

Production,Shipment of Digital Still Camera  
November,January-November in 2012

Unit Upper:PCS,Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	8,212,758	85.3	112.3	95,739,910	89.2	8,019,562	85.9	97.9	93,281,347	86.3	780,988	115.8	106.6	8,073,433	96.3	7,238,574	83.6	97.1	85,207,914	85.5
	101,978,249	91.0	156.4	1,117,258,523	102.5	117,790,327	86.5	128.9	1,384,408,061	101.4	14,336,078	111.3	124.2	146,047,174	99.0	103,454,249	83.9	129.5	1,238,360,887	101.7

By Type	Camera with Built-in Lens	6,119,980	81.3	91.3	76,318,069	82.2	6,096,871	84.1	82.2	74,559,822	79.8	572,937	112.2	89.2	6,470,152	91.5	5,523,934	82.0	81.5	68,089,670	78.8
		48,802,675	83.0	94.5	591,107,364	82.4	54,394,059	84.6	80.1	681,585,715	78.8	6,544,882	108.7	79.0	77,967,273	81.0	47,849,177	82.1	80.2	603,618,442	78.6
Camera with Interchangeable Lens	2,092,778	99.8	341.7	19,421,841	133.2	1,922,691	92.1	249.1	18,721,525	128.5	208,051	127.0	231.4	1,603,281	122.4	1,714,640	89.1	251.4	17,118,244	129.1	
	53,175,574	99.9	392.6	526,151,159	141.3	63,396,268	88.2	270.2	702,822,346	140.4	7,791,196	113.7	239.0	68,079,901	132.7	55,605,072	85.6	275.3	634,742,445	141.3	
Single Lens Reflex	1,504,402	102.6		15,516,826		1,328,593	85.9		15,084,115		91,032	126.8		904,753		1,237,561	84.0		14,179,362		
	39,446,098	101.2		434,841,942		42,855,861	77.7		589,150,981		3,674,493	100.4		44,064,936		39,181,368	76.1		545,086,045		
Non-Reflex 5)*	588,376	93.1		3,905,015		594,098	109.5		3,637,410		117,019	127.2		698,528		477,079	105.8		2,938,882		
	13,729,476	96.3		91,309,217		20,540,407	123.2		113,671,365		4,116,703	128.9		24,014,965		16,423,704	121.9		89,656,400		

(By Destination)

Unit Upper:PCS,Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	780,988	115.8	106.6	8,073,433	96.3	2,977,868	96.4	103.0	31,056,239	92.7	2,391,643	68.7	88.8	27,957,928	77.2	1,489,758	85.4	109.8	22,653,337	90.6	379,305	108.9	73.1	3,540,410	72.1
	14,336,078	111.3	124.2	146,047,174	99.0	39,087,974	98.5	142.0	409,239,690	102.9	31,097,975	69.0	97.5	369,448,533	92.8	28,550,237	82.7	177.7	421,643,596	112.4	4,718,063	118.3	108.4	38,029,068	81.5

By Type	Camera with Built-in Lens	572,937	112.2	89.2	6,470,152	91.5	2,292,829	94.4	88.8	24,539,227	85.5	1,901,471	68.1	76.0	23,416,076	71.7	1,000,534	82.6	83.4	16,893,859	82.9	329,100	108.6	66.6	3,240,508	69.7
		6,544,882	108.7	79.0	77,967,273	81.0	18,416,500	91.5	95.7	200,804,963	82.6	16,636,840	68.5	63.6	206,410,171	72.0	9,851,458	86.7	93.6	169,457,158	84.9	2,944,379	118.8	78.8	26,946,150	69.1
Camera with Interchangeable Lens	208,051	127.0	231.4	1,603,281	122.4	685,039	103.7	221.2	6,517,012	135.7	490,172	71.5	257.4	4,541,852	126.8	489,224	91.7	311.8	5,759,478	124.6	50,205	111.0	201.3	299,902	116.2	
	7,791,196	113.7	239.0	68,079,901	132.7	20,671,474	105.6	249.3	208,434,727	134.8	14,461,135	69.7	251.5	163,038,362	146.5	18,698,779	80.7	337.5	252,186,438	143.5	1,773,684	117.5	288.4	11,082,918	144.9	
Single Lens Reflex	91,032	126.8		904,753		545,825	105.6		5,661,044		376,118	70.3		3,830,868		290,328	73.4		4,477,652		25,290	94.8		209,798		
	3,674,493	100.4		44,064,936		15,721,377	103.6		182,697,492		10,968,844	65.8		141,757,299		11,717,561	62.2		213,036,509		773,586	94.7		7,594,745		
Non-Reflex 5)*	117,019	127.2		698,528		139,214	96.7		855,968		114,054	75.8		710,984		198,896	144.2		1,281,826		24,915	134.2		90,104		
	4,116,703	128.9		24,014,965		4,950,097	112.8		25,737,235		3,492,291	85.5		21,281,063		6,981,218	162.0		39,149,929		1,000,098	144.3		3,488,173		

(Camera & Imaging Products Association)

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

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.