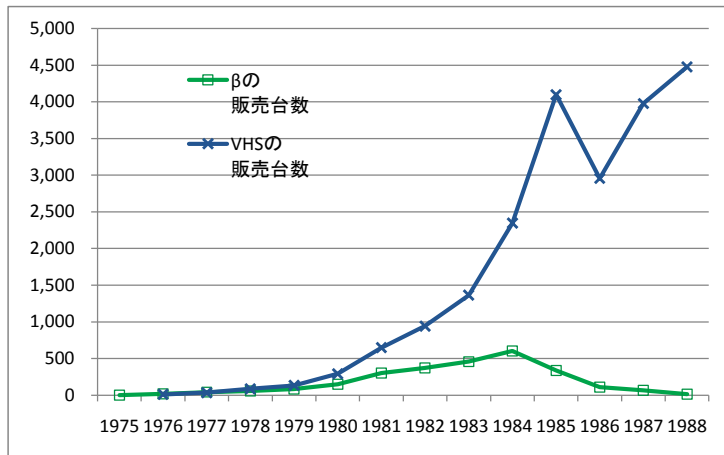


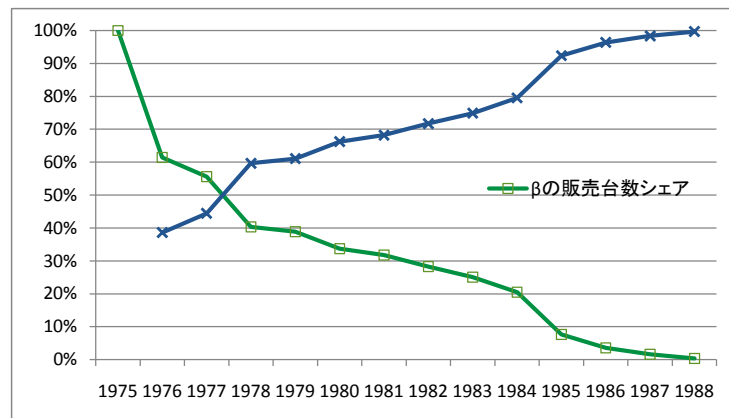
1 VTRの販売台数の歴史的推移[単位:万台]

年	β の 販売台数	VHSの 販売台数
1975	2.0	
1976	17.5	11.0
1977	42.4	33.9
1978	59.4	87.8
1979	85.1	133.6
1980	148.9	292.2
1981	302.0	647.8
1982	371.7	941.7
1983	457.2	1,364.5
1984	604.2	2,346.4
1985	338.7	4,097.7
1986	110.6	2,955.3
1987	66.9	3,976.7
1988	14.8	4,476.1



2 VTRの販売台数シェアの歴史的推移[単位:万台]

年	β	VHS
1975	100%	
1976	61%	39%
1977	56%	44%
1978	40%	60%
1979	39%	61%
1980	34%	66%
1981	32%	68%
1982	28%	72%
1983	25%	75%
1984	20%	80%
1985	8%	92%
1986	4%	96%
1987	2%	98%
1988	0.3%	99.7%



3 VTRの累積販売台数の歴史的推移[単位:万台]

年	β	VHS
1975	2.0	
1976	19.5	11.0
1977	61.9	44.9
1978	121.3	132.7
1979	206.4	266.3
1980	355.2	558.5
1981	657.2	1,206.3
1982	1,028.9	2,148.0
1983	1,486.1	3,512.5
1984	2,090.3	5,858.9
1985	2,429.0	9,956.6
1986	2,539.6	12,911.9
1987	2,606.5	16,888.6
1988	2,621.3	21,364.7

4 VTRの累積販売台数シェアの歴史的推移[単位:万台]

年	β	VHS
1975	100%	
1976	64%	36%
1977	58%	42%
1978	48%	52%
1979	44%	56%
1980	39%	61%
1981	35%	65%
1982	32%	68%
1983	30%	70%
1984	26%	74%
1985	20%	80%
1986	16%	84%
1987	13%	87%
1988	11%	89.1%

[出典]Cusumano, Michael A, Mylonadis, Yiorgos, Rosenbloom, Richard S.(1992) "Strategic maneuvering and mass-market dynamics: The triumph of VHS over Beta", Business History Review, 66(1)