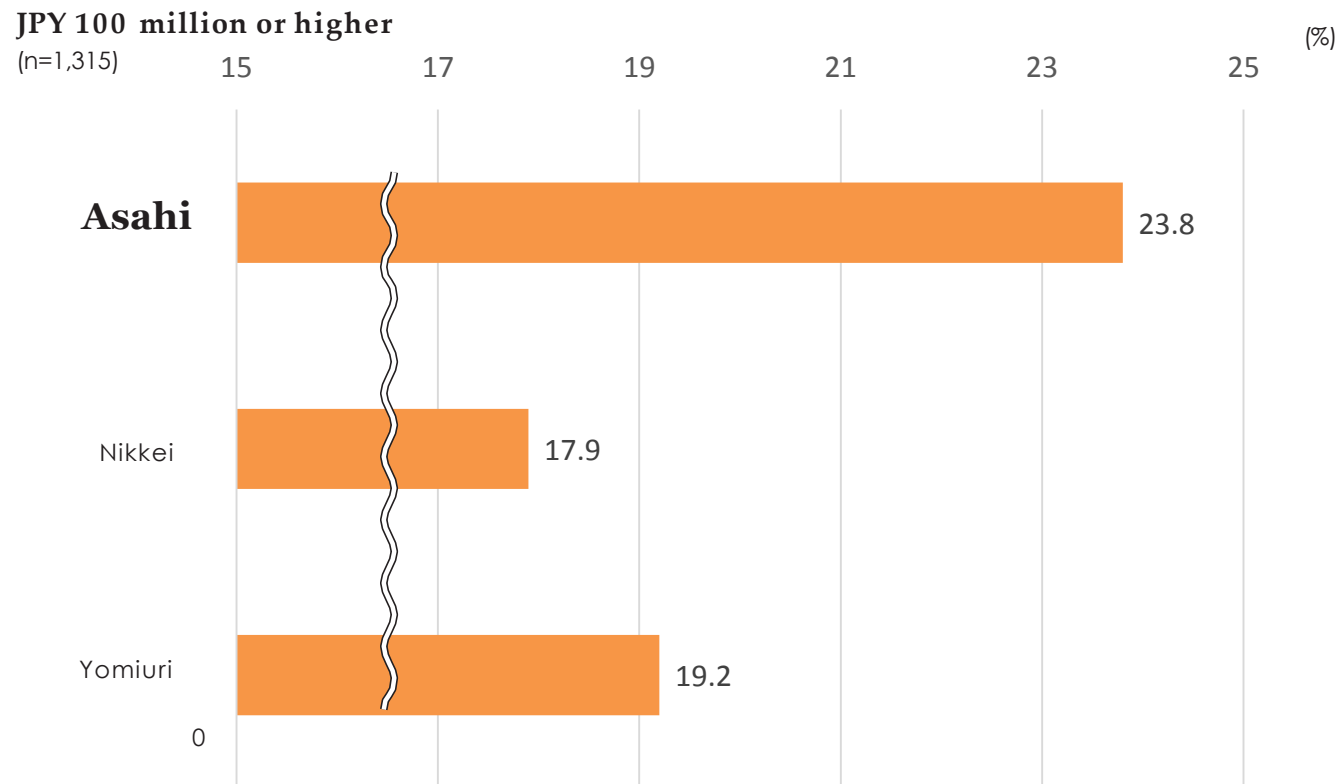


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Subscription rate by household financial assets



Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.