



Section 3 Trend of the Contents Market

1. Contents market size

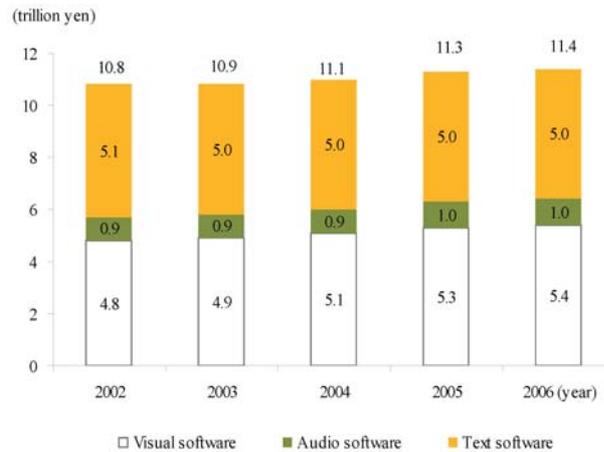
The size of the contents market in 2006 was estimated at 11.4494 trillion yen (up 1.4% from the previous year). By type, the size of the visual software market was 5.4 trillion yen, with the audio software market at 1.0 trillion yen, and the text software market at 5.0 trillion yen (Graph 2-4).

contents through the Internet using PCs or cellular phones in the past year was 23.4% (down 2.5% from the previous year) (Graph 2-5). According to the percentage for PCs and cellular phones, 11.6% of the Internet users using PCs purchased contents while 24.5% of those people using cellular phones purchased contents.

2. Status of contents use

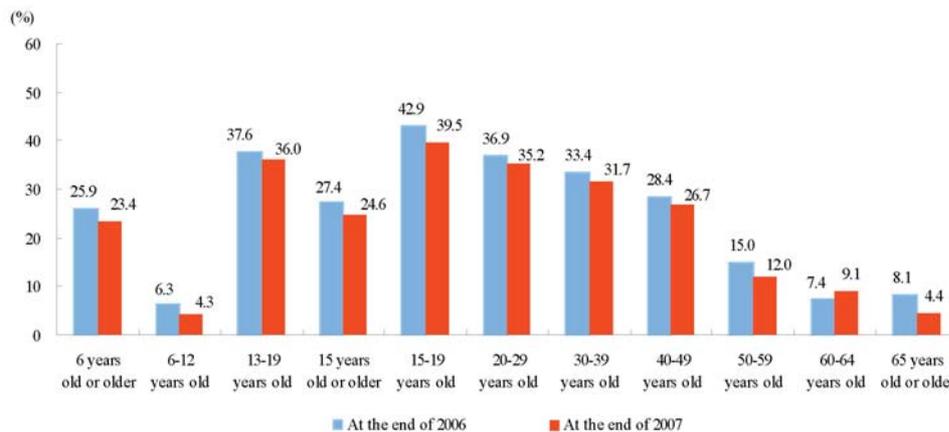
The percentage of people who purchased digital

Fig. 2-4 Changes in sales of contents



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

Fig. 2-5 Number of people who purchased digital contents through the Internet (by PCs or cellular phones)



Based on "Communications Usage Trend Survey in 2007," MIC