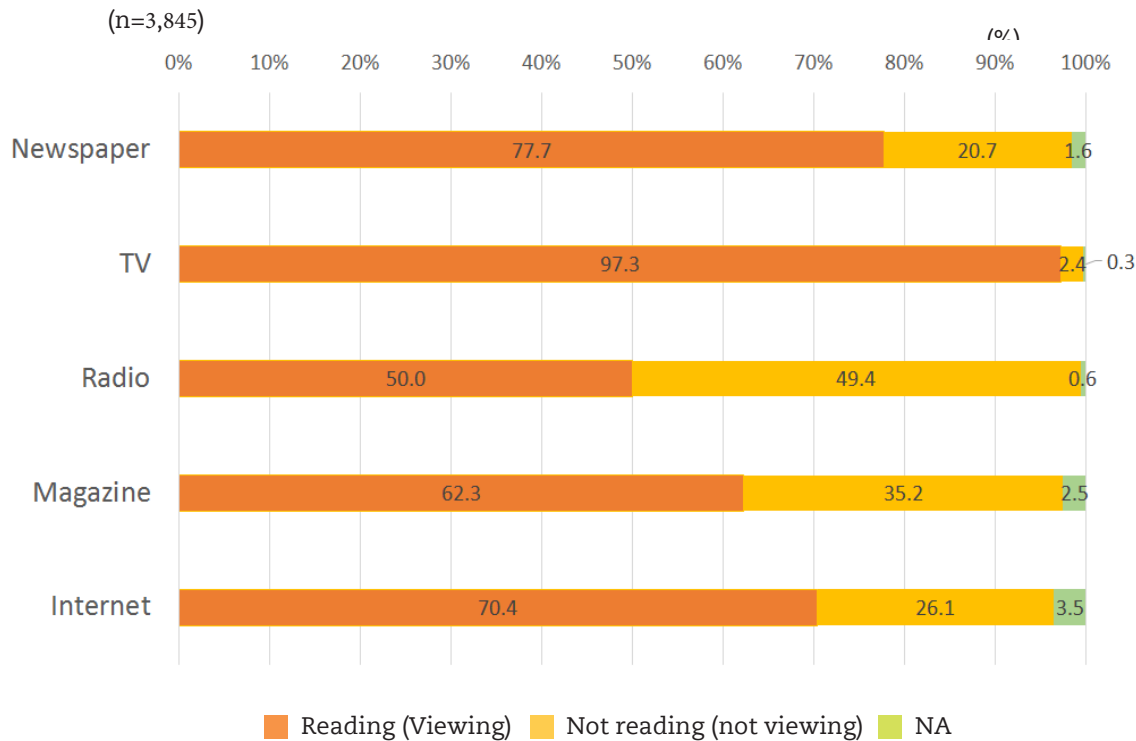


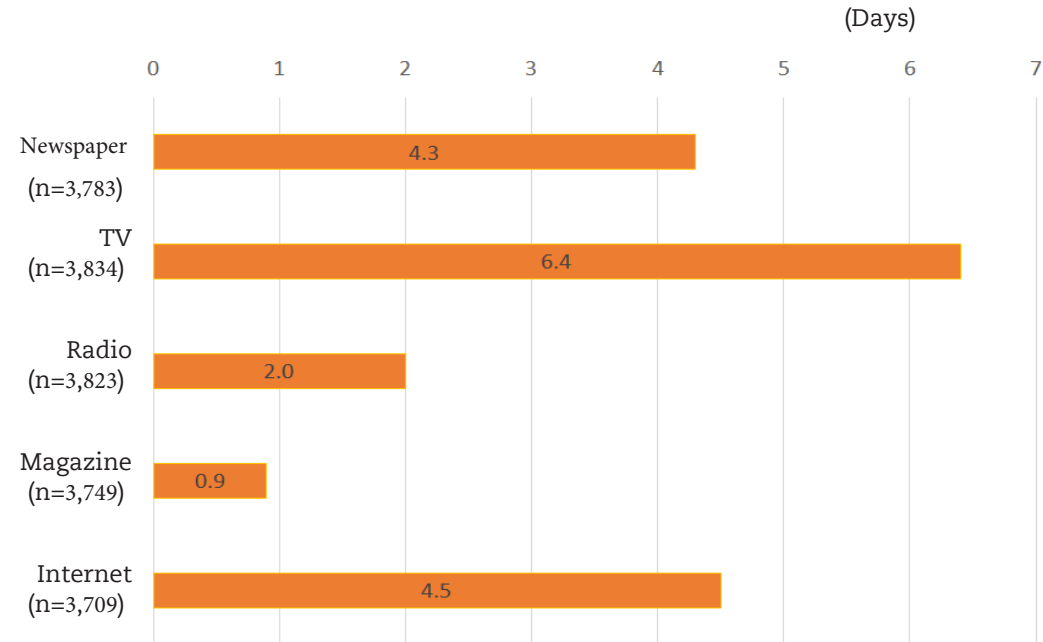
Media Consumption

Overview of Japanese Media Consumption (1)

Consumption Rate of each Medium



Average Dates of Media Consumption per Week

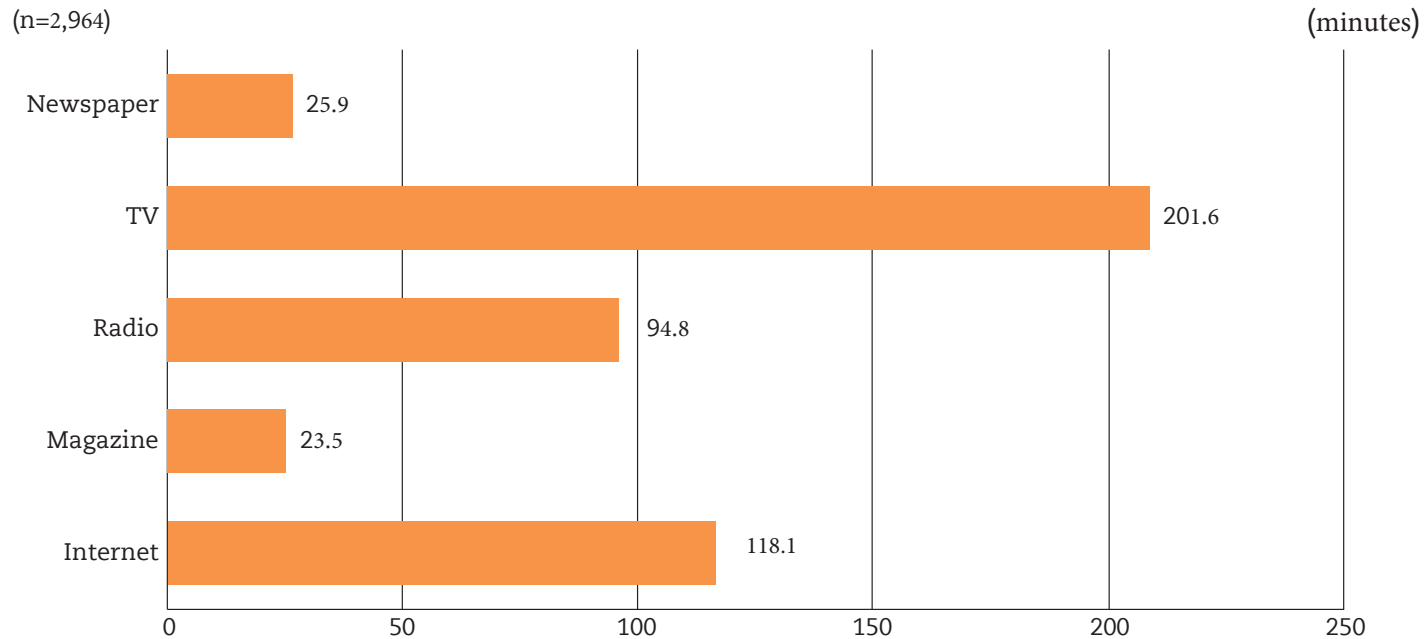


Source: The Japan Newspaper Publishers & Editors Association, 2015, "National media contact and evaluation survey"

Media Consumption

Overview of Japanese Media Consumption (2)

Average Consumption a day

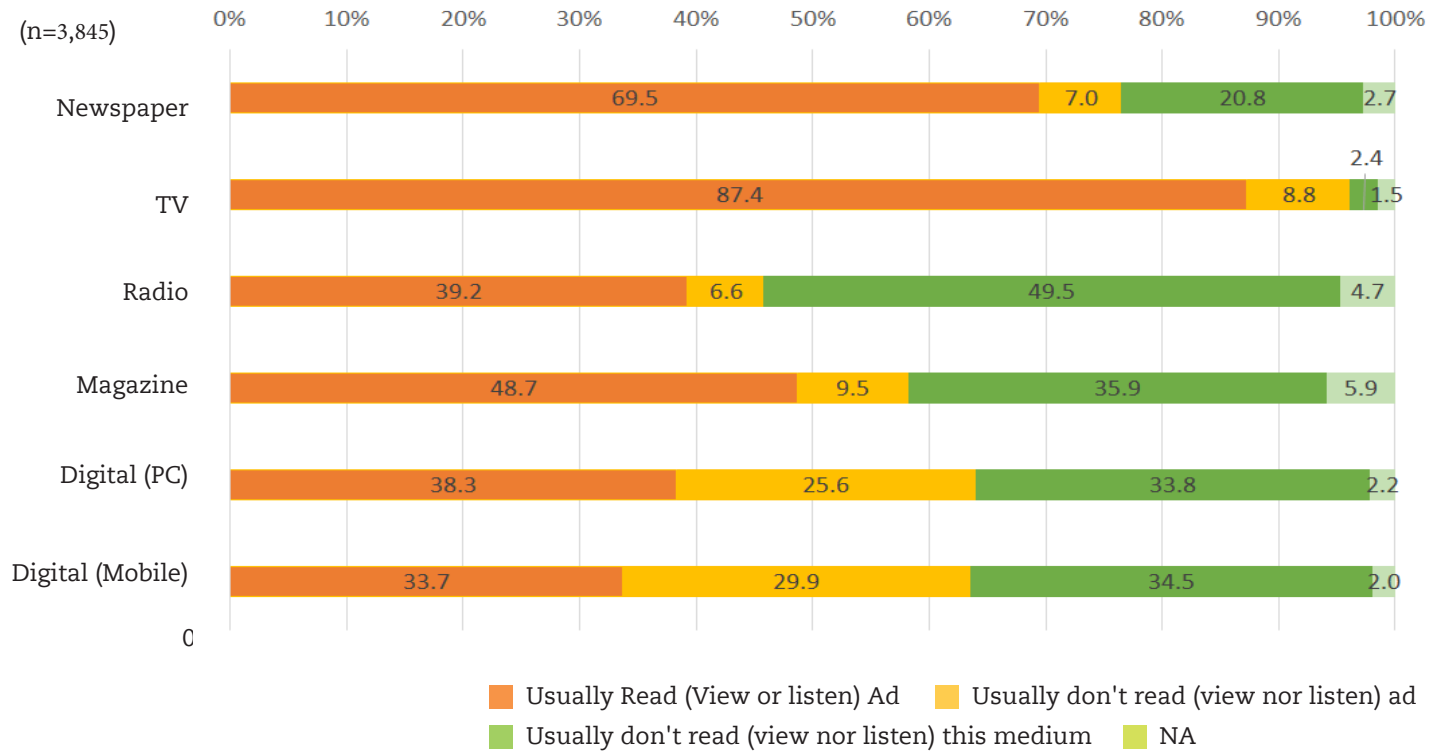


Source: The Japan Newspaper Publishers & Editors Association, 2015, "National media contact and evaluation survey"

Media Consumption

Overview of Japanese Media Consumption (3)

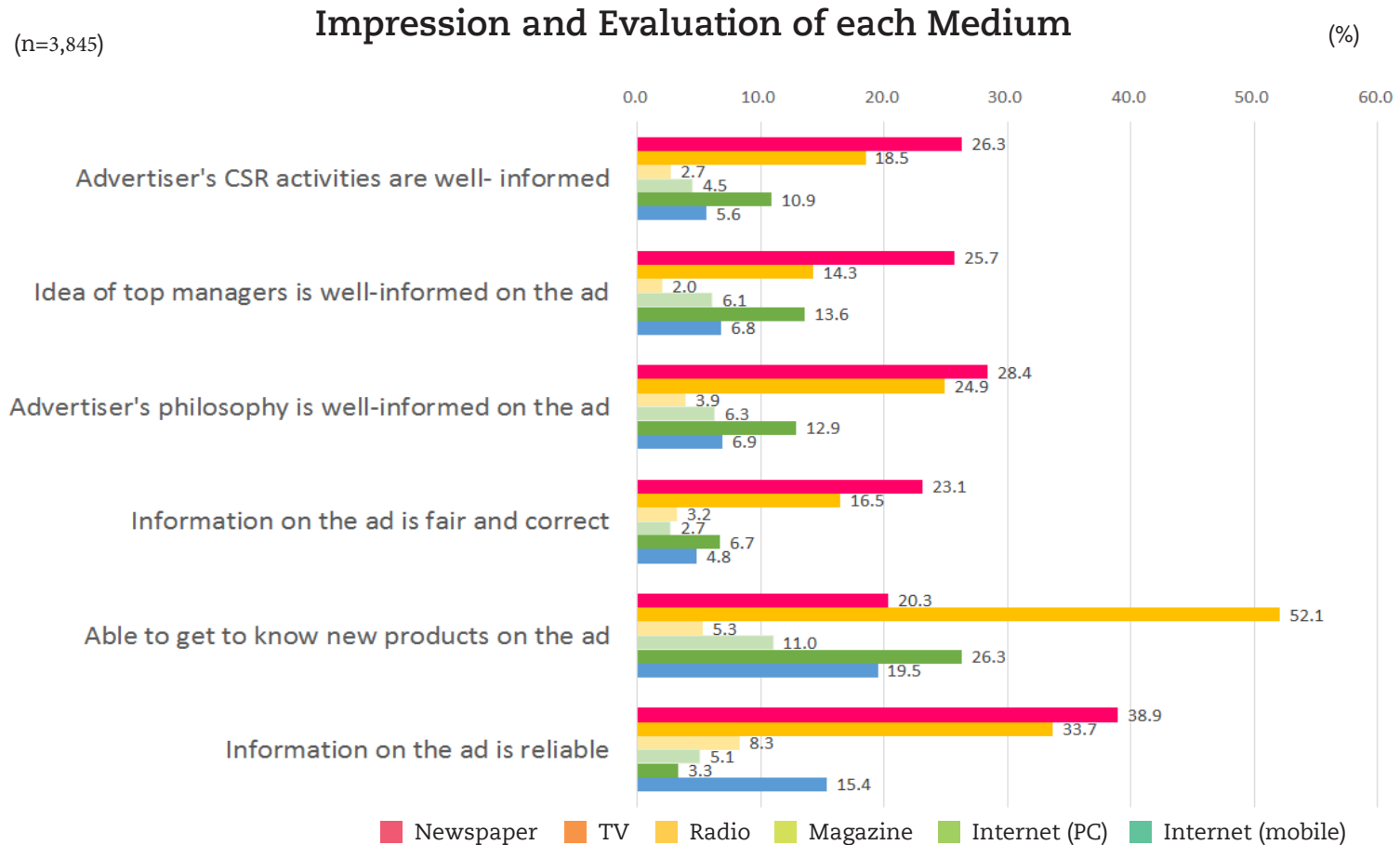
Ad Contact Rate of each Medium



Source: The Japan Newspaper Publishers & Editors Association, 2015, "National media contact and evaluation survey"

Media Consumption

Overview of Japanese media Consumption (4)

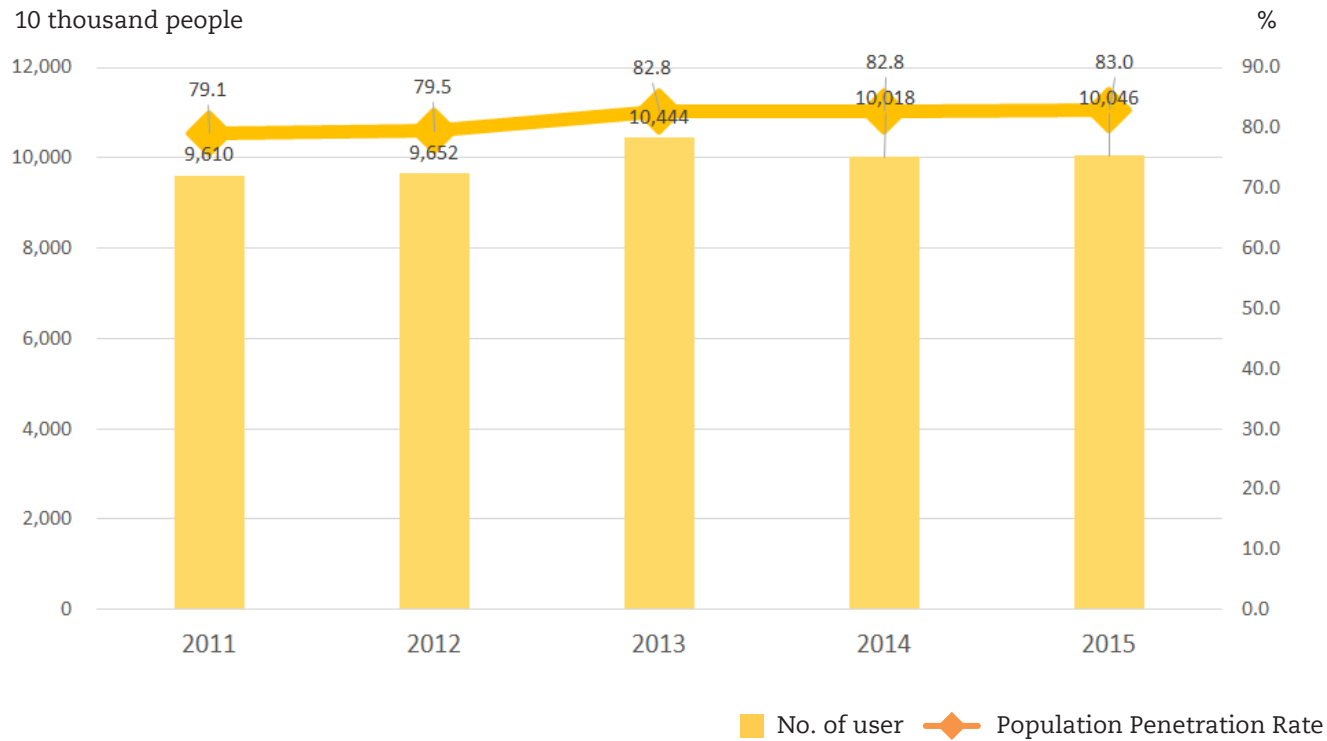


Source: The Japan Newspaper Publishers & Editors Association, 2015, "National media contact and evaluation survey"

Media Consumption

Internet Users: High Penetration rate

Trends of Number of Internet users and Population Penetration rate



Source: MIC, "2015 Communications Usage Trend Survey"

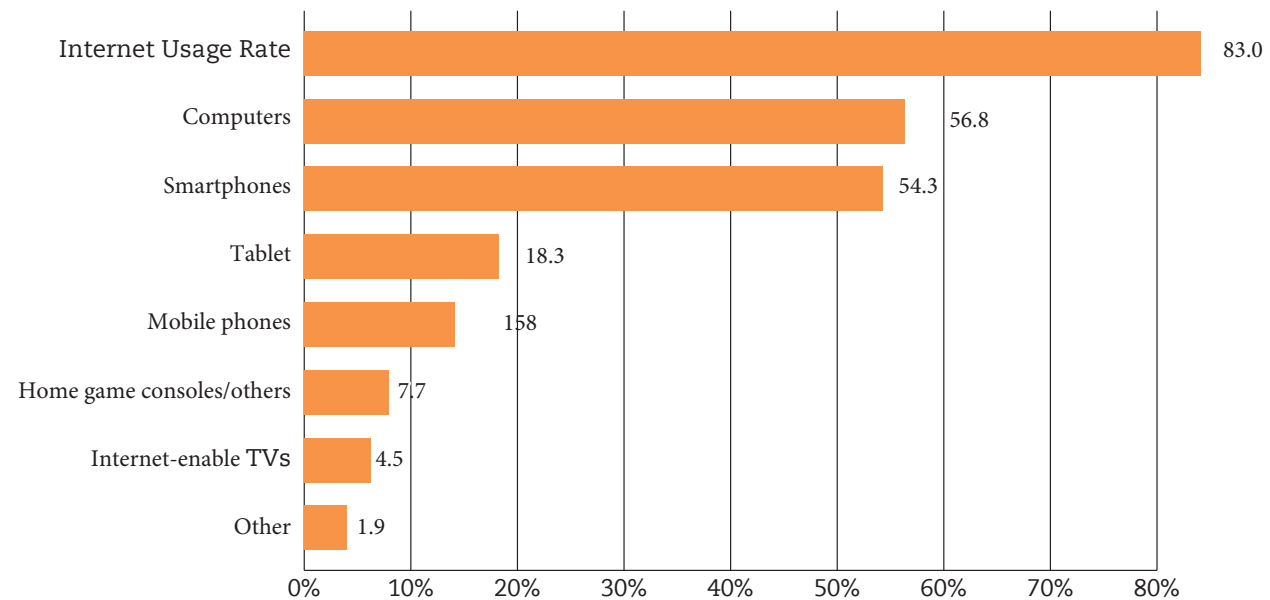
Media Consumption

Smartphone Access is Dramatically Increasing

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

Breakdown of Internet access terminals (End of 2015)

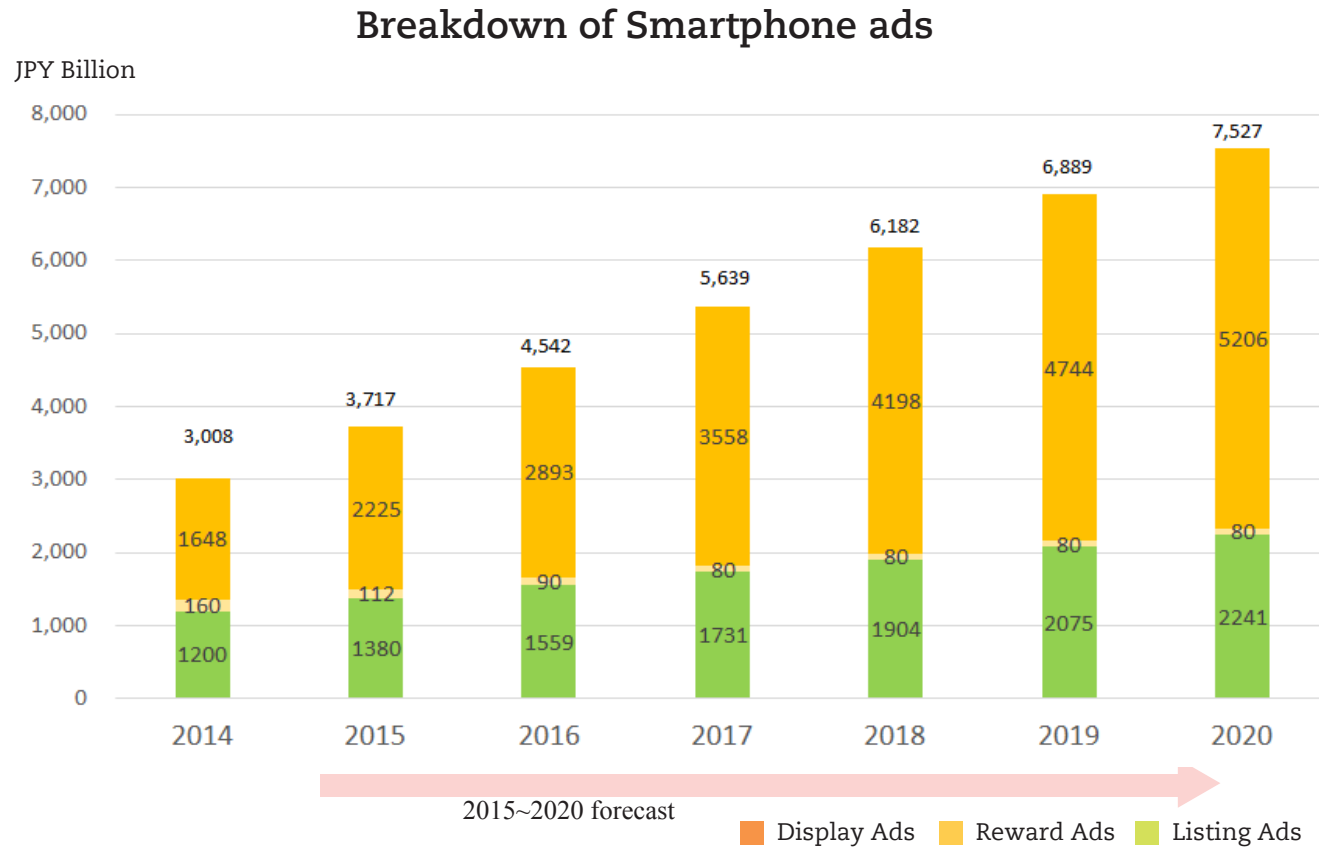
(n=33,525)



Source: MIC, "2015 Communications Usage Trend Survey"

Media Consumption

Smartphone Ad Market is Growing



Source: Cyber Z Inc. March 2015, "Press Release"
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