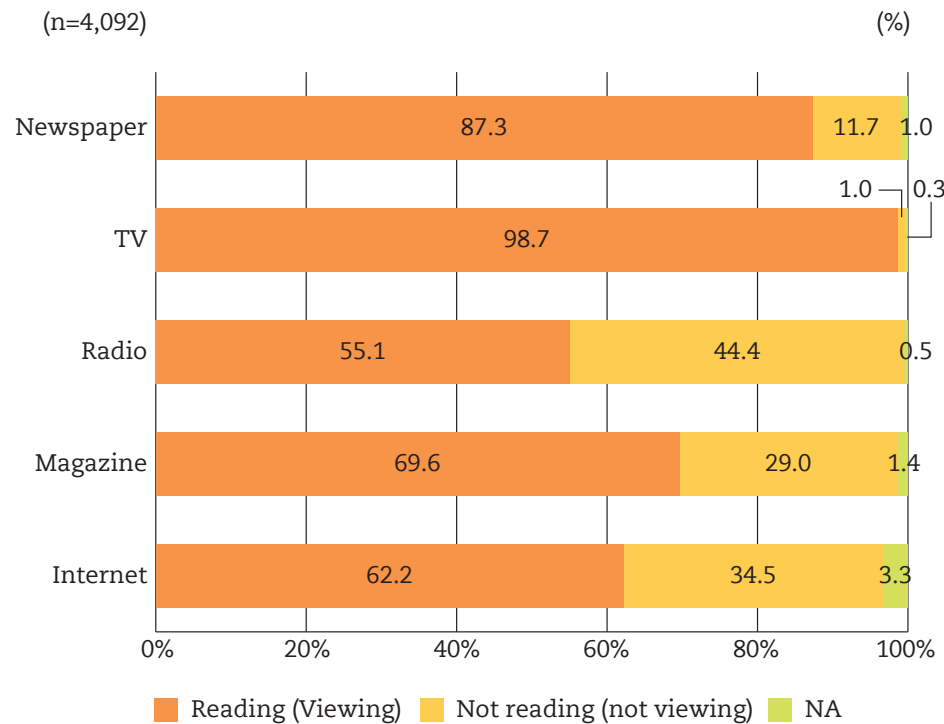


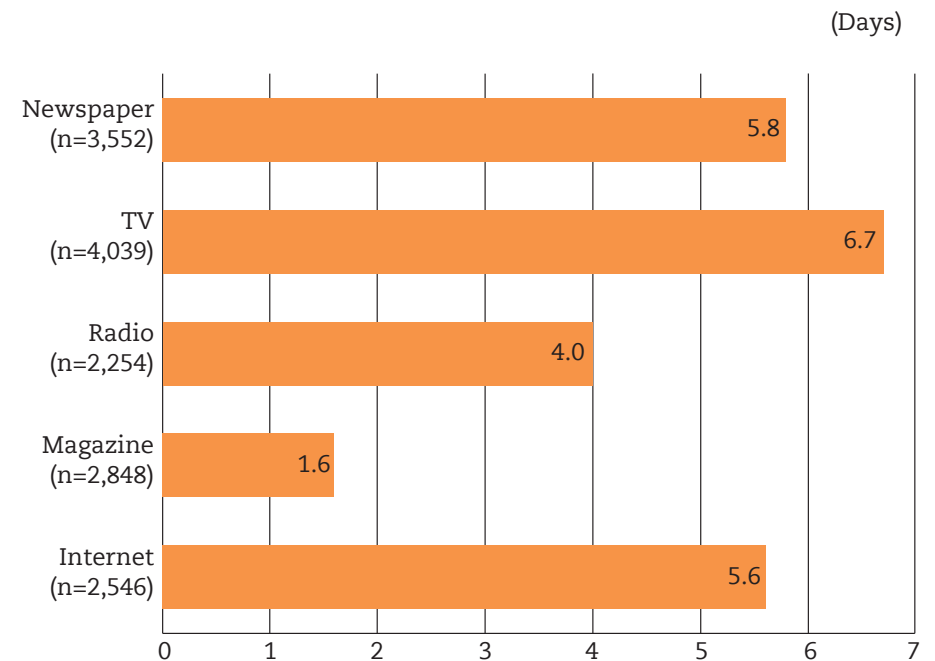
# Media Consumption

## Overview of Japanese Media Consumption (1)

Consumption Rate of each Medium



Average Dates of Media Consumption per Week

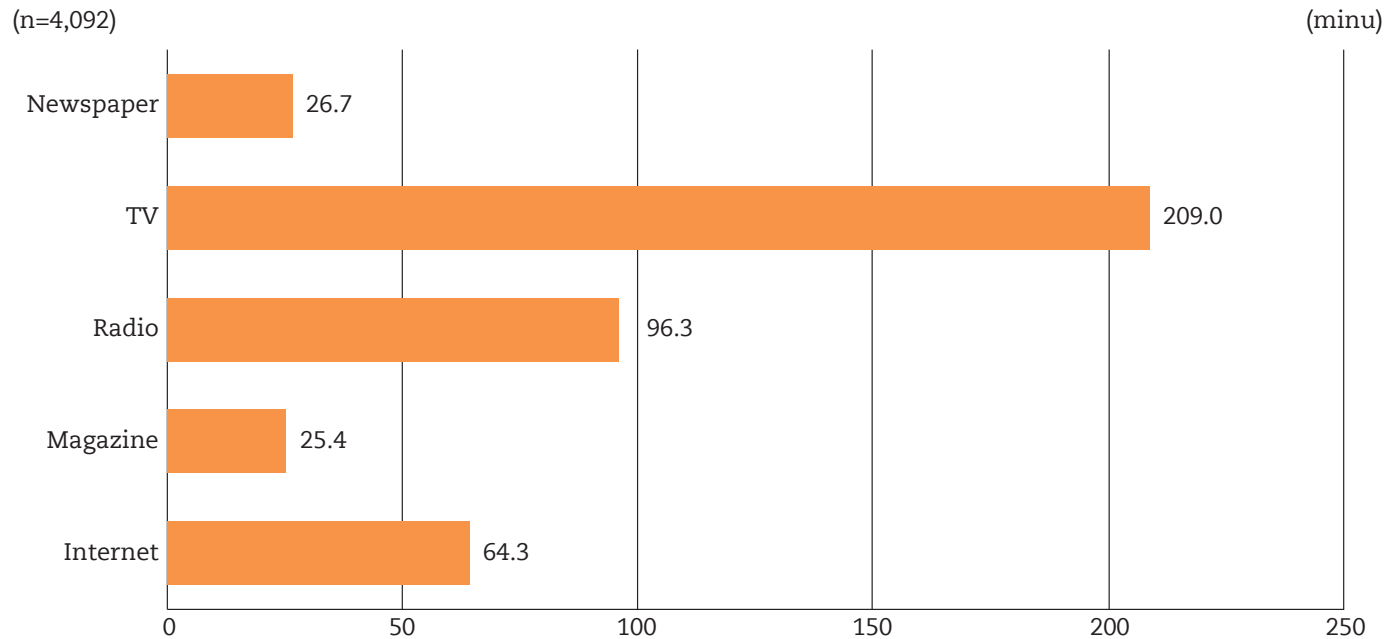


Source: The Japan Newspaper Publishers & Editors Association, 2011, "National media contact and evaluation survey"

# Media Consumption

## Overview of Japanese Media Consumption (2)

Average Consumption a day

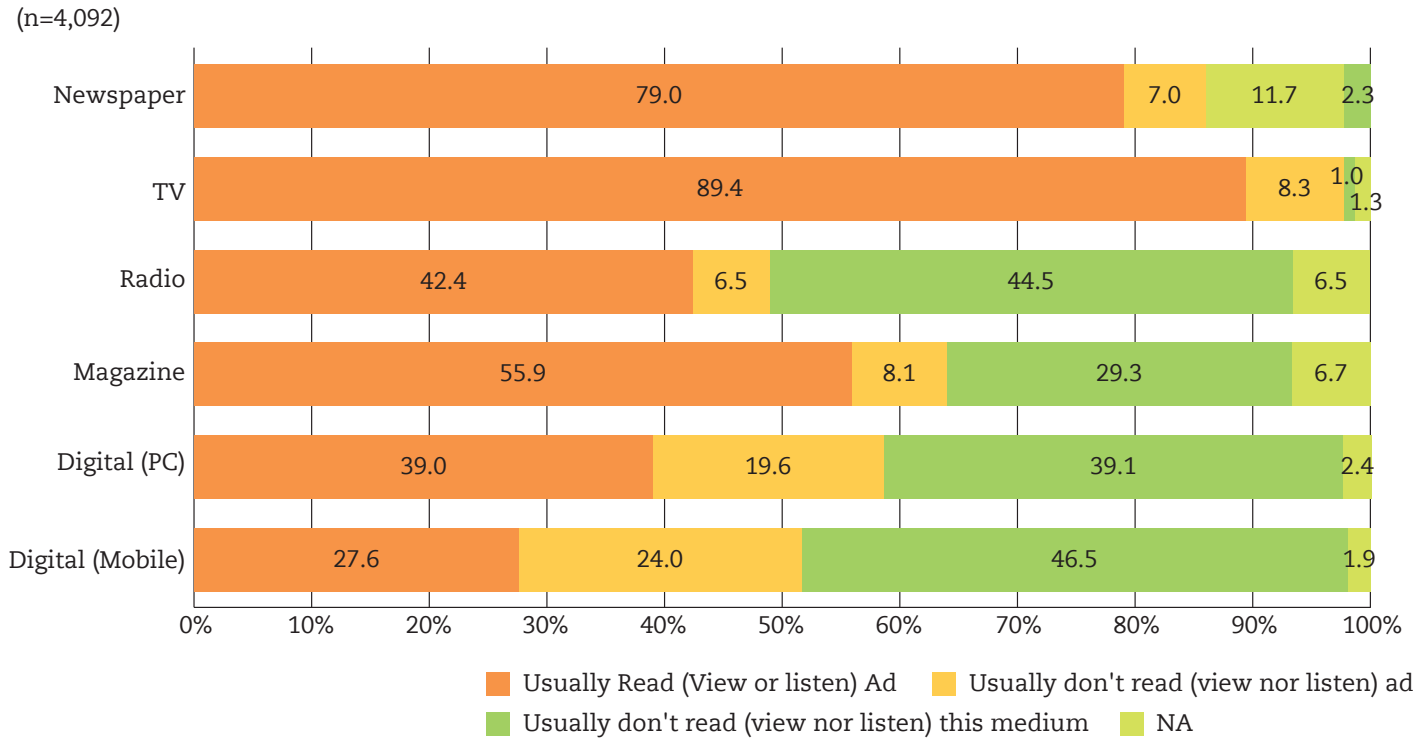


Source: The Japan Newspaper Publishers & Editors Association, 2011, "National media contact and evaluation survey"

# Media Consumption

## Overview of Japanese Media Consumption (3)

Ad Contact Rate of each Medium

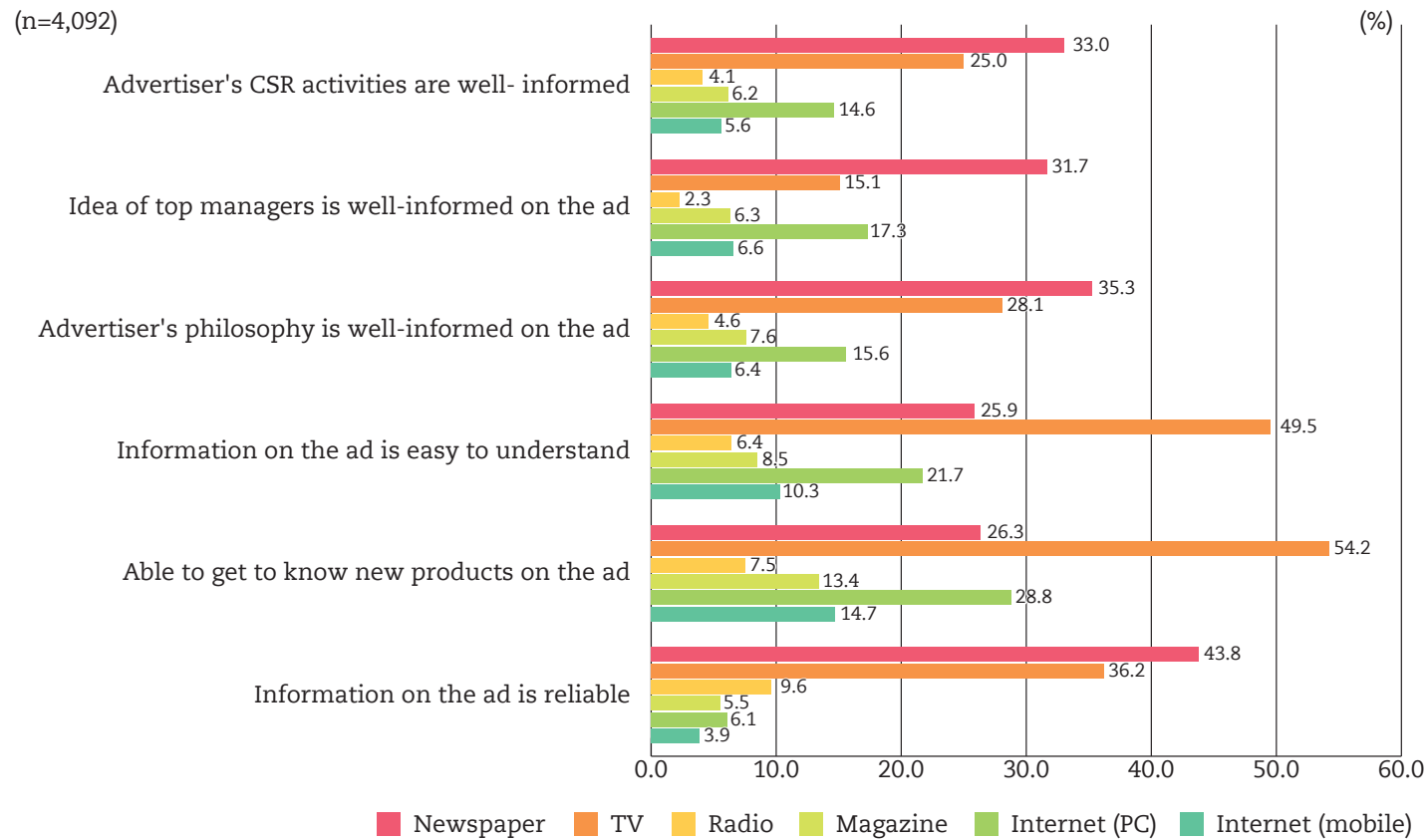


Source: The Japan Newspaper Publishers & Editors Association, 2011, "National media contact and evaluation survey"

# Media Consumption

## Overview of Japanese media Consumption (4)

### Impression and Evaluation of each Medium

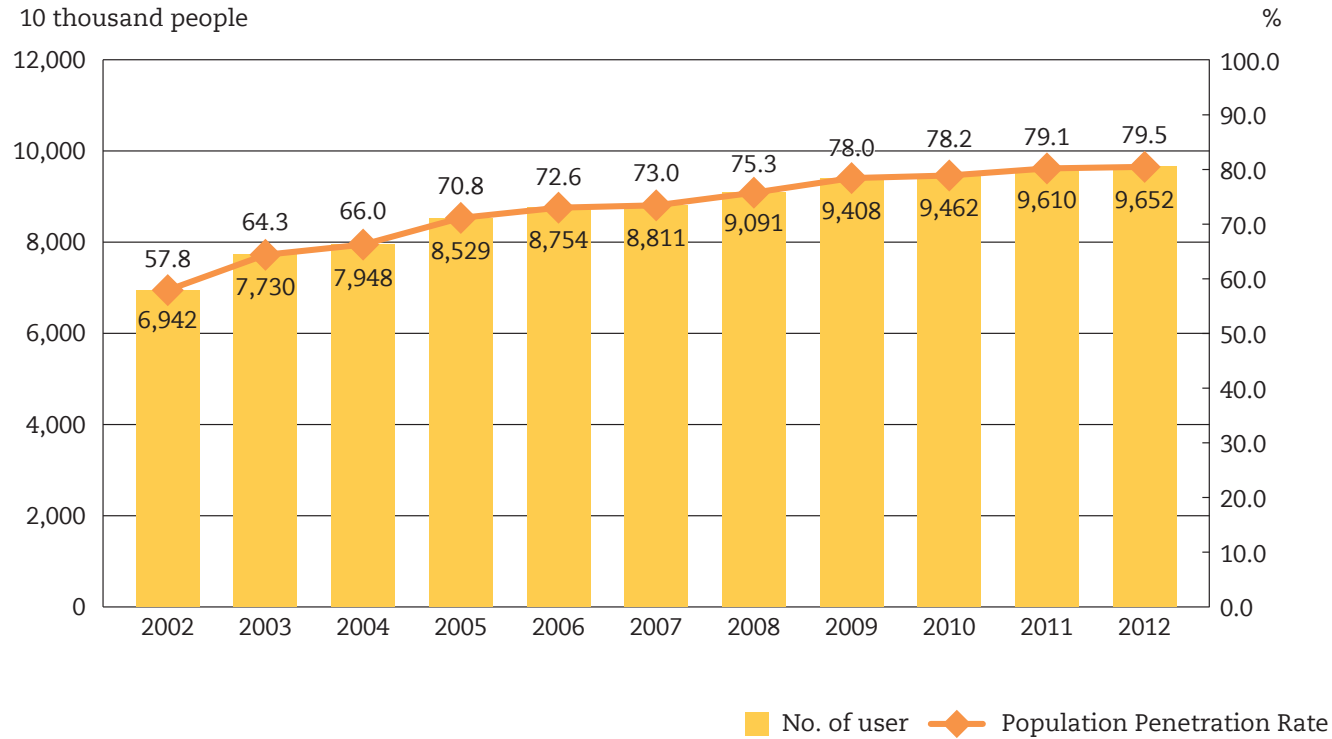


Source: The Japan Newspaper Publishers & Editors Association, 2011, "National media contact and evaluation survey"

# Media Consumption

## Internet Users: High Penetration rate

Trends of Number of Internet users and Population Penetration rate



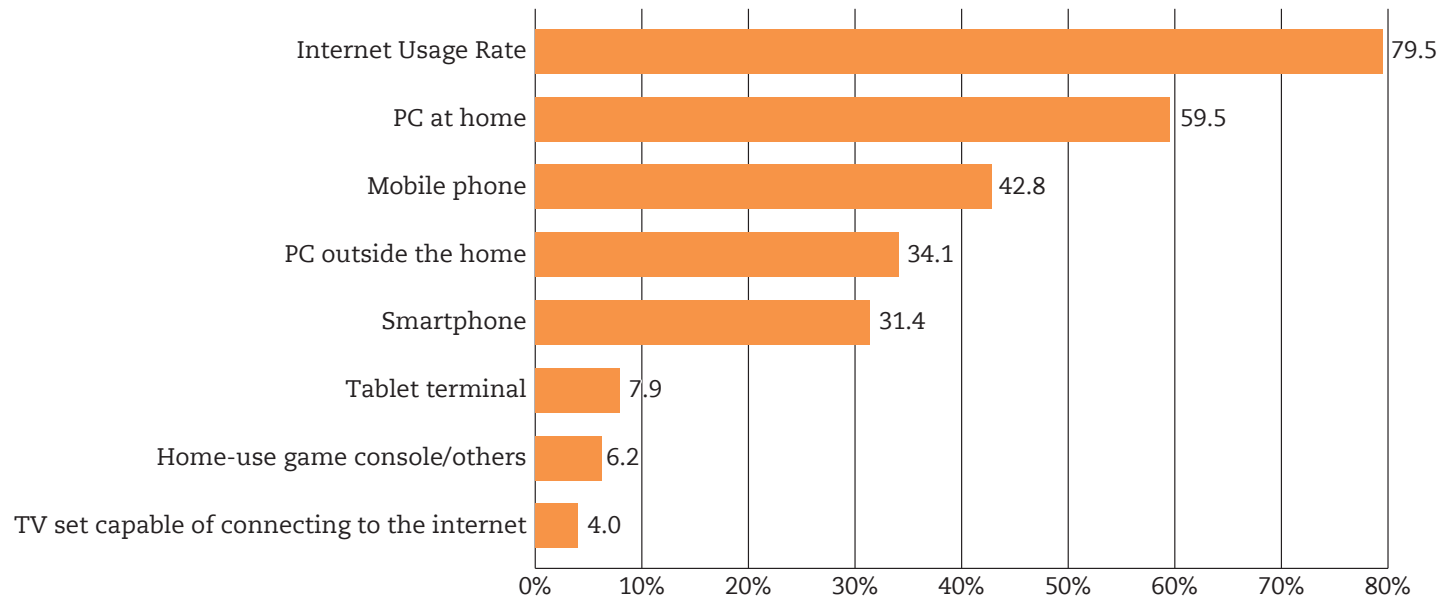
Source: MIC, "2012 Communications Usage Trend Survey"

# Media Consumption

## Smartphone Access is Dramatically Increasing

Over 80% of Japanese access to internet on mobiles, especially on Smartphone.

### Breakdown of Internet access terminals (End of 2012)

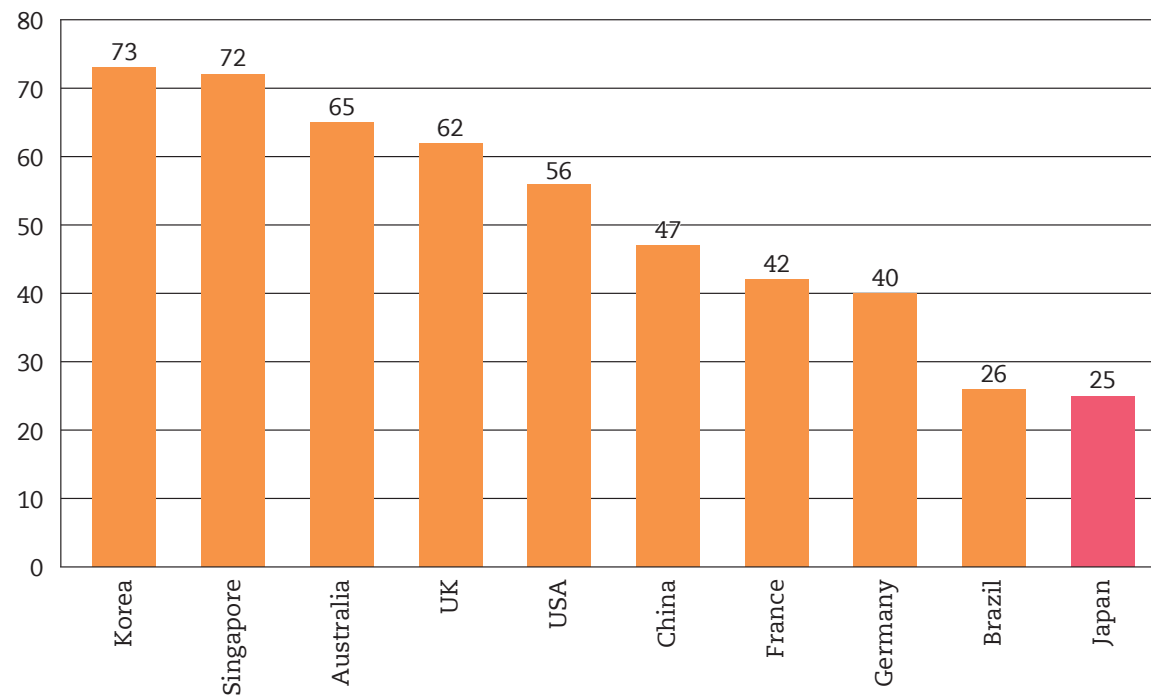


Source: MIC, "2012 Communications Usage Trend Survey"

# Media Consumption

Japan is a "Developing country" in terms of Smartphone usage

Smartphone Penetration Rate in 2013

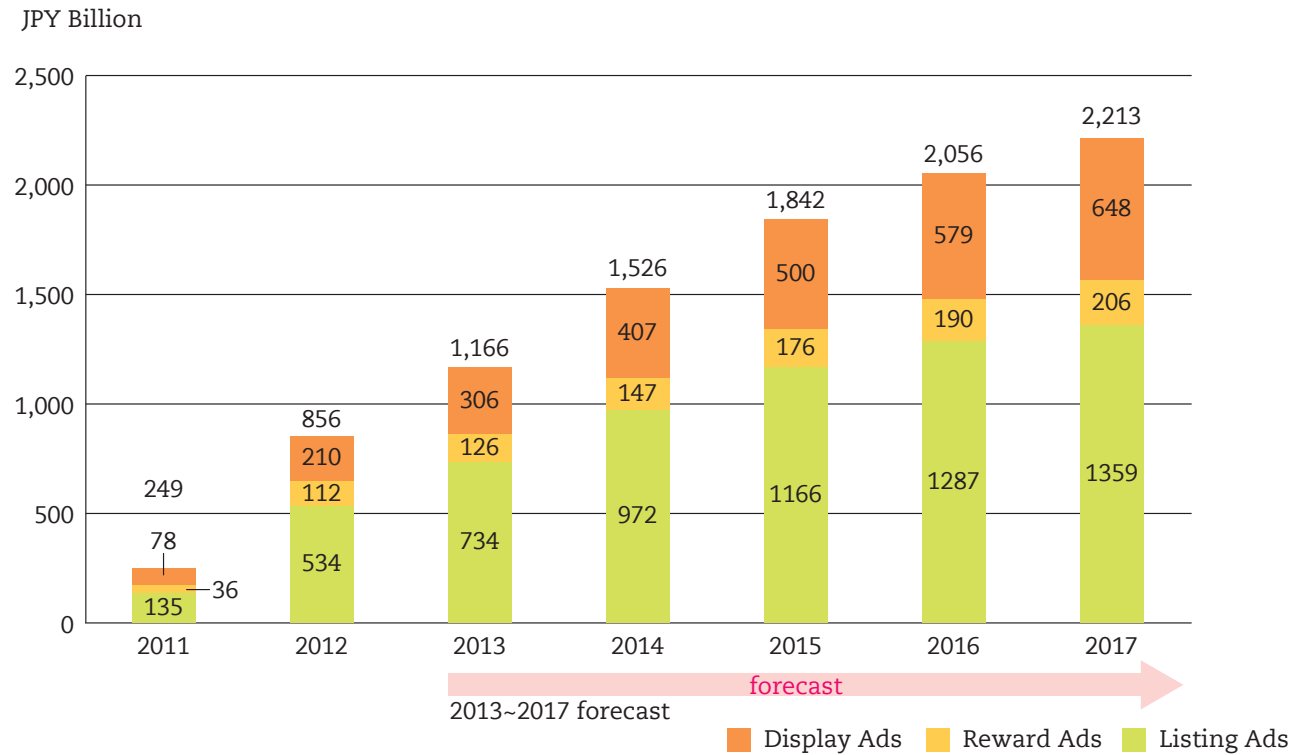


Source: "Our mobile planet" Google Inc. Aug. 2013

# Media Consumption

## Smartphone Ads Just Begun in Japan

Breakdown of Smartphone ads



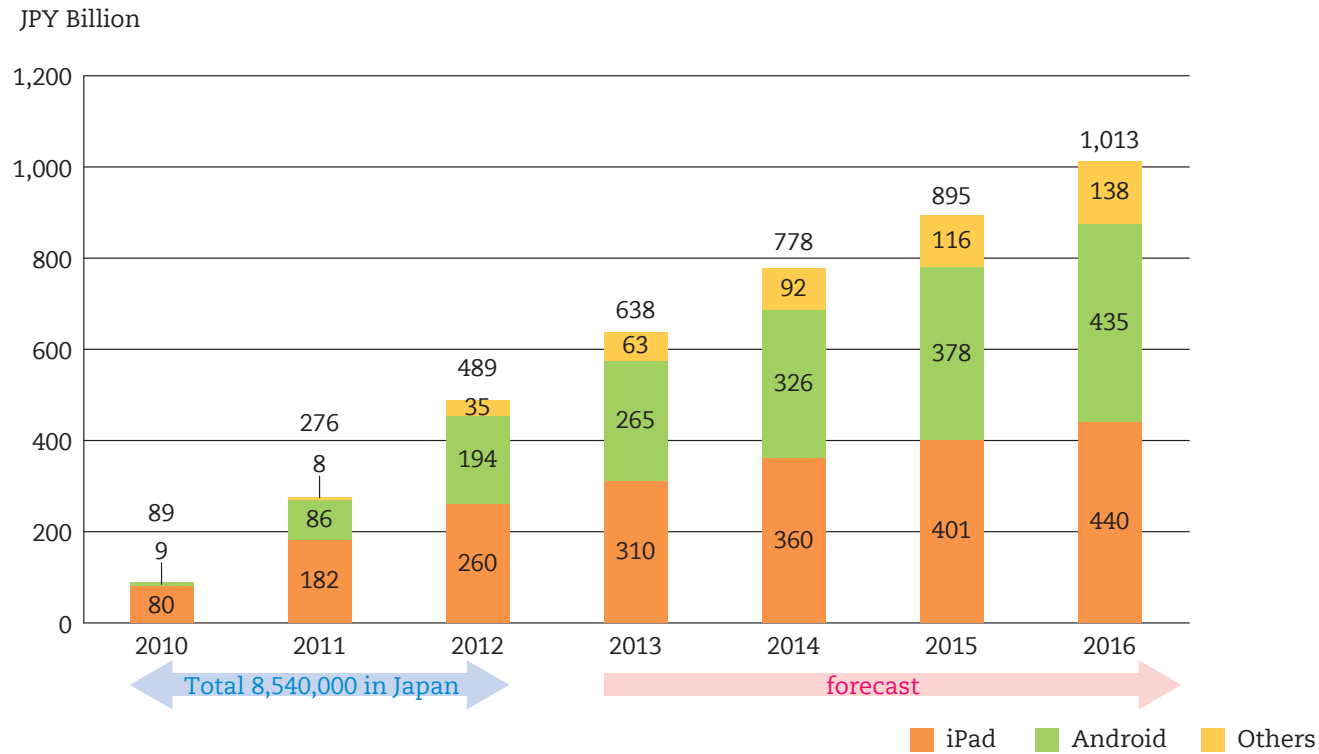
Source: Cyber Z Inc. March 2013, "Press Release"  
copyright Cyber Z, Inc, All right Reserved



# Media Consumption

## Tablet Ads Market is Also Promising

Forecast of Domestic production and Sales of Tablet in Japan



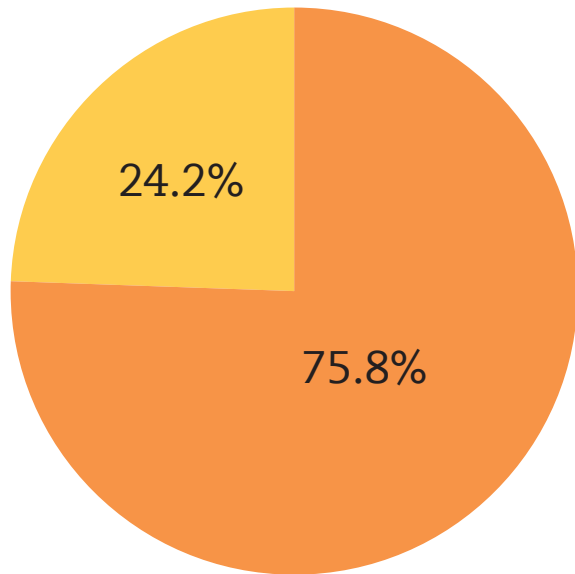
Source: ICT Research Institute, Ltd. April, 2013, "Survey on the tablet Shipment in Fiscal 2013"

# Media Consumption

## Overview of Social Media users in Japan (1)

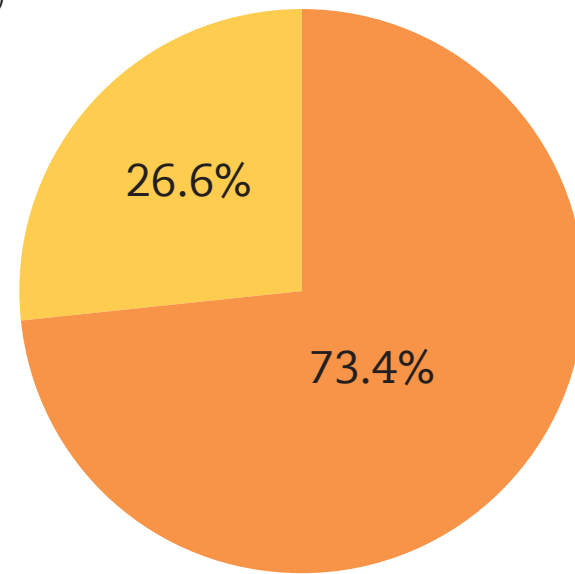
More than 70% of social media users also read newspapers

(n=5,000)



usually read newspapers do not usually read newspapers

(n=5,000)



Subscribe to newspapers not subscribe to newspapers

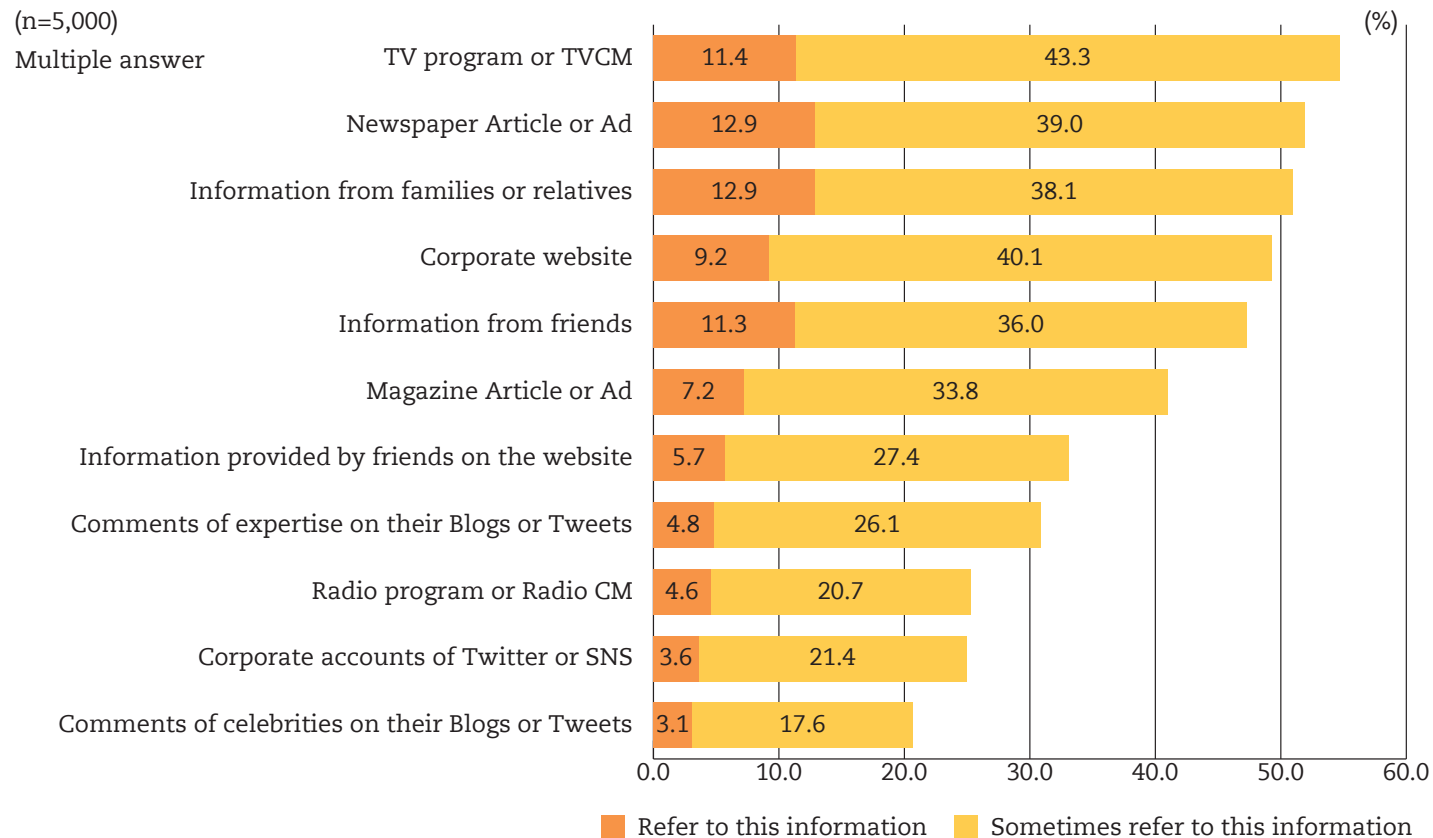
Source: The Asahi Shimbun Company, 2012, "Social Media usage survey"

# Media Consumption

## Overview of Social Media users in Japan (2)

TV and Newspaper are considerably referred to when comments are posted on social media

Q. Which information sources do you usually refer to when you put your comment on SNS or your blogs?



Source: The Asahi Shimbun Company, 2012, "Social Media usage survey"