

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

(Surveyed in November 2023)

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

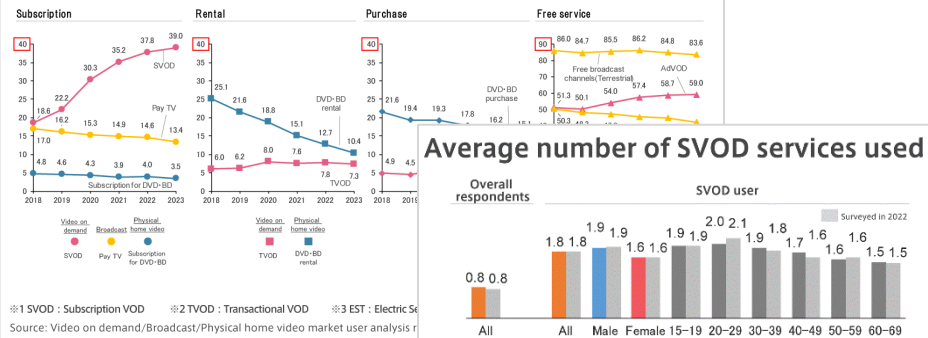
Blu-ray InterNet DVD Survey for home entertainment

Type of media	Type of contract			
	Subscription	Rental	Purchase	Free service
Video on demand	<ul style="list-style-type: none"> AEBMA Premium Amazon Prime Video Apple TV+ DASH DMM TV iAnime Store iFOD (iFOD Premium) Hulu JCOM STREAM Lemino Netflix NHK On Demand Rekutan TV 	<ul style="list-style-type: none"> Amazon Prime Video DMM TV FOD Google Play Hulu Store iTunes Store JCOM STREAM Lemino NHK On Demand Rekutan TV SPOOX TELASA U-NEXT Hikari TV Video Service Video Market Crank-In Video 	<ul style="list-style-type: none"> TV Asahi Douga Nippon Channel Banda Channel Hikari TV Video Service Video Market 	<ul style="list-style-type: none"> Amazon Prime Video DMM TV Google Play iTunes Store Rekutan TV U-NEXT Nippon Channel Hikari TV Video Service YouTube JCOM STREAM Lemino(Now)
Broadcast	<ul style="list-style-type: none"> BS Animate BS Nihon Eiga Senmon Channel JCOM NHK BS1 NHK BS Premium 	<ul style="list-style-type: none"> WOWOW ITSCOM Channel WOWOW Plus SFY Parler TV Sar Channel Disney Channel 		
Physical home video	<ul style="list-style-type: none"> DMM.com DVD Rental TSUTAYA DISCAS TSUTAYA Premium GEO Takuhai Rental Posren 	<ul style="list-style-type: none"> DMM.com DVD Rental TSUTAYA TSUTAYA DISCAS GEO GEO Takuhai Rental Posren 		

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 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)



*Reports also include values by gender and age group. Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2023) 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.

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

Covering home entertainment industry in Japan.

		Type of contract				
		Subscription	Rental	Purchase	Free service	
Type of media	Video on demand	<ul style="list-style-type: none"> • ABEMA Premium • Amazon Prime Video • Apple TV+ • DMM TV • DMM TV • E-Anime Store • FOD(FOD Premium) • Hulu • JCOM STREAM • Lemino • LEMINO • NIKK On Demand • Rakuten TV 	<ul style="list-style-type: none"> • Amazon Prime Video • DMM TV • FOD • Google Play • Hulu Store • IJCOM STREAM • Lemino • Rakuten TV • NIKK On Demand • SPOOX • TELASA • U-NEXT • Video Market • Crankin Video 	<ul style="list-style-type: none"> • TV Asahi Douga • Niconico Channel • Bando Channel • HiKari TV Video Service • Video Market 	<ul style="list-style-type: none"> • Amazon Prime Video • DMM TV • Google Play • iTunes Store • Rakuten TV • U-NEXT • Niconico Channel • HiKari TV Video Service • YouTube • JCOM STREAM • Lemino(New) 	<ul style="list-style-type: none"> • ABEMA • TVer • YouTube • Niconico Douga • Rakuten TV • Nifore Free • TV Asahi Douga • TBS FREE • Net.mg TV Tokyo • FOD Free • Lemino(New)
	Broadcast	<ul style="list-style-type: none"> • BS Animax • BS Nihon Edge Gemon Channel • J.COM • NHK BS1 • NHK BS Premium 	<ul style="list-style-type: none"> • WOWOW • TBS • WOWOW Plus • SKY Perfec TV • Star Channel • Disney Channel 			<ul style="list-style-type: none"> • BS11 • BS-TBS • BS TV TOKYO • BS Fuji • BS Asahi • BS Nihon • Tver • BS Shochiku-Toku • BS Yohmotto • BS Japan
	Physical home video	<ul style="list-style-type: none"> • DMM.com DVD Rental • TSUTAYA DISCAS • TSUTAYA Premium • GEO Takuhai Rental • Pison 	<ul style="list-style-type: none"> • DMM.com DVD Rental • TSUTAYA • TSUTAYA DISCAS • GEO • GEO Takuhai Rental • Pison 	<ul style="list-style-type: none"> • Amazon • HMV • TSUTAYA(WEB) • TSUTAYA(Offline Shop) • GEO • Tower Record • Tower Record Online • Bic Camera.com 	<ul style="list-style-type: none"> • Bic Camera • Yodobashi.com • Yodobashi Camera • HMV/BOOKS • online • Shinsendo • 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?

Aggregation tools allow access to segment data (optional)

This report is available with a “aggregation tool (Excel format / Tableau format)” at an additional cost. Using the aggregation tools (Tableau, Excel), you can check values by segment that are not listed in the report (PDF version), such as values by prefecture or by SVOD user/TVOD user.

Viewing status and viewer demographics of SVOD content in Japan can be identified across platforms (optional, Japanese only)

The "SVOD (Subscription Video on Demand) Service Viewer Ranking," which has been well-received as data that shows "the most watched SVOD content now" regardless of platform, is now available as an option (available for individual purchase). The PDF version includes excerpts from the top 25 to top 100 of the various rankings. The Excel version features a comprehensive list of the attributes ranked in the Top 2,000 to Top 4,500, which not include in the PDF version.

The data is useful for content distributors to analyze their own contents and use it as a reference when acquiring contents, and for content holders to understand the popularity of their content and analyze viewing trends by platform.

Price

*"SVOD(Subscription Video on Demand) Service Viewer Ranking" is described as "SVOD Ranking".

■ Report

- Japanese version (PDF): ¥385,000
- Japanese version (PDF)+ English version (PDF): ¥825,000

■ Report + Aggregation tools

- Japanese version (PDF)+ Aggregation tools (Excel, Tableau): ¥715,000
- Japanese version (PDF)+ English version (PDF)+ Aggregation tools (Excel, Tableau): ¥1,155,000

■ Report + SVOD Ranking

- Japanese version (PDF)+ SVOD Ranking (PDF, Excel): ¥660,000円
- Japanese version (PDF)+ English version (PDF)+ SVOD Ranking (PDF, Excel): ¥1,100,000

■ Report + Aggregation tools+ SVOD Ranking

- Japanese version (PDF)+ Aggregation tools (Excel, Tableau) + SVOD Ranking (PDF, Excel): ¥990,000
- Japanese version (PDF)+ English version (PDF)+ Aggregation tools (Excel, Tableau) + SVOD Ranking (PDF, Excel): ¥1,430,000

■ SVOD Ranking stand-alone

- SVOD Ranking (PDF, Excel): ¥85,000

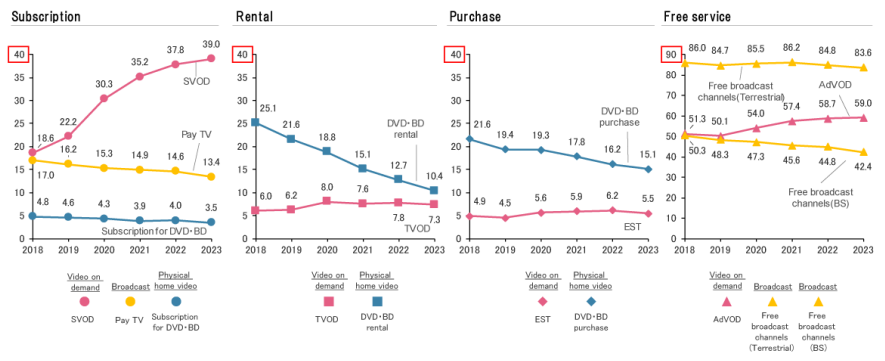
Wide coverage of the entire video home entertainment market

		Type of contract				
		Subscription	Rental	Purchase	Free service	
Type of media	Video on demand	<ul style="list-style-type: none"> • ABEMA Premium • Amazon Prime Video • Apple TV+ • DAZN • DMM TV • d Anime Store • FOD(FOD Premium) • Hulu • J:COM STREAM • Lemino • Netflix • NHK On Demand • Rakuten TV • SPOOX • SPOTV NOW • TELASA • U-NEXT • WOWOW On Demand • YouTube Premium • Anime Hodai • Disney + • TV Tokyo Business On Demand • TV Asahi Douga • Bandai Channel • Hikari TV Video Service • Video Market 	<ul style="list-style-type: none"> • Amazon Prime Video • DMM TV • FOD • Google Play • Hulu Store • iTunes Store • J:COM STREAM • Lemino • NHK On Demand • Rakuten TV • SPOOX • TELASA • U-NEXT • YouTube • Crank-In Video • TV Asahi Douga • Niconico Channel • Bandai Channel • Hikari TV Video Service • Video Market 	<ul style="list-style-type: none"> • Amazon Prime Video • DMM TV • Google Play • iTunes Store • Rakuten TV • U-NEXT • Niconico Channel • Hikari TV Video Service • YouTube • J:COM STREAM • Lemino(New) 	<ul style="list-style-type: none"> • ABEMA • TVer • YouTube • Niconico Douga • TikTok • Nittere Free • TV Asahi Douga • TBS FREE • Net mo TV Tokyo • FOD Free • Lemino(New) 	
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	Physical home video	<ul style="list-style-type: none"> • DMM.com DVD Rental • TSUTAYA DISCAS • TSUTAYA Preimum • GEO Takuhai Rental • Posren 	<ul style="list-style-type: none"> • DMM.com DVD Rental • TSUTAYA • TSUTAYA DISCAS • GEO • GEO Takuhai Rental • Posren 	<ul style="list-style-type: none"> • Amazon • HMV • TSUTAYA(WEB) • TSUTAYA(Offline Shop) • GEO • Tower Record • Tower Record Online • Bic Camera.com 	<ul style="list-style-type: none"> • Bic Camera • Yodobashi.com • Yodobashi Camera • HMV&BOOKS online • Shinseido • Shinseido WonderGOO • Animate • Rakuten Books 	/

Analysis example

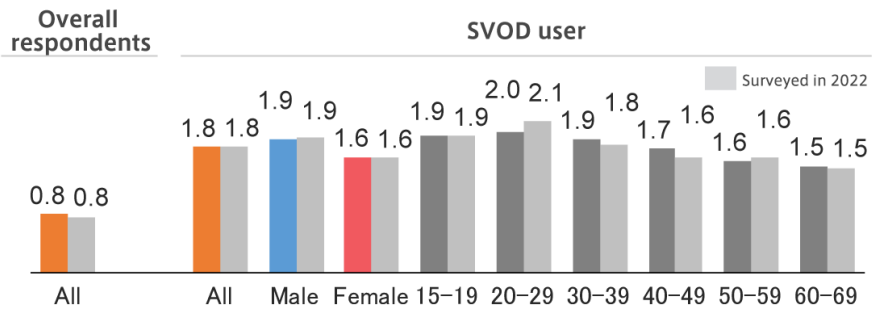
Changes in utilization rate per type of contract

(%, 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 2023) **GEM Standard**

Average number of SVOD services used

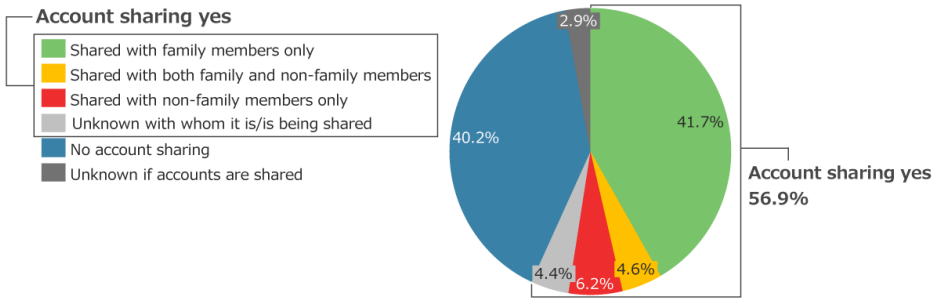


*Reports also include values by gender and age group.
 Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2023) **GEM Standard**

Account sharing status among SVOD users

(Sample Target : Each service user)

Status of account sharing for any of the services you are using

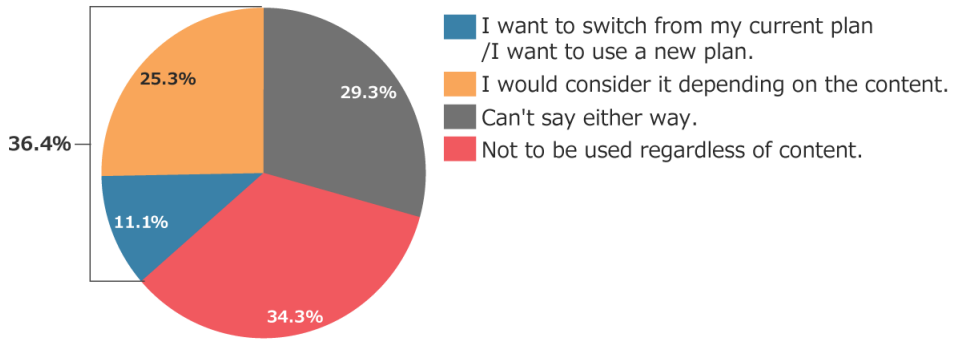


Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2023) **GEM Standard**

Intention to use ad-supported plans if they are introduced

(Sample Target : Service recognizers and above)

Intention to use each subscription video service when ad-supported plans are introduced



Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2023) **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

Summary of Additional Survey

■ 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. Most Preferred Viewing Methods (New)
9. Ad-supported plans in SVOD (New)
10. Netflix's "Standard with Ads" plan (New)
11. Intention to use ad-supported plans if they are introduced (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

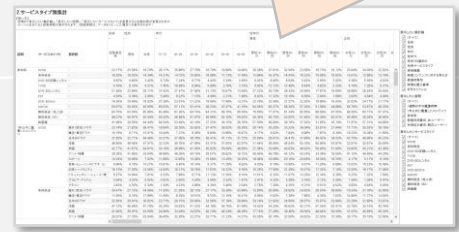
1. Device possessed by each gender/generation
2. Attitude towards video contents of each gender/generation
3. Popular genre among each gender/generation
4. Criteria for selecting a video for each gender/generation
5. Which service category is used to view each content?

Survey overview

Video on demand/Broadcast/Physical home video market user analysis report Surveyed in November 2023

Survey method	Internet survey
Survey date	Saturday, November 4, 2023, to Wednesday, November 8, 2023 ※The previous survey was conducted from Saturday, November 5, 2022, to Wednesday, November 9, 2022.
Survey target	Male/female of ages between 15 and 69 who are living in Japan
The number of respondents	19,325 (1,957 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, 2023).
Total number of pages	203 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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