

NEWS FLASH: 2004 Japan Internet White Paper Survey Results

Internet Users in Japan Total 62.84Million Broadband users exceeded narrowband users over 20 milion (End of February 2004)

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 2004.

This survey is based on the "AMI Japan Internet Trend Survey 2004". AMI has used telephone-based surveys to measure penetration and web-based surveys to measure and analyze information technology usage trends several times a year since 1996. This release presents the results of 2004 Survey round including the latest round, focusing on measuring and projecting the scale and growth of the Japanese Internet user base.

Survey Results Summary

< Telephone-based survey findings >

- Total number of Internet Users in Japan reaches 62,844,000 by the end of February 2004.
- Number of Internet users in Japan has increased 111.3% over last year.
- Number of Broadband users, who are accessed internet in households, reaches 2,2145,326 and first exceeds narrowband users.
- Percentage of households in which at least one person uses the Internet, that is, Internet-using households, 78.1%.

< Web-based survey findings >

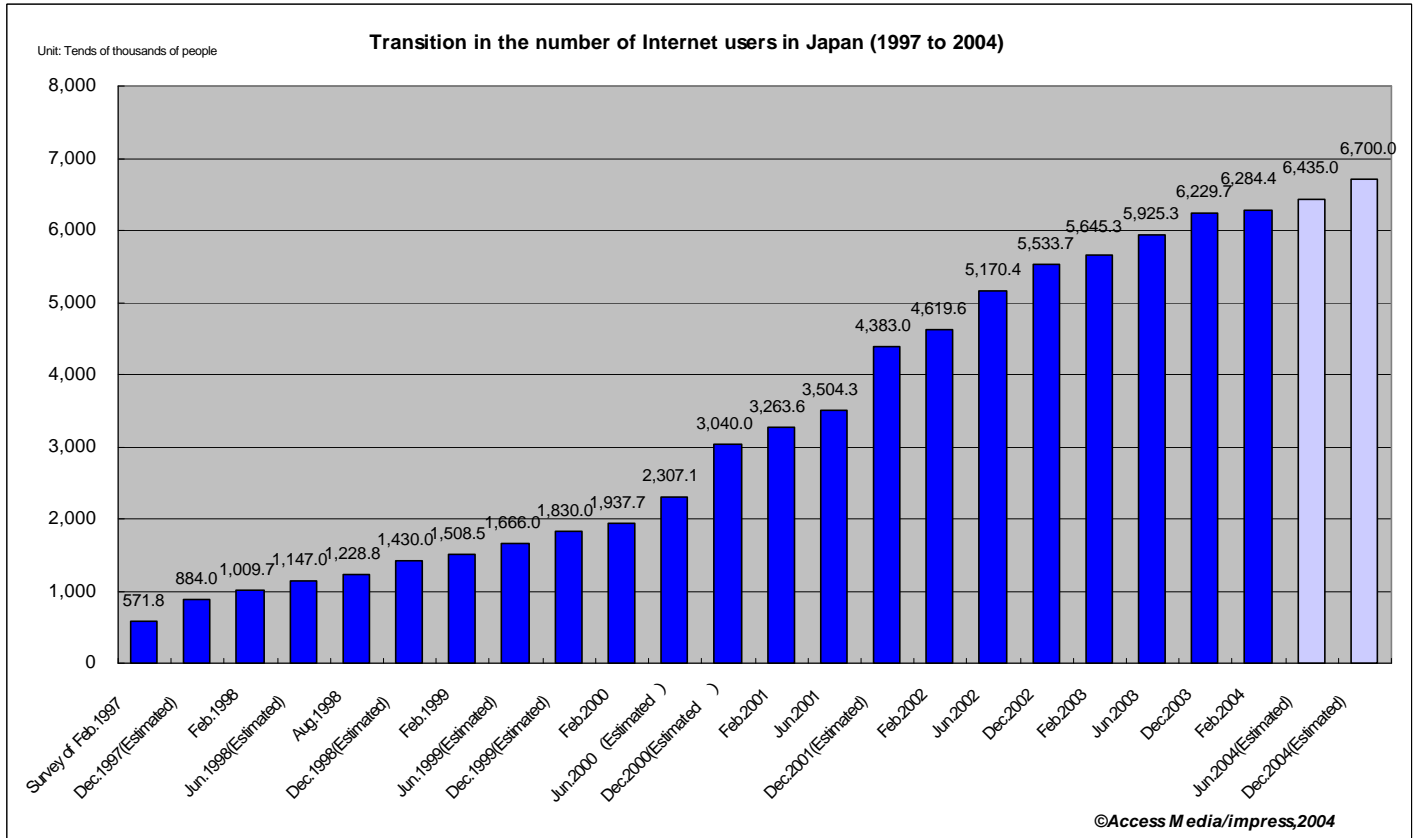
- 48.2% of internet active users have experienced in damage from computer virus infection nearly doubled from last year.
- Results and data of these surveys are to be published in part in the 2004 Japan Internet White Paper. (Sponsor : Internet Association Japan; Publisher: Impress,Inc.)

<Survey Overview>

This nationwide survey on Internet access rates via telephone (subjects: 100,107 households; number of valid replies: 43,027), which has been conducted annually by Access Media International Inc. (AMI) since 1996.

- 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 other 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 2004

Data: Transition in the number of internet users in Japan(1997 to 2004)



— For more information —

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.

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