

JVC has led the domestic software industry as one of Japan's few software groups that carry out integrated operations covering content creation and production, compact disc (CD) manufacturing and video tape duplication, logistics and distribution. At present, JVC is bolstering multimedia software operations as a third business pillar in addition to its audio and visual software operations.

### Audio and Visual Software

In music operations, the JVC Group has signed numerous popular Japanese artists including the Southern All Stars, which are expected to reach sales of a million units. The JVC Group is also supporting such budding artists as UA and Kiroro.

In video operations, JVC wields a strong competitive edge in videotape sales. With distribution rights in Japan for movies produced by such major studios as Universal, Paramount and Twentieth Century Fox, the JVC software group is among the top videotape distributors in Japan, represented by an 18.4% share of the domestic market according to a 100-product Nikkei survey.

In addition, JVC forms partnerships with such prominent independent directors as Luc Besson, director of the 1997 hit movie

*Fifth Element*. These long-term strategic partnerships are showing steady results.

### Multimedia-Related Software

JVC has operations in a wide range of multimedia-related fields. In the video game business, for example, Victor Interactive Software Co., Ltd. creates and sells enticing game software on a variety of platforms.

JVC aims to create businesses that take full advantage of the merits provided in its software and hardware operations. New multimedia-related businesses focus on sales of CD-ROM and DVD-ROM packaged media and non-packaged content creation for distribution over communications lines. JVC plans to construct a content library complete with such entertainment as video, music, karaoke and games, as well as such non-entertainment as "edutainment" and culture programs. JVC is also promoting the development of practical content for on-line shopping.



*Lost in Space*, directed by Stephen Hopkins, will be released in Japan in late 1998 through JVC's distribution network.

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The American hit movie directed by Ridley Scott, *G.I. Jane* was released in 1998 in Japan through JVC's distribution network.

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JVC's Entertainment business is a leader in the distribution of image and audio software in Japan.