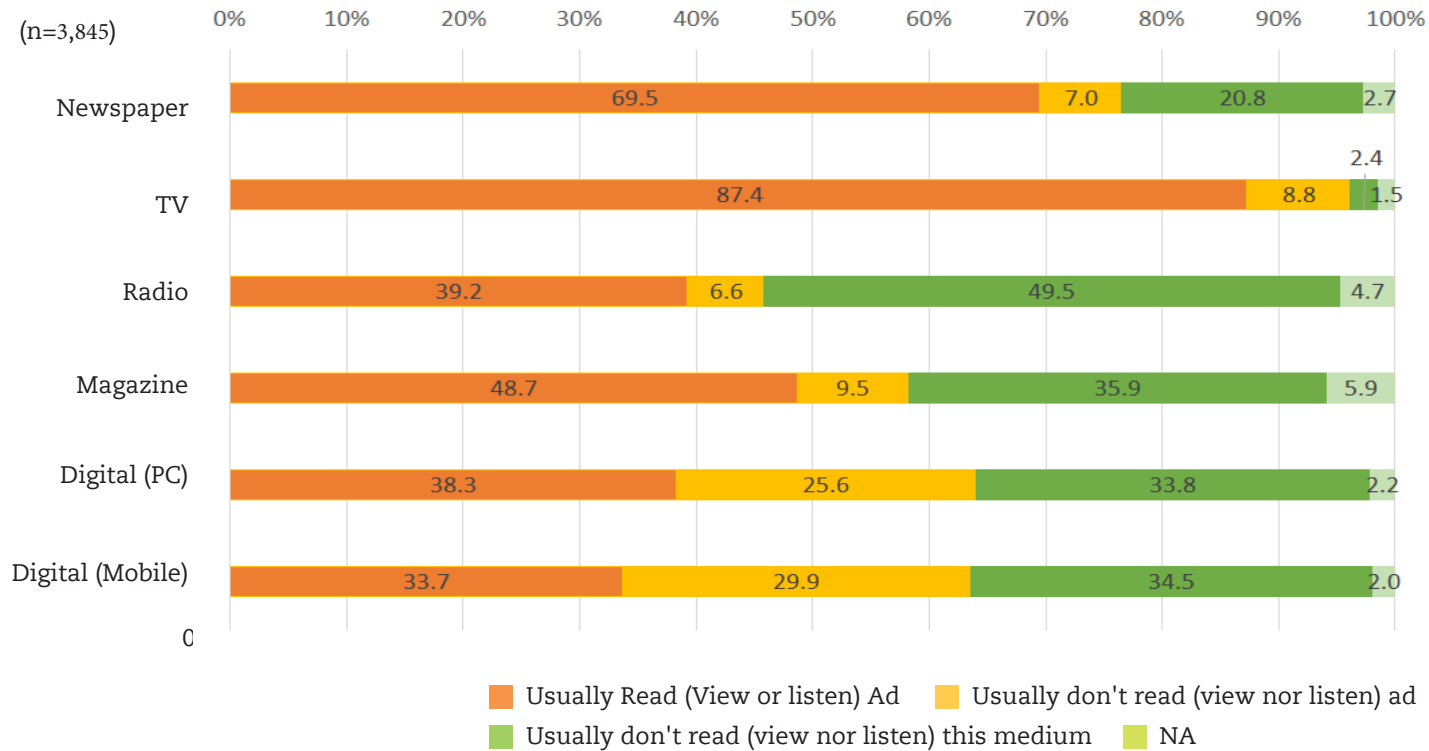


Media Consumption

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"