Why do business in Japan?

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 2015)

Internet Usage Rate

- Computers: 56.8%
- Smartphones: 54.3%
- Tablet: 18.3%
- Mobile phones: 18.3%
- Home game consoles/others: 7.7%
- Internet-enable TVs: 4.5%
- Other: 1.9%

(n=33,525)

Source: MIC, "2015 Communications Usage Trend Survey"