



## AMI News Release

2001.June 25th (No. 9)

NEWS FLASH: 2001 Japan Internet White Paper Survey Results

### **Internet Users in Japan Total 32.6 Million (End of February 2001)**

Access Media International, Inc. (Headquarters: Tokyo, Japan; President: Atsuo Ochi) announced the results of its survey on Internet usage in Japan executed at the end of February 2001.

This survey is based on the "AMI Japan Internet Trend Survey 2001". AMI has used telephone-based surveys to measure penetration and mail-based surveys to measure and analyze information technology usage trends several times a year since 1996. This release presents the results of 2001 Survey round including the latest round, focusing on measuring and projecting the scale and growth of the Japanese Internet user base.

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#### **Number of Internet Users in Japan Reaches 32,636,000**

**— 6,525,000 Access the Internet Only via Cellular Phone or PHS\* —**

(As of end Feb. 2001)

#### ***Survey Results Summary***

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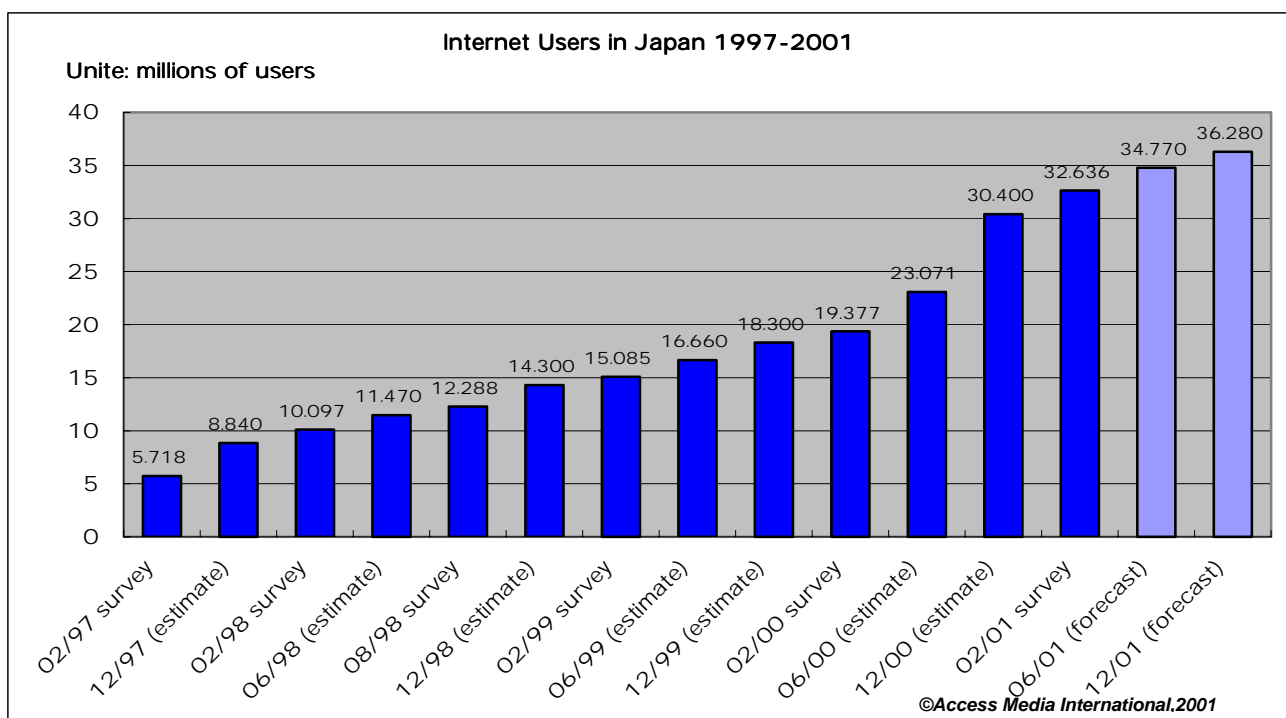
- Total number of Internet Users in Japan reaches 32,636,000 by the end of February 2001.
- Number of Internet users in Japan has increased 168.4% over last year.
- Percentage of households in which at least one person uses the Internet, that is, Internet-using households, nearly doubled, from 24.6% to 46.5%.
- Percentage of households that own a cellular phone or PHS is 65.4% (as of the end of February 2001).
- Percentage of users accessing the Internet via cellular phone or PHS among Internet-using households is 61.0% (including users who also have connectivity through other devices).

## AMI Survey of Internet Trends and Market Forecast

The number of Japanese Internet users grew by an enormous 168.4% over the same period last year (February 2000), from 19,377,000 to 32,636,000. This data comes from a nationwide survey on Internet access rates via telephone (subjects: 111,968 households; number of valid replies: 39,428), which has been conducted annually by Access Media International Inc. (AMI) since 1996. New Internet users have grown by 13,259,000 over the past year, but the most interesting aspect of this year's survey results is that the explosive growth in the number of users accessing the Internet via cellular phone or PHS has been objectively chronicled. Trends based on the number of cellular phones and PHS devices sold have always been reported over the past several years, but data focusing on actual usage for Internet access was limited, and getting the big picture with regard to Internet access was especially difficult. This study aimed to identify the Internet-using population by means of various devices and location, and revealed that the number of users accessing the Internet from a cellular phone or PHS, including those who also gain access through other devices, is increasing rapidly. We are now in an era when everyone can access the Internet from anywhere—be it their home, workplace, or any other location (see Figures 1 and 2).

AMI found that the Internet-using population is steadily growing, and expects it to reach 36,280,000 by the end of 2001 (see Figures 1 and 2).

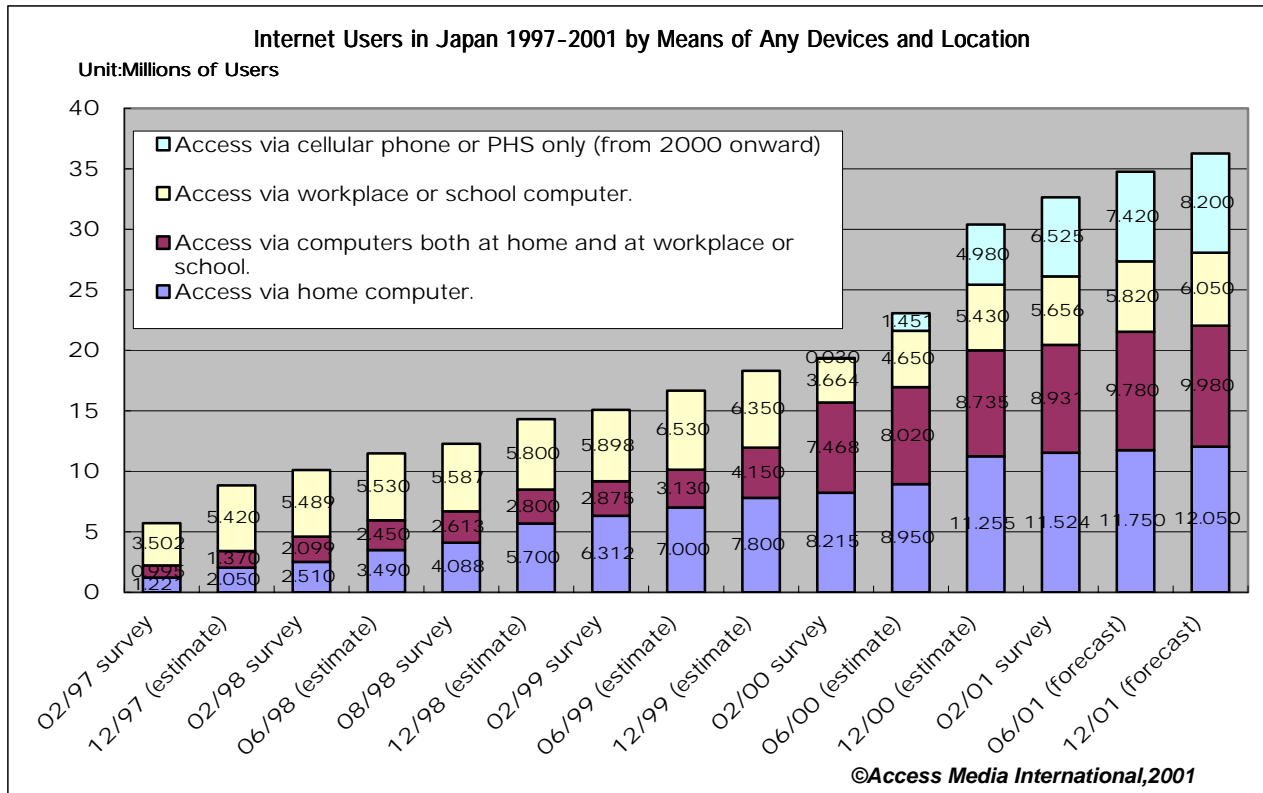
**Figure 1 Internet Users in Japan 1997-2001**



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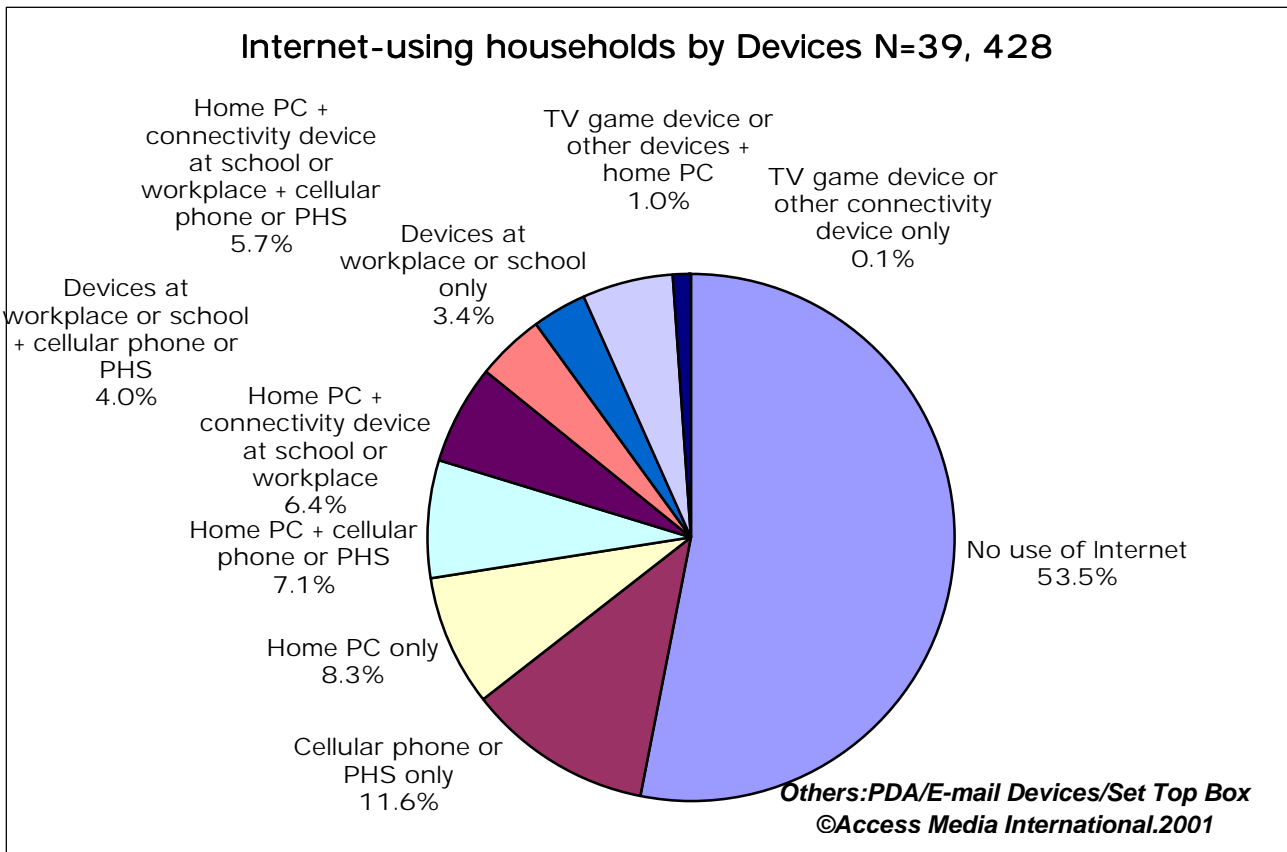
**Figure 2 Internet Users in Japan 1997-2001 by Means of any devices and Location**



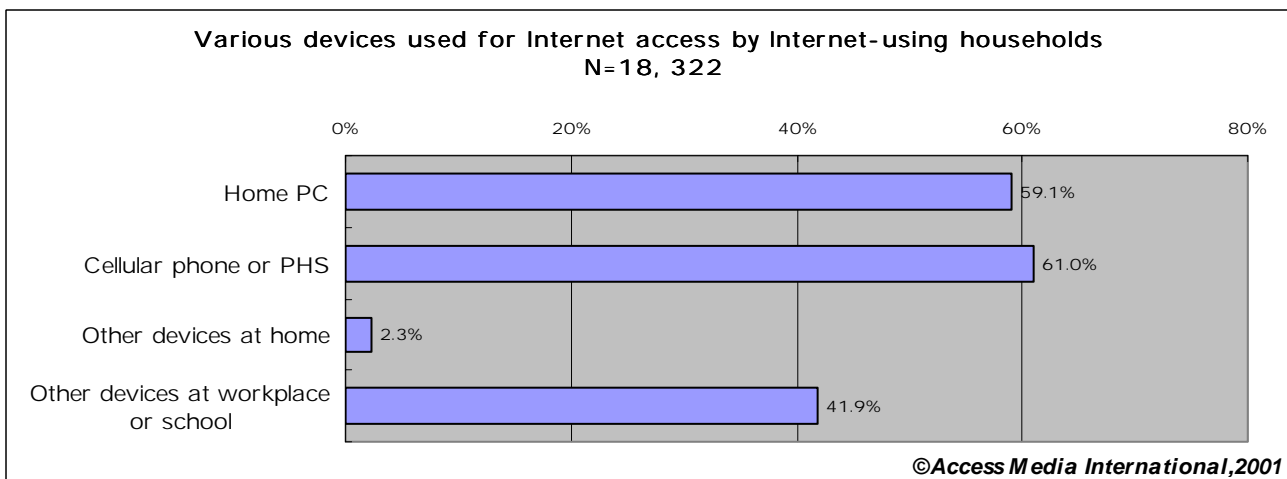
The results of this year's "Survey On Internet Adoption Rate" found that the percentage of households in which at least one person uses the Internet—via any means of connection—or in other words, Internet-using households, took a large jump from 24.6% to 46.5%. The percentage of households in which users are accessing the Internet from home is 27.5% (up from 20.1% last year), only a slight increase compared to the increase in the percentage of Internet-using households overall. This also suggests that people are able to access the Internet without being tied to a particular Internet-connected location (see Figure 3).

Findings show that 65.4% of households nationwide own a cellular phone or PHS (household usage rate). They also show that the average number of cellular phone/PHS users per household is 1.97, the average number of handsets per household is 2.09, and the rate of Internet use from a cellular phone or PHS has risen to 43.3% of households that own these devices. These users, however, are in environments where they can access the Internet using any other devices, and only 11.6% of respondents indicated that a cellular phone or PHS is their sole means of Internet access (see Figures 3 and 4).

**Figure 3 Percentage of Internet-Using Households by Any Other Devices**



**Figure 4 Various Devices Used for Internet Access by Internet-Using Households (multiple answers allowed)**





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- Results and data of these surveys are to be published in part in the 2001 Japan Internet White Paper ( Sponsor : Internet Association; Publisher: Impress,Inc.
- The objective of this survey is to investigate and examine Internet penetration and usage in Japan. The results of the survey are categorized by devices used for Internet access such as PCs and mobile phones, and any othe devices, then by location of Internet access (e.g. home, work/school, mobile settings). The survey also attempts to examine how the Internet is used by differing members of each household. The complete report, including information not printed in the 2001 Japan Internet White Paper, will be published and sold by AMI as the "AMI Market Study: Japan Internet Trend Survey Report 2001". Please contact our office for more information.

### **AMI Market Studies: Japan Internet Trend Survey Report 2001**

#### **\*Structure of Report**

- |   |   |
|---|---|
| <b>1. Internet Users<br/>(Interenet Users / Penetration rate)</b> | <b>-1.Internet Users(PC users,Individual)</b>               |
| <b>2. Internet, PC,<br/>Mobile Phone/PHS Users Trend Survey)</b>  | <b>-2.Internet Users(Mobile Phone/PHS Users,Individual)</b> |
|   | <b>-2. Owners and Prospective PC Owners</b>                 |
|   | <b>-2. Corporate Internet Users (Corporate)</b>             |

#### **\*Presentation**

Bound print or CD-ROM (Data analysis report / PDF files, simple tables, cross tabulations / PDF files, graph / GIF files).

### **Access Media International: The Company Profile**

*Access Media International, with management centers in Tokyo, Singapore, India and the US, is a global media ventures consulting and research firm providing strategic consulting and market advisory services to companies in the computer hardware & software, Internet service & content, advertising, telecommunications and digital media industries.*

— For more information —

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