

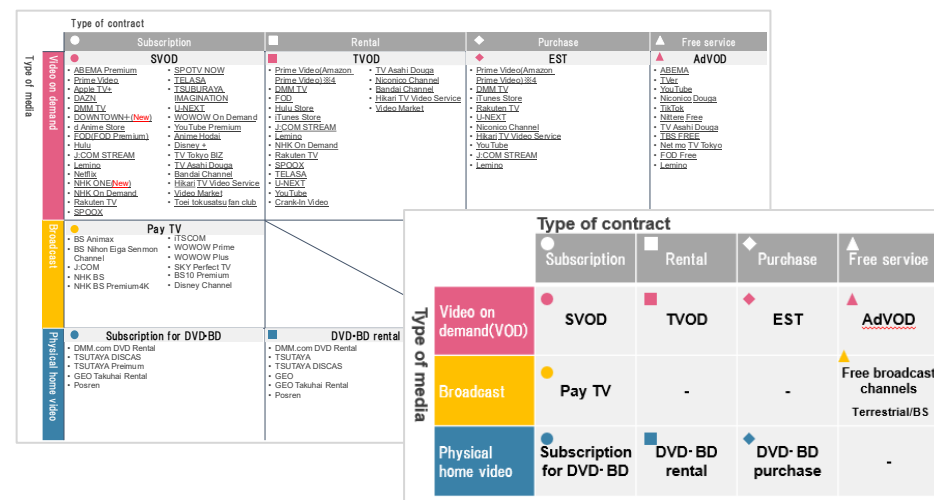
Video on demand/Broadcast/ Physical home video market user analysis report

(Surveyed in November 2025)

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.

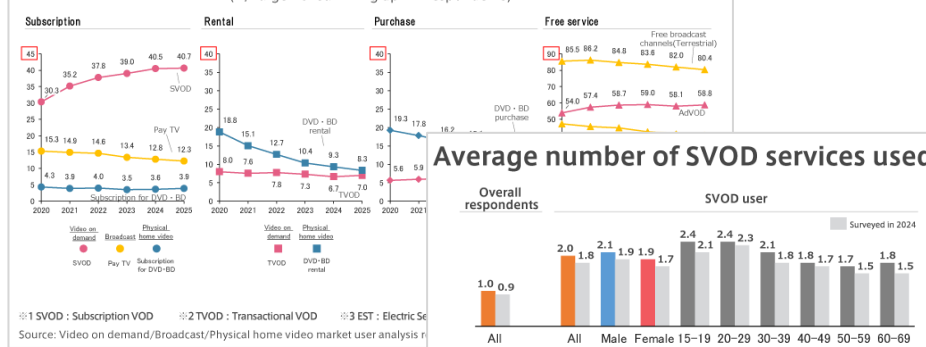
The report is published annually and provides an understanding of how the market as a whole has changed and moved over the past year.

Blu-ray InterNet DVD Survey for home entertainment



Changes in utilization rate per type of contract

(%, Target for summing up: All respondents)



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

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	-

Covering home entertainment industry in Japan.

Type of media	Type of contract			
	Subscription	Rental	Purchase	Free service
Video on demand	SVOD ABEMA Premium Prime Video TELASA TSUBURAYA DAZN IMAGINATION U-NEXT WOWOW On Demand YouTube Premium Anime Hodo Disney+ JCOM STREAM Hulu Netflix NHK ONE New NHK On Demand Rakuten TV SPOOX	TVOD Prime Video/Amazon Prime Video 360 DMM TV FOD Hulu Store iTunes Store JCOM STREAM Lemino NHK On Demand Rakuten TV SPOOX TELASA U-NEXT YouTube Toei Tokusatsu fan club Video Market Crank-In Video	EST Prime Video/Amazon Prime Video 360 DMM TV iTunes Store U-NEXT Niconico Channel Hikari TV Video Service YouTube JCOM STREAM Lemino	AdVOD ABEMA TBS YouTube DMM TV Niconico Douga TikTok Nittera Free TV Asahi Douga TBS FREE Net me TV Tokyo FOD Free Lemino
Broadcast	Pay TV BS Animax BS Nihon Eiga Senmon Channel J.COM NHK BS NHK BS Premium4K	Pay TV ITS.COM WOWOW Prime WOWOW Plus SKY Perfect TV BS 10 Premium Disney Channel		Free broadcast channels BS BS11 BS-TBS BS TV TOKYO BS Fuji BS Asahi BS Nittera BS12 Twelv
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 Shinseido WonderGOD 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 2025.
- ※4 "Prime Video" was renamed from the November 2024 survey ("Amazon Prime Video" until 2023).

Type of contract		Type of media		
Type of media	Subscription	Rental	Purchase	Free service
	SVOD	TVOD	EST	AdVOD
	<ul style="list-style-type: none">• ABEMA Premium• Prime Video• Apple TV+• DAZN• DMM TV• DOWNTOWN+ (New)• d Anime Store• FOD (FOD Premium)• Hulu• J:COM STREAM• Lemino• Netflix• NHK ONE (New)• NHK On Demand• Rakuten TV• SPOOX• SPOTV NOW• TELASA• TSUBURAYA IMAGINATION• U-NEXT• WOWOW On Demand• YouTube Premium• Anime Hodai• Disney +• TV Tokyo BIZ• TV Asahi Douga• Bandai Channel• Hikari TV Video Service• Video Market• Toei tokusatsu fan club	<ul style="list-style-type: none">• Prime Video (Amazon Prime Video) ※4• DMM TV• FOD• 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">• Prime Video (Amazon Prime Video) ※4• DMM TV• iTunes Store• Rakuten TV• U-NEXT• Niconico Channel• Hikari TV Video Service• YouTube• J:COM STREAM• Lemino	<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
Broadcast	Pay TV			Free broadcast channels
	<ul style="list-style-type: none">• BS Animax• BS Nihon Eiga Senmon Channel• J:COM• NHK BS• NHK BS Premium4K• iTSCOM• WOWOW Prime• WOWOW Plus• SKY Perfect TV• BS10 Premium• Disney Channel			<ul style="list-style-type: none">• BS11• BS-TBS• BS TV TOKYO• BS Fuji• BS Asahi• BS Nittere• BS12 TwellV• BS Yoshimoto• BS10 <div>BS</div> <div>Terrestrial</div>
Physical home video	Subscription for DVD・BD	DVD・BD rental	DVD・BD purchase	
	<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• Bic Camera• Yodobashi.com• Yodobashi Camera• HMV & BOOKS online• Shinseido• Shinseido WonderGOO• Animate• Rakuten Books	

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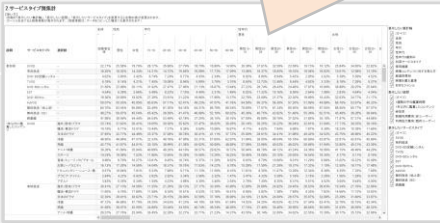
- **About this report**
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 - Chapter 2: Summary on brand prevailing status per individual service
 - Chapter 3: Summary on utilization fact-finding per video on demand service
 - Summary of Additional Survey
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- **Reference**
 - 1. **Responses to videos created by generative AI (New)**
 - 2. Device possessed by each gender/generation
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 - 5. Criteria for selecting a video for each gender/generation
 - 6. 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 2025

Survey method	Internet survey
Survey date	Saturday, November 8, 2025, to Wednesday, November 12, 2025 ※The previous survey was conducted from Saturday, November 2, 2024, to Wednesday, November 6, 2024.
Survey target	Male/female of ages between 15 and 69 who are living in Japan
The number of respondents	18,680 (1,941 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, 2025).
Total number of pages	187 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



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