

Section 5 Trends of Contents Market

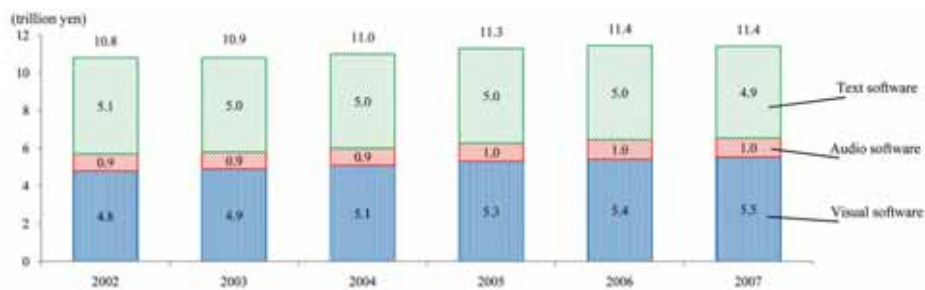
1. Trends of Japan's contents market

The size of Japan's contents market remained largely unchanged in 2007, with 11.411 trillion yen (year-on-year decline of 0.3%). By type, the size of the visual software market was 5.342 trillion yen (year-on-year increase of 2.1%), with the audio software market at 1.002 trillion yen (year-on-year decline of 3.2%), and the text software market at 4.8748 trillion yen (year-on-year decline of 2.4%) (figure 4-9).

2. Market size of the mobile contents industry

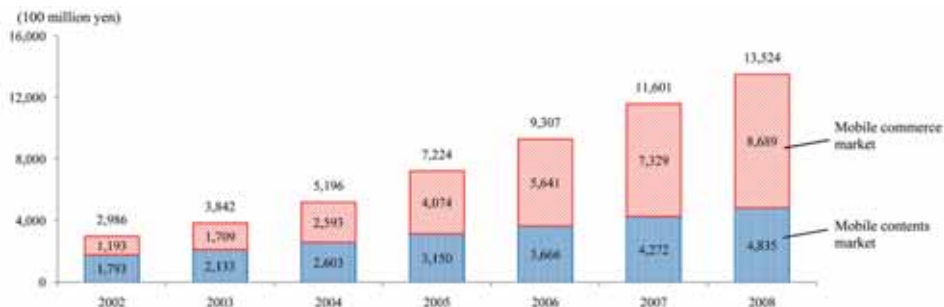
In 2008, the market size of Japan's mobile contents industry, consisting of the mobile contents market and the mobile commerce market, registered 1.3524 trillion yen (year-on-year increase of 16.6%). By market, the size of the mobile contents market was 483.5 billion yen (year-on-year increase of 13.2%) and that of the mobile commerce market 868.9 billion yen (year-on-year increase of 16.6%), showing a drastic increase, similar to in 2007 (figure 4-10).

Figure 4-9 Changes in the size of contents market



(Source) Survey on Production and Distribution of Media Software (2009), Institute for Information and Communications Policy

Figure 4-10 Market size of mobile contents industry



(Source) Survey on Market Trends of the Mobile Contents Business (2009), Ministry of Internal Affairs and Communications