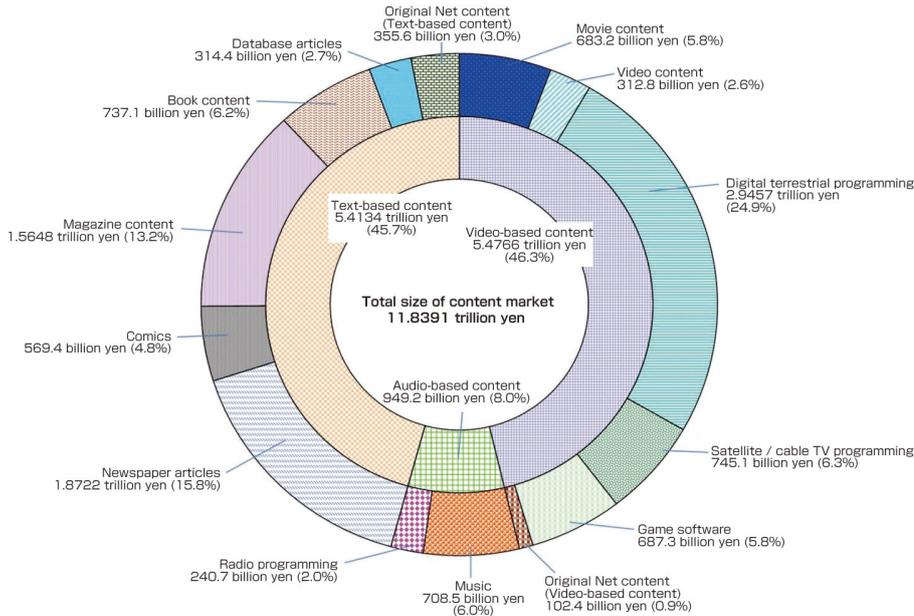


Section 5 Content Market Trends

1. Japanese Content Market Trends

The size of Japan's content market grew in 2008 to 11.8391 trillion yen. By type, the size of the visual content market was 5.4766 trillion yen (accounting for 46.3% of the total market), with the audio content market at 949.2 billion yen (8% of the total), and the text content market at 5.4134 trillion yen (45.7%) (figure 4-9).

Figure 4-9 Breakdown of the Japanese content market by type (fiscal 2008)

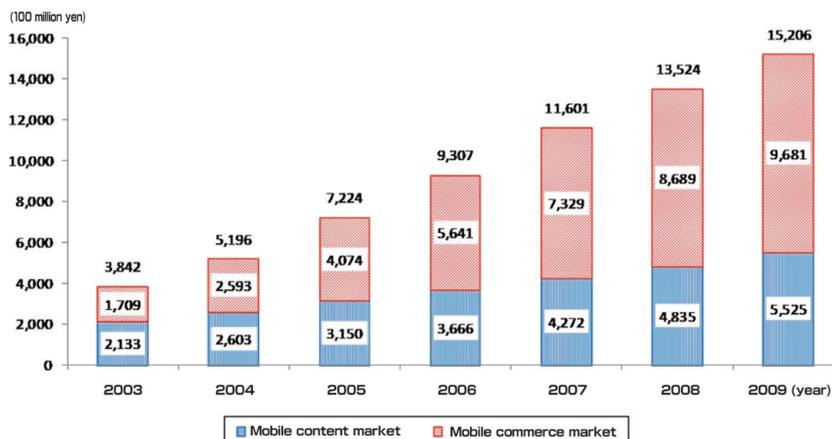


(Source) Survey on Production and Distribution of Media Software, Institute for Information and Communications Policy

2. Market size of the mobile content industry

In 2009, the market size of Japan's mobile content industry registered 1.5206 trillion yen (year-on-year increase of 12.4%). By market, the size of the mobile content market was 552.5 billion yen (year-on-year increase of 14.3%) and that of the mobile commerce market 968.1 billion yen (a year-on-year increase of 11.4%), showing a drastic increase, similar to in 2008 (figure 4-10).

Figure 4-10 Market size of the mobile content industry



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