



## Section 4

### Trend of the Contents Market

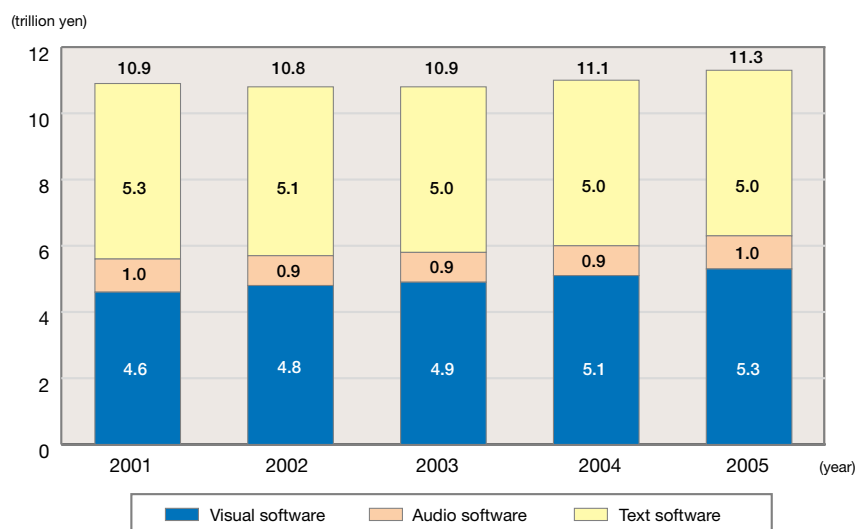
#### 1. Contents market size

The size of the contents market in 2005 was estimated at approximately 11.3000 trillion yen (up 2.1% from the previous year) with an annual growth of about 2% since 2003. The size of the visual contents market was 5.3 trillion yen, audio contents market 1.0 trillion yen, and text contents market 5.0 trillion yen. The percentage of visual contents is gradually increasing while that for text contents is in comparison on a decline. **(Graph 2-7)**

#### 2. Status of contents use

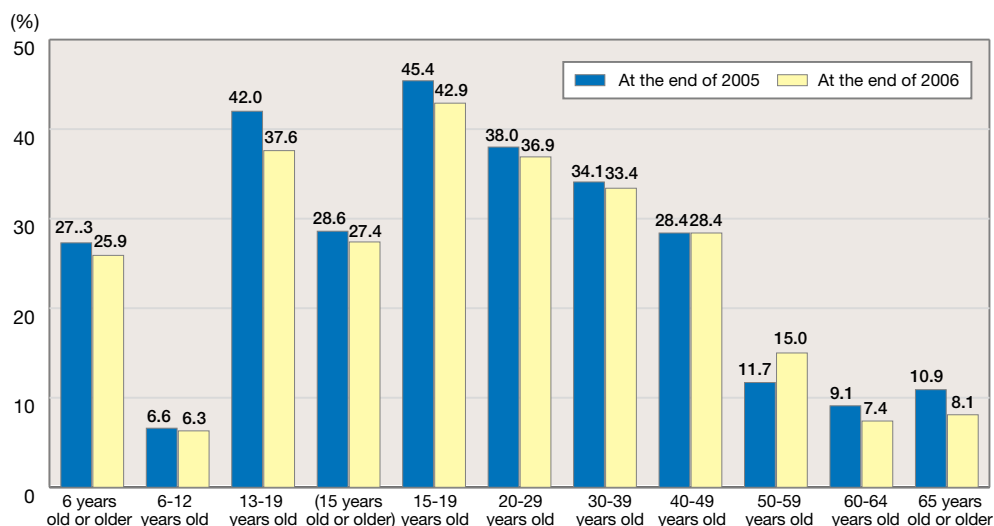
The percentage of people who purchased digital contents through the Internet using PCs or cellular phones in the past year was 25.9% (down 1.4% from the previous year) **(Graph 2-8)**. According to the percentage for PCs and cellular phones, 11.7% of the Internet users using PCs purchased contents while 26.5% of those people using cellular phones purchased contents.

**Graph 2-7 Changes in sales of contents**



Source: "Survey on Production and Distribution of Media Software," Institute for Information and Communications Policy

**Graph 2-8 Number of people who purchased digital contents through the Internet**



Based on "Communications Usage Trend Survey in 2006 (Households)," MIC