

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

(Surveyed in November 2024)

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.

TIGER · CATS · **BIRDS** · DOGS · PANDA

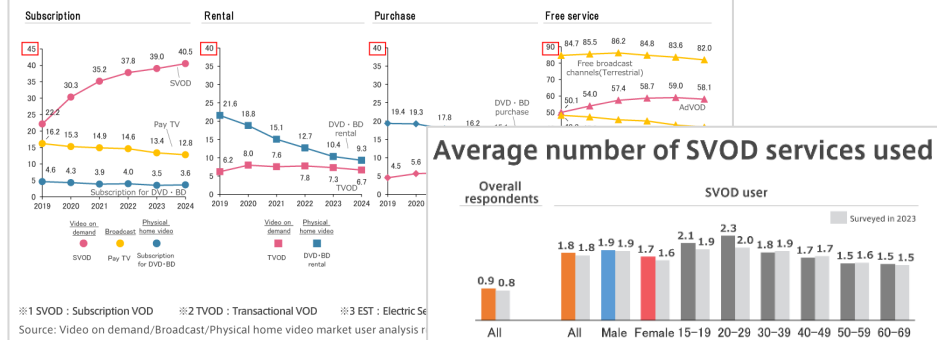
Blu-ray InterNet DVD Survey for home entertainment

Type of media	Type of contract			
	Subscription	Rental	Purchase	Free service
Video on demand	<ul style="list-style-type: none"> AREMA Premium Prime Video/Amazon Prime Video/Amazon Prime Video/3.5 Asahi TV+ DAZN U-NEXT WOWOW On Demand U-NEXT Premium Asahi Home EOD(TV Programs) Hulu J-COM STREAM Letras Netflix NHK On Demand Rakuten TV SPOOX SPOTV NOW 	<ul style="list-style-type: none"> TELASA TSUBURAYA IMAGINATION(News) U-NEXT WOWOW On Demand YouTubo Premium Asahi Home Disney+ TV Tokyo Business On Demand TV Asahi Douga Bandai Channel NHK TV Video Service Video Market Toei Musesu Ben ch(News) 	<ul style="list-style-type: none"> Prime Video/Amazon Prime Video 3.5 U-NEXT Bangla Channel Hulu Store U-NEXT J-COM STREAM Letras NHK On Demand Rakuten TV SPOOX TELASA U-NEXT YouTube Crack-in Video 	<ul style="list-style-type: none"> Prime Video/Amazon Prime Video 3.5 U-NEXT Tomix Store Rakuten TV U-NEXT Recoco Channel Hulu TV Video Service YouTube J-COM STREAM Letras
Broadcast	<ul style="list-style-type: none"> BS Animate BS Nihon Eiga Seimon Channel J-COM NHK BS1 NHK BS Premium 	<ul style="list-style-type: none"> WOWOW DISCOM WOWOW Plus SAT Perfect TV Sar Channel Disney Channel 		
Physical home video	<ul style="list-style-type: none"> Subscription for DVD-BD 	<ul style="list-style-type: none"> DVD-BD rental 		

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)



Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2024) 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	▲ AdVOD
	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	SVOD ● ABEMA Premium ● Prime Video/Amazon Prime Video #1.4 ● Apple TV+ ● DIXON ● DMM TV ● d Anime Store ● FOD (FOD Premium) ● Hulu ● J.COM STREAM ● Lemmo ● Netflix ● NIKK On Demand ● Rakuten TV ● SPOOX ● SPOTV NOW ● TELASA ● TSUBAYA IMAGINATION (New) ● U-NEXT ● WOWOW On Demand ● YouTube Premium ● Anime House ● Disney+ ● TV Tokyo Business On Demand ● Hicari TV Video Service ● Rakuten TV ● Video Market ● Toei Ikkusatsu fan club (New)	TVOD ■ Prime Video/Amazon Prime Video #1.4 ■ TV Asahi Douga ■ Niconico Channel ■ Banda Channel ■ Hicari TV Video Service ■ Video Market ■ FOD ■ Hulu Store ■ iTunes Store ■ J.COM STREAM ■ Lemmo ■ NIKK On Demand ■ Rakuten TV ■ SPOOX ■ TELASA ■ U-NEXT ■ YouTube ■ Crank-In Video	EST ◆ Prime Video/Amazon Prime Video #1.4 ◆ Niconico Channel ◆ iTunes Store ◆ Rakuten TV ◆ U-NEXT ◆ Niconico Channel ◆ Hicari TV Video Service ◆ YouTube ◆ J.COM STREAM ◆ Lemmo	AdVOD ▲ ABEMA ▲ DIVER ▲ YouTube ▲ Niconico Douga ▲ ToiTok ▲ Nihara Free ▲ TV Asahi Douga ▲ TRS FREE ▲ Net.mo.TV Tokyo ▲ FOD Free ▲ Lemmo
	Broadcast	Pay TV ● BS Animax ● BS Nihon Edge Sermon Channel ● J.COM ● NIKK BS1 ● NIKK BS Premium ● WOWOW ● ITSCOM ● WOWOW Plus ● SKY Perfec TV ● Star Channel ● Disney Channel			Free broadcast channels ▲ BS ● BS11 ● BS-TBS ● BS TV TOKYO ● BS Fuji ● BS Asahi ● BS Nihara ● Twelv ● BS Shochiku Tokyo ● BS Yodanisato ● BS Japanest ● Terrestrial (no data for individual services)
	Physical home video	Subscription for DVD·BD ● DMM.com DVD Rental ● TSUTAYA DISCAS ● TSUTAYA Premium ● GEO Takuhai Rental ● Posren	DVD·BD rental ■ DMM.com DVD Rental ■ TSUTAYA ■ TSUTAYA DISCAS ■ GEO ■ GEO Takuhai Rental ■ Posren	DVD·BD purchase ◆ Amazon ◆ HMV ◆ TSUTAYA(WEB) ◆ TSUTAYA(Offline Shop) ◆ GEO ◆ Tower Record ◆ Tower Record Online ◆ Bic Camera.com ◆ Bic Camera ◆ HMV ◆ Yodobashi Camera ◆ Yodobashi Camera online ◆ iBIV'S BOOKS ◆ Shinsai-do ◆ Shinsai-do ◆ 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.

Price

■ Report

- Japanese version (PDF): ¥385,000
- English version (PDF): ¥605,000
- 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

Individual services as survey target for brand prevailing status

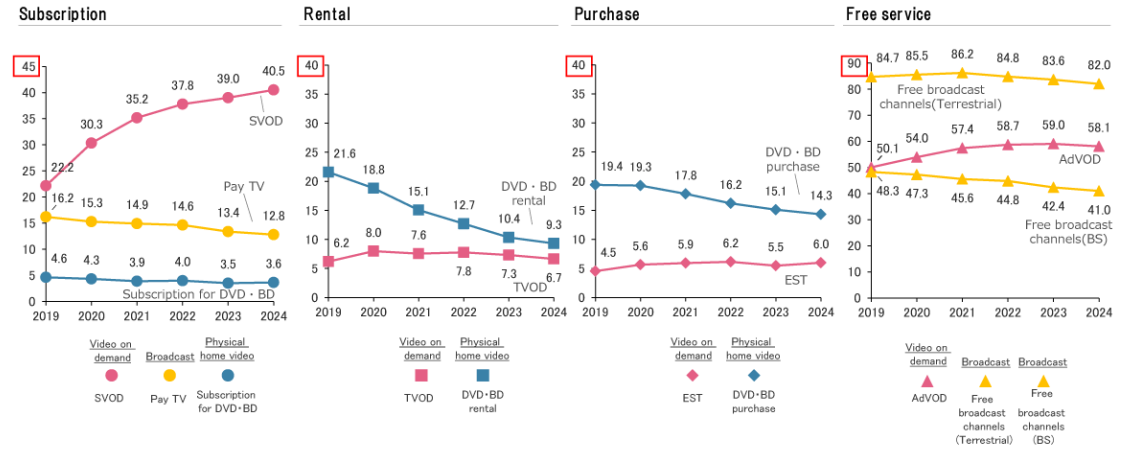
- ※1 The underlined services are survey target in Chapter 3: Utilization fact-finding per video on demand service ,as the leading VOD.
- ※2 The same titles in different service categories are treated as different services (e.g. 『Amazon Prime Video』 of SVOD and 『Amazon Prime Video』 of TVOD)
- ※3 The services name attached by " (New) " represents new survey target starting November 2024.
- ※4 "Prime Video" was renamed from the November 2024 survey ("Amazon Prime Video" until 2023).

		Type of contract				
		● Subscription	■ Rental	◆ Purchase	▲ Free service	
Type of media	Video on demand	● SVOD <ul style="list-style-type: none"> • <u>ABEMA Premium</u> • <u>Prime Video(Amazon Prime Video) ※4</u> • <u>Apple TV+</u> • <u>DAZN</u> • <u>DMM TV</u> • <u>d Anime Store</u> • <u>FOD(FOD Premium)</u> • <u>Hulu</u> • <u>J:COM STREAM</u> • <u>Lemino</u> • <u>Netflix</u> • <u>NHK On Demand</u> • <u>Rakuten TV</u> • <u>SPOOX</u> • <u>SPOTV NOW</u> 	■ TVOD <ul style="list-style-type: none"> • <u>Prime Video(Amazon Prime Video) ※4</u> • <u>DMM TV</u> • <u>FOD</u> • <u>Hulu Store</u> • <u>iTunes Store</u> • <u>J:COM STREAM</u> • <u>Lemino</u> • <u>NHK On Demand</u> • <u>Rakuten TV</u> • <u>SPOOX</u> • <u>TELASA</u> • <u>U-NEXT</u> • <u>YouTube</u> • <u>Crank-In Video</u> 	◆ EST <ul style="list-style-type: none"> • <u>Prime Video(Amazon Prime Video) ※4</u> • <u>DMM TV</u> • <u>iTunes Store</u> • <u>Rakuten TV</u> • <u>U-NEXT</u> • <u>Niconico Channel</u> • <u>Hikari TV Video Service</u> • <u>YouTube</u> • <u>J:COM STREAM</u> • <u>Lemino</u> 	▲ AdVOD <ul style="list-style-type: none"> • <u>ABEMA</u> • <u>TVer</u> • <u>YouTube</u> • <u>Niconico Douga</u> • <u>TikTok</u> • <u>Nittere Free</u> • <u>TV Asahi Douga</u> • <u>TBS FREE</u> • <u>Net mo TV Tokyo</u> • <u>FOD Free</u> • <u>Lemino</u> 	
	Broadcast	● Pay TV <ul style="list-style-type: none"> • BS Animax • BS Nihon Eiga Senmon Channel • J:COM • NHK BS1 • NHK BS Premium 	/			▲ Free broadcast channels <ul style="list-style-type: none"> • BS • 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"> • DMM.com DVD Rental • TSUTAYA DISCAS • TSUTAYA Preimum • GEO Takuhai Rental • Posren 	■ DVD・BD rental <ul style="list-style-type: none"> • DMM.com DVD Rental • TSUTAYA • TSUTAYA DISCAS • GEO • GEO Takuhai Rental • Posren 	◆ DVD・BD purchase <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

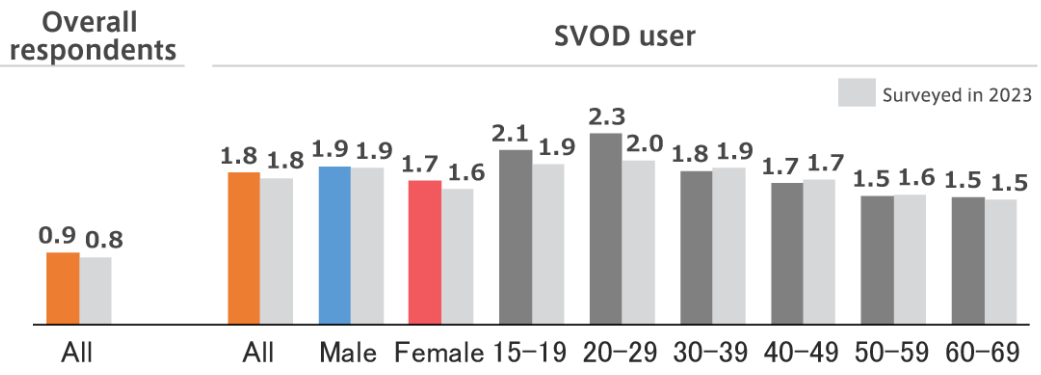
Changes in utilization rate per type of contract

(%, 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 2024) GEM Standard

Average number of SVOD services used



*The numerical value is rounded up the second decimal place. *Reports also include values by gender and age group.
 Source: Video on demand/Broadcast/Physical home video market user analysis report (Surveyed in November 2024) 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. Use of different content viewing methods by service category (New)
9. Intention to use FAST (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
10. SVOD services to bundle and use (New)
11. How to Search for Movies on SVOD (New)

■ 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

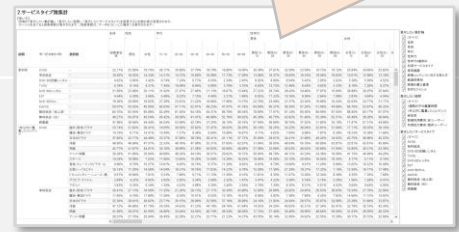
1. Device possessed by each gender/generation
2. Attitude towards video contents of each gender/generation
3. Popular genre among each gender/generation
4. Criteria for selecting a video for each gender/generation
5. Which service category is used to view each content?

Survey overview

Video on demand/Broadcast/Physical home video market user analysis report Surveyed in November 2024

Survey method	Internet survey
Survey date	Saturday, November 2, 2024, to Wednesday, November 6, 2024 ※The previous survey was conducted from Saturday, November 4, 2023, to Wednesday, November 8, 2023.
Survey target	Male/female of ages between 15 and 69 who are living in Japan
The number of respondents	18,499 (1,924 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, 2024).
Total number of pages	192 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/Data

Providing industry indexes and demand forecasts.

A data service that provides standard of value
for entertainment brands..



Tracking and Insight Generator for Entertainment Research

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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