

Production, Shipment of Digital Still Camera
December, January-December in 2008

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)					
	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	5,255,334	46.9	75.9	116,166,909	115.0	5,975,579	51.8	84.2	119,756,808	119.3	896,319	75.3	79.3	11,110,644	101.1	5,079,260	49.1	85.1	108,646,164	121.6	
	84,688,839	52.8	67.0	1,765,283,000	106.5	102,687,231	56.4	67.2	2,164,040,098	105.0	20,023,162	85.2	72.8	263,077,416	96.4	82,664,069	52.1	65.9	1,900,962,682	106.3	
By Type	Camera with Built-in Lens	4,671,868	45.4	74.5	106,321,686	113.8	5,433,296	51.1	83.9	110,070,168	118.5	820,418	74.5	80.3	9,859,816	99.4	4,612,878	48.4	84.6	100,210,352	120.8
	SLR with Interchangeable Lens	57,495,485	45.9	60.9	1,349,362,674	101.4	72,398,639	50.7	65.4	1,638,667,724	101.4	14,796,803	81.5	72.4	190,437,309	90.9	57,601,836	46.3	63.8	1,448,230,415	103.0
By Number of Pixels	Less than 8MP	583,466	64.3	88.7	9,845,223	130.4	542,283	60.0	86.4	9,686,640	129.7	75,901	85.1	69.9	1,250,828	117.4	466,382	57.3	89.8	8,435,812	131.8
		27,193,354	77.5	85.4	415,920,326	127.0	30,288,592	76.6	71.8	525,372,374	118.0	5,226,359	97.7	73.9	72,640,107	114.2	25,062,233	73.3	71.4	452,732,267	118.7
	No less than 8MP	452,475	30.1	14.7	21,386,719	32.7	751,218	49.5	22.8	23,189,608	35.3	50,386	170.6	15.6	931,970	16.2	700,832	47.1	23.5	22,257,638	37.1
	4,167,076	27.9	10.6	216,579,004	24.9	7,763,927	48.8	17.0	270,130,930	25.9	766,902	144.4	14.6	16,133,398	14.2	6,997,025	45.5	17.3	253,997,532	27.3	
	4,802,859	49.5	125.0	94,780,190	266.9	5,224,361	52.2	137.6	96,567,200	278.4	845,933	72.9	104.6	10,178,674	194.8	4,378,428	49.4	146.5	86,388,526	293.2	
	80,521,763	55.4	92.3	1,548,703,996	196.2	94,923,305	57.1	88.6	1,893,909,169	186.0	19,256,260	83.8	86.5	246,944,018	155.0	75,667,045	52.8	89.1	1,646,965,151	191.8	

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas					
	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	896,319	75.3	79.3	11,110,644	101.1	1,578,875	33.7	68.9	37,889,399	116.6	1,240,162	38.6	79.4	38,888,053	118.8	1,453,850	106.9	98.2	19,864,065	120.5	806,373	74.8	127.0	12,004,647	156.5	
	20,023,162	85.2	72.8	263,077,416	96.4	25,219,458	35.2	49.8	702,667,611	102.1	17,706,976	37.1	52.6	630,634,122	104.2	29,633,850	111.8	91.8	403,968,143	109.2	10,103,786	78.5	114.4	163,692,807	131.9	
By Type	Camera with Built-in Lens	820,418	74.5	80.3	9,859,816	99.4	1,383,238	32.2	66.5	34,295,862	115.3	1,182,423	40.3	86.2	36,020,062	118.5	1,256,703	101.5	91.8	18,118,375	118.4	790,514	75.0	125.9	11,776,053	156.2
	SLR with Interchangeable Lens	14,796,803	81.5	72.4	190,437,309	90.9	15,440,578	26.9	43.2	514,252,160	98.5	13,894,407	39.2	64.4	481,133,947	102.1	18,864,015	95.0	76.6	299,623,890	101.2	9,402,836	78.8	112.0	153,220,418	131.9
By Number of Pixels	Less than 8MP	75,901	85.1	69.9	1,250,828	117.4	195,637	50.9	92.9	3,593,537	130.6	57,739	30.4	20.3	2,867,991	122.6	197,147	162.0	176.1	1,745,690	147.6	15,859	67.8	237.8	228,594	178.7
		5,226,359	97.7	73.9	72,640,107	114.2	9,778,880	68.5	65.6	188,415,451	113.7	3,812,569	31.0	31.5	149,500,175	111.6	10,769,835	161.8	140.4	104,344,253	141.1	700,949	75.5	160.1	10,472,388	131.8
	No less than 8MP	50,386	170.6	15.6	931,970	16.2	188,942	35.2	16.0	7,140,918	32.7	85,775	20.6	10.3	7,246,291	31.1	118,174	91.0	23.5	2,818,119	31.9	307,941	76.4	66.2	5,052,310	84.6
	766,902	144.4	14.6	16,133,398	14.2	1,645,693	31.2	9.7	87,294,351	24.3	878,195	18.5	7.7	81,739,972	24.2	1,265,381	97.7	18.9	30,911,901	20.8	3,207,755	79.0	59.8	54,051,307	64.8	
	845,933	72.9	104.6	10,178,674	194.8	1,389,933	33.5	124.8	30,748,481	288.1	1,154,387	41.2	158.7	31,641,762	335.5	1,335,676	108.5	136.4	17,045,946	222.5	498,432	73.9	294.4	6,952,337	409.2	
	19,256,260	83.8	86.5	246,944,018	155.0	23,573,764	35.6	70.2	615,373,259	187.4	16,828,781	39.1	75.6	548,894,150	204.7	28,368,469	112.5	110.8	373,056,242	168.5	6,896,031	78.3	199.1	109,641,500	269.3	

* Due to the increase in the number of participating companies in the statistical survey from January 2008, the "comparison" is not rigorously defined, and the figures might be considered just as "reference values."

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only, including their overseas production.

- 2) Interchangeable lenses included standard lenses also, excepting lenses used only for APS Camera and Digital Camera.
- 3) Comparison over the previous month.
- 4) Comparison over the same month a year ago.
- 5) Comparison over the same period a year ago.
- 6) The number of shipments of the "Micro Four Thirds System" are included in "SLR with interchangeable Lens".