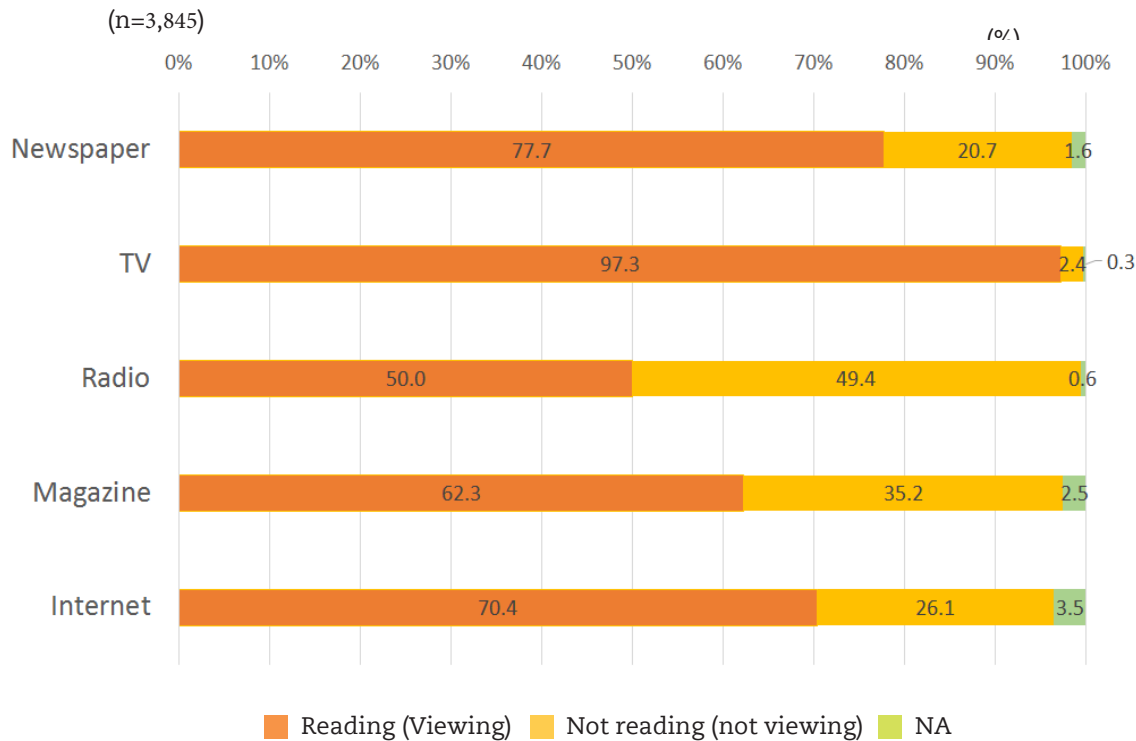


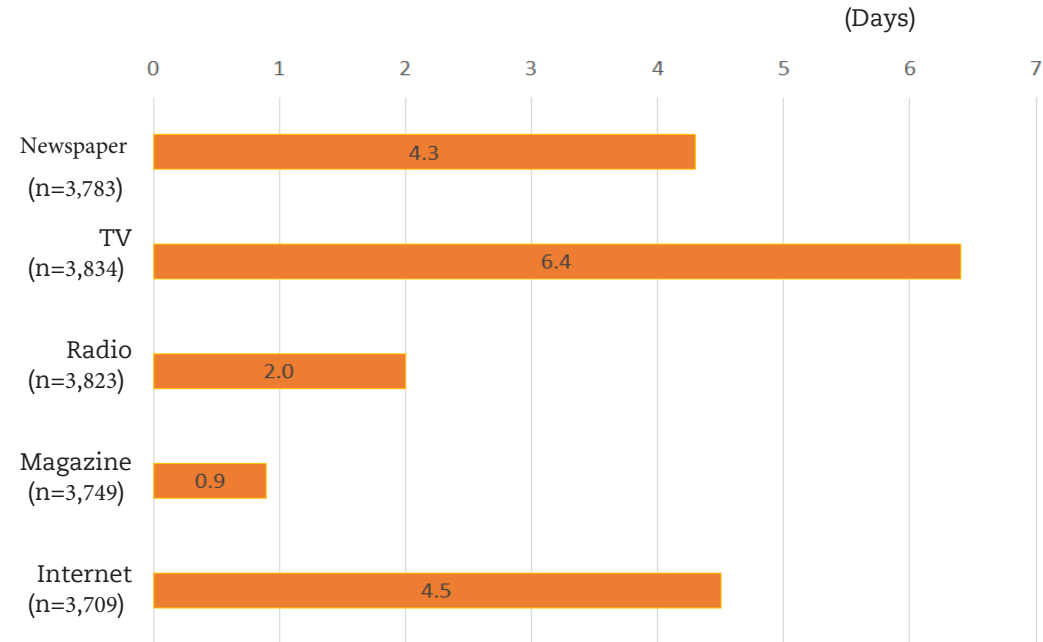
Media Consumption

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"