COM On Demand</li> <li>• Rakuten TV</li> <li>• TSUTAYA TV</li> <li>• U-NEXT</li> <li>• Video Market</li> </ul> | <ul style="list-style-type: none"> <li>• Amazon Video</li> <li>• DMM.com</li> <li>• Google Play</li> <li>• iTunes Store</li> <li>• Rakuten TV</li> <li>• TSUTAYA TV</li> <li>• U-NEXT</li> <li>• Video Channel</li> <li>• Hioki TV Video Service</li> <li>• YouTube</li> <li>• J-COM On Demand</li> </ul> | <ul style="list-style-type: none"> <li>• ABEEMA</li> <li>• DMM.com</li> <li>• LINE LIVE</li> <li>• TBS</li> <li>• YouTube</li> <li>• Nicomoco Douga</li> <li>• TBS</li> <li>• Hibino FreeTV</li> <li>• TV Asahi Douga</li> <li>• TBS FBS (Free)</li> <li>• TBS FBS (Free)</li> <li>• Sat. on TV (Free)</li> <li>• EGO Free (New)</li> </ul> |
| Broadcast           | <ul style="list-style-type: none"> <li>• BS Animate</li> <li>• BS1 Minori Edge Selection Channel</li> <li>• J-COM</li> <li>• NHK BS1</li> <li>• NHK BS Premium</li> </ul>   | <ul style="list-style-type: none"> <li>• WOWOW</li> <li>• WOWOW Plus</li> <li>• Star Channel</li> <li>• Disney Channel</li> </ul>   |   |   |
| Physical home video | <ul style="list-style-type: none"> <li>• DMM.com DVD Rental</li> <li>• TSUTAYA DISCAS</li> <li>• TSUTAYA Premium</li> <li>• GEO Takuhai Rental</li> <li>• Pison</li> </ul>  | <ul style="list-style-type: none"> <li>• DMM.com DVD Rental</li> <li>• TSUTAYA DISCAS</li> <li>• GEO</li> <li>• GEO Takuhai Rental</li> <li>• Pison</li> </ul>  |   |   |

| Type of media        | Type of contract        |               |                 |   |
|----------------------|-------------------------|---------------|-----------------|---|
|                      | Subscription            | Rental        | Purchase        | Free service                              |
| Video on demand(VOD) | SVOD                    | TVOD          | EST             | AdVOD                                     |
| Broadcast            | Pay TV                  | -             | -               | Free broadcast channels<br>Terrestrial/BS |
| Physical home video  | Subscription for DVD-BD | DVD-BD rental | DVD-BD purchase | -   |

## Changes in utilization rate per type of contract

(%, Target for summing up: All respondents)



Source: "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in November 2021)," GEM Standard

# Video on demand/Broadcast/Physical home video market user analysis report



This report is an analysis that combines “type of contract (Subscription, Rental, Purchase, Free Service)” and “type of media (Video on demand, Broadcast, Physical home video)” to grasp a wide range of the home entertainment market.

Analyzing different types of contract and type of media by cross-categorizing them.

Covering home entertainment industry in Japan.

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|---------------|----------------------|-------------------------|---------------|-----------------|---|
|               |                      | Subscription            | Rental        | Purchase        | Free service                              |
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## Analysis content (example)

- What kind of contents are viewed and who does view the contents for each service category of video home entertainment?
- How do users use the services together and what are their thoughts on future use?
- What is the awareness and usage rate of each service?
- What are the user demographic, contents watched, usage scenes, devices, usage time, and spending for individual video-on-demand services?

## Price

- Japanese Ver.(PDF) : ¥385,000
- Japanese Ver. (PDF) + Aggregation tools(Excel, Tableau) : ¥715,000
- Japanese Ver. (PDF) + English Ver. (PDF) : ¥825,000
- Japanese Ver. (PDF) + English Ver. (PDF) + Aggregation tools(Excel, Tableau) : ¥1,115,000

\*All prices are tax-included.

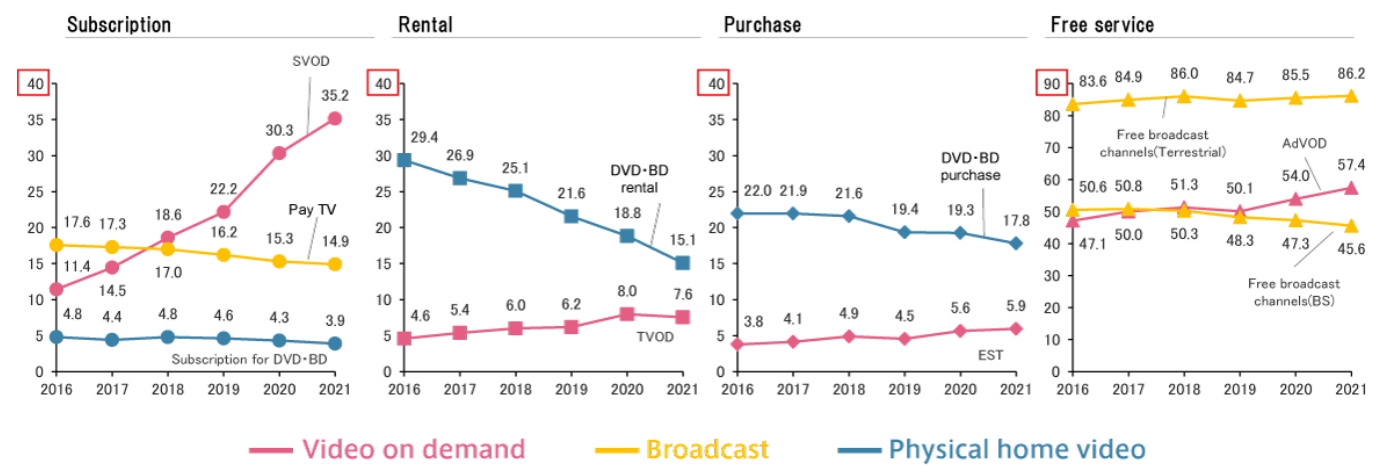
# Wide coverage of the entire video home entertainment market

|               |                     | Type of contract  |  |  |  |   |  |
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# Analysis example

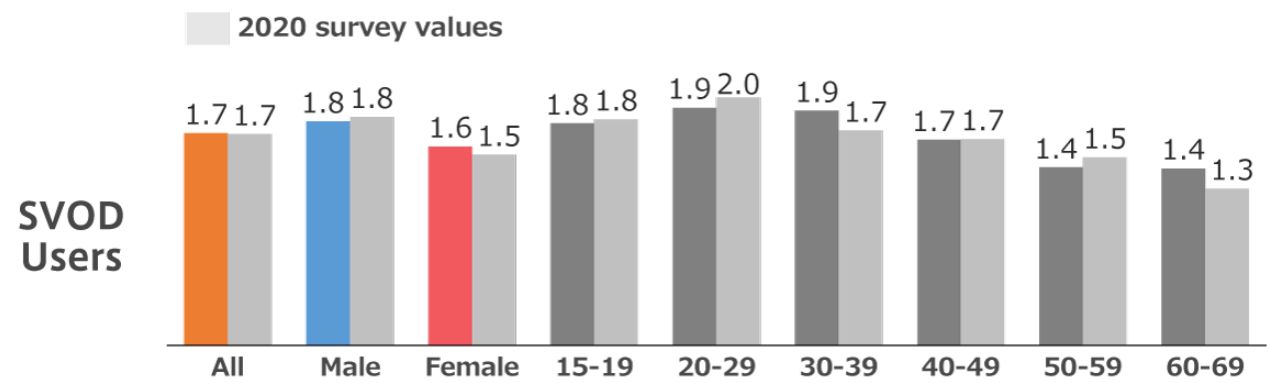
## Changes in utilization rate per type of contract

(%, Target for summing up: All respondents)



Source: "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in November 2021)," GEM Standard

## Average number of SVOD services used



Source: "Video on demand / Broadcast / Physical home video market user analysis report in Japan (Surveyed in November 2021)," GEM Standard

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### ■ Summary

Chapter 1: Summary on actual use per service category

Chapter 2: Summary on brand prevailing status per individual service

Chapter 3: Summary on utilization fact-finding per video on demand service

### ■ Chapter 1: Actual use per service category

1. Status of utilization per service category and intention to use in the future
2. To what extent are the services used?
3. Who are using the services?
4. How many hours are people viewing?
5. What types of contents are people viewing?
6. Intention to use in the future
7. What aspects are more important when choosing a service?

### ■ Chapter 2: Brand prevailing status per individual service

1. Level of utilization rate versus service recognition rate
2. Level of intention to use versus utilization rate  
<Prevailing status per service category>
3. SVOD service
4. Pay TV service
5. Subscription for DVD·BD service
6. TVOD service
7. DVD·BD rental service
8. EST service
9. DVD·BD purchase service
10. AdVOD service
11. Free broadcast channels (BS) service

### ■ Chapter 3: Utilization fact-finding per video on demand service

1. Status of parallel use within a service
2. SVOD service
3. TVOD service
4. EST service
5. AdVOD service **(NEW)**

### ■ Reference

1. Device possessed by each gender/generation
2. Attitude towards video contents of each gender/generation
3. Popular genre among each gender/generation
4. Criteria for selecting a video for each gender/generation
5. Which service category is used to view each content?

## Survey overview

### Video on demand/Broadcast/Physical home video market user analysis report

|                           |   |
|---------------------------|---|
| Survey method             | Internet survey   |
| Survey date               | Saturday, November 6, 2021 to Wednesday, November 10, 2021<br>※The previous survey was conducted from Saturday, October 31, 2020 to Wednesday, November 4, 2020.  |
| Survey target             | Male/female of ages between 15 and 69 who are living in Japan   |
| The number of respondents | 19,784<br>(1,968 people among those answered to the questions regarding Chapter 3: Utilization fact-finding per video on demand service).   |
| 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). |
| Total number of pages     | 201 pages   |
| Deliverable Option        | Report (PDF), Aggregation tools *(optional extra: Tableau, Excel)   |

**Aggregation tools** can extract more detailed data, including report data, via Excel and tableau

The screenshot shows a data aggregation tool interface with a large table of data. The table has many columns, including what appears to be a list of items or categories, and several columns of numerical data. The interface includes a search bar at the top and various filters on the right side. The data is presented in a grid format, typical of a spreadsheet or data visualization tool.

# GEM Standard

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



## For inquiries, please contact

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 **GEM Standard**

**<https://gem-standard.com/>**