

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

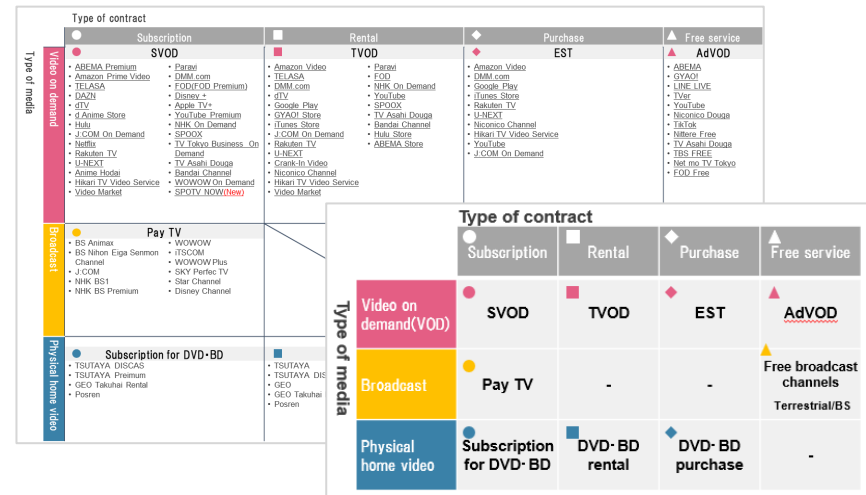
(Surveyed in November 2022)

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.

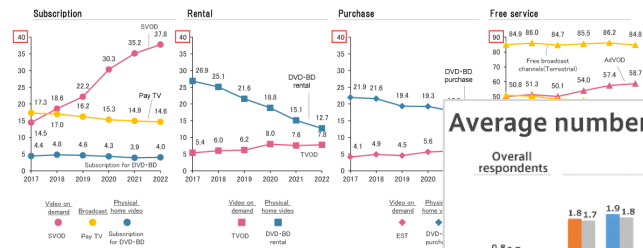
CATS · BIRDS · DOGS · PANDA

Blu-ray InterNet DVD Survey for home entertainment

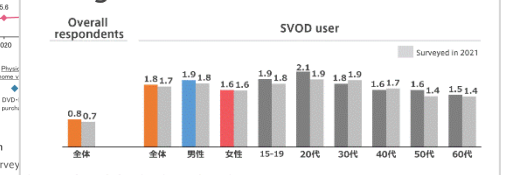


Changes in utilization rate per type of contract

(%, Target for summing up: All respondents)



Average number of SVOD services used



*Reports also include values by gender and age group. Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2022)

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.

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

		Type of contract			
		Subscription	Rental	Purchase	Free service
Type of media	Video on demand	● SVOD • ABEMA Premium • Amazon Prime Video • TELASA • DAZN • dTV • d Anime Store • Hulu • J.COM On Demand • Netflix • Rakuten TV • U-NEXT • Anime Hodai • Hikari TV Video Service • Video Market • Paravi • DMJM.com • FOD(FOD Premium) • Disney + • Apple TV+ • YouTube Premium • NHK On Demand • SPOOX • TV Tokyo Business On Demand • TV Asahi Douga • Bandai Channel • WOWOW On Demand • SPOTV NOW(New) • Amazon Video • TELASA • DMJM.com • dTV • Google Play • iTunes Store • GYAOI Store • iTunes Store • J.COM On Demand • Rakuten TV • U-NEXT • Crank-In Video • Bandai Channel • Niconico Channel • Hikari TV Video Service • Video Market • Paravi • FOD • NHK On Demand • YouTube • SPOOX • TV Asahi Douga • Bandai Channel • Hulu Store • ABEMA Store • Amazon Video • DMJM.com • Google Play • iTunes Store • Rakuten TV • U-NEXT • Niconico Channel • Hikari TV Video Service • YouTube • J.COM On Demand	■ TVOD	◆ EST	▲ AdVOD • ABEMA • GYAOI • LINE LIVE • TVer • YouTube • Niconico Douga • TIKTok • Nittere Free • TV Asahi Douga • TBS FREE • Net mo TV Tokyo • FOD Free
	Broadcast	● Pay TV • BS Animax • BS Nihon Eiga Senmon Channel • J.COM • NHK BS1 • NHK BS Premium • WOWOW • ITSCOM • WOWOW Plus • SKY Perfec TV • Star Channel • Disney Channel			▲ Free broadcast channels Terrestrial BS • BS11 • BS-TBS individual services) TOKYO • BS Fuji • BS Asahi • BS Nittere • TwelV
	Physical home video	● Subscription for DVD·BD • TSUTAYA DISCAS • TSUTAYA Premium • GEO Takuhai Rental • Posren	■ DVD·BD rental • TSUTAYA • TSUTAYA DISCAS • GEO • GEO Takuhai Rental • Posren	◆ DVD·BD purchase • HMV • TSUTAYA(WEB) • TSUTAYA(Offline Shop) • GEO • Tower Record • Tower Record Online • Bic Camera.com • Yodobashi.com • Yodobashi Camera • HMV&BOOKS online • Shinseido • Shinseido WonderGOO • Animate • Rakuten Books	

Analysis contents (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
<ul style="list-style-type: none"> • 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.

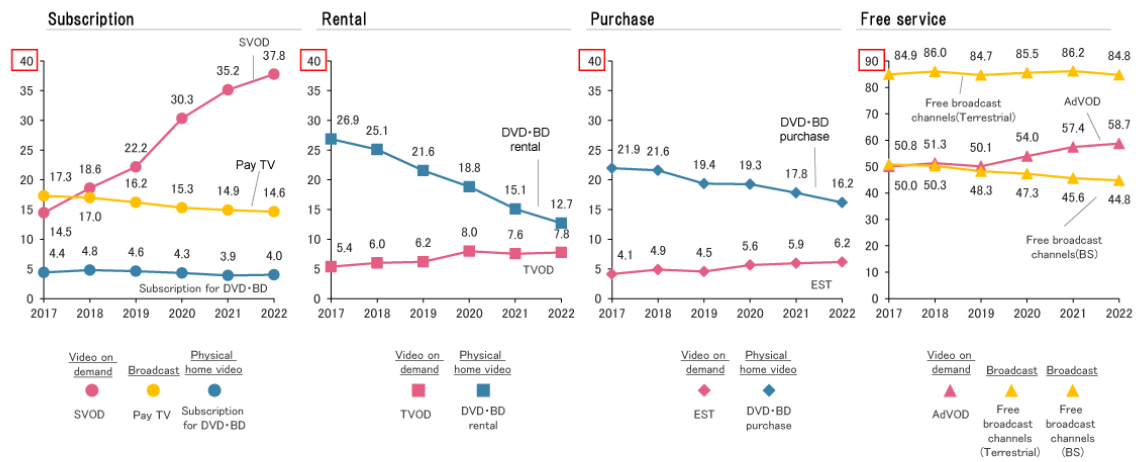
Wide coverage of the entire video home entertainment market

		Type of contract				
		● Subscription	■ Rental	◆ Purchase	▲ Free service	
Type of media	Video on demand	SVOD <ul style="list-style-type: none"> • ABEMA Premium • Amazon Prime Video • TELASA • DAZN • dTV • d Anime Store • Hulu • J:COM On Demand • Netflix • Rakuten TV • U-NEXT • Anime Hodai • Hikari TV Video Service • Video Market • Paravi • DMM.com • FOD(FOD Premium) • Disney + • Apple TV+ • YouTube Premium • NHK On Demand • SPOOX • TV Tokyo Business On Demand • TV Asahi Douga • Bandai Channel • WOWOW On Demand • SPOTV NOW(New) 	TVOD <ul style="list-style-type: none"> • Amazon Video • TELASA • DMM.com • dTV • Google Play • GYAO! Store • iTunes Store • J:COM On Demand • Rakuten TV • U-NEXT • Crank-In Video • Niconico Channel • Hikari TV Video Service • Video Market • Paravi • FOD • NHK On Demand • YouTube • SPOOX • TV Asahi Douga • Bandai Channel • Hulu Store • ABEMA Store 	EST <ul style="list-style-type: none"> • Amazon Video • DMM.com • Google Play • iTunes Store • Rakuten TV • U-NEXT • Niconico Channel • Hikari TV Video Service • YouTube • J:COM On Demand 	AdVOD <ul style="list-style-type: none"> • ABEMA • GYAO! • LINE LIVE • TVer • YouTube • Niconico Douga • TikTok • Nitter Free • TV Asahi Douga • TBS FREE • Net mo TV Tokyo • FOD Free 	
	Broadcast	Pay TV <ul style="list-style-type: none"> • BS Animax • BS Nihon Eiga Senmon Channel • J:COM • NHK BS1 • NHK BS Premium • WOWOW • iTSCOM • WOWOW Plus • SKY Perfec TV • Star Channel • Disney Channel 	/			Free broadcast channels Terrestrial BS (no data for individual services) <ul style="list-style-type: none"> • BS11 • BS-TBS • BS TV TOKYO • BS Fuji • BS Asahi • BS Nittere • TwellV
	Physical home video	Subscription for DVD·BD <ul style="list-style-type: none"> • TSUTAYA DISCAS • TSUTAYA Preimum • GEO Takuhai Rental • Posren 	DVD·BD rental <ul style="list-style-type: none"> • TSUTAYA • TSUTAYA DISCAS • GEO • GEO Takuhai Rental • Posren 	DVD·BD purchase <ul style="list-style-type: none"> • HMV • TSUTAYA(WEB) • TSUTAYA(Offline Shop) • GEO • Tower Record • Tower Record Online • Bic Camera.com • Yodobashi.com • Yodobashi Camera • HMV& BOOKS online • Shinseido • Shinseido WonderGOO • Animate • Rakuten Books 		

Analysis example

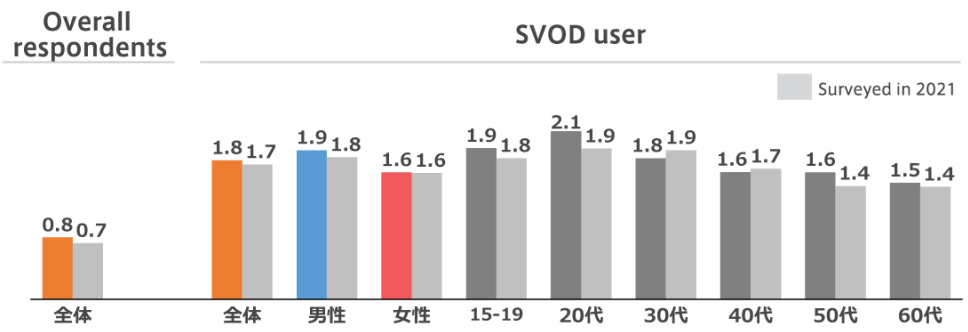
Changes in utilization rate per type of contract

(%, Target for summing up: All respondents)



※1 SVOD : Subscription VOD ※2 TVOD : Transactional VOD ※3 EST : Electric Sell Through ※4 AdVOD : Advertising VOD
 Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2022) GEM Standard

Average number of SVOD services used



*Reports also include values by gender and age group.
 Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2022) GEM Standard

Table of Contents

■ About this report

■ 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?
8. Recognition of ad-supported plans in SVOD (New)
9. Style of SVOD usage (main/sub use) (New)

■ Chapter 2: Brand prevailing status per individual service

1. SVOD service
2. Pay TV service
3. Subscription for DVD•BD service
4. TVOD service
5. DVD•BD rental service
6. EST service
7. DVD•BD purchase service
8. AdVOD service
9. 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

■ Reference

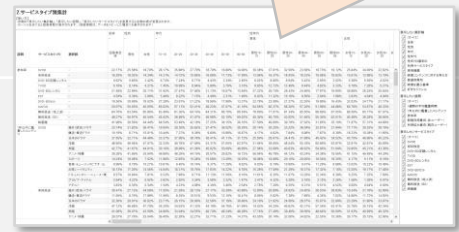
1. Device possessed by each gender/generation
2. Attitude towards video contents of each gender/generation
3. Popular genre among each gender/generation
4. Criteria for selecting a video for each gender/generation
5. Which service category is used to view each content?

Survey overview

Video on demand/Broadcast/Physical home video market user analysis report Surveyed in November 2022

Survey method	Internet survey
Survey date	Saturday, November 5, 2022 to Wednesday, November 9, 2022 ※The previous survey was conducted from Saturday, November 6, 2021 to Wednesday, November 8, 2021.
Survey target	Male/female of ages between 15 and 69 who are living in Japan
The number of respondents	19,634 (1,965 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, 2022).
Total number of pages	196 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



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

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