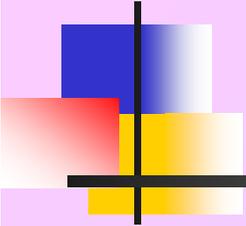


IX Outline of the Survey on Selected Service Statistics

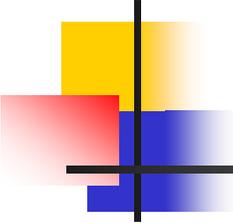
Industrial Statistics Office
Ministry of Economy, Trade
and Industry
JAPAN

Outline of the Survey on Selected Service Industries



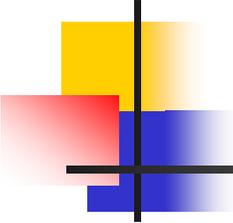
(Voorburg Group Meeting 7/10/2003)

Industrial Statistics Office
Ministry of Economy, Trade
and Industry (METI), Japan



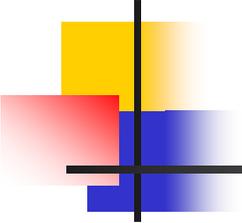
1 . Purpose of the Survey

- Clarifying the actual conditions of selected service industries in Japan
 - The Survey has been conducted every year since 1973.



2 . Legal Framework

- Designated statistical survey based on the Statistical Law (No. 18 of 1947)
 - Designated Statistic No. 113
- Regulations to conduct the Survey
 - Ministry of Economy, Trade and Industry Ordinances No. 67 of 1974 and No. 193 of 2001

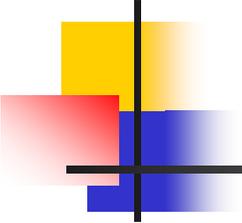


3-1 . Scope of the Survey (Survey Objects)

Establishments or enterprises engaged in corporate or personal services, either as their main business or as sidelines.

(The Survey is conducted on an “activity” basis.)

- belong to the “Finance and Insurance” and “Services” categories in the Japan Standard Industrial Classification
- designated by the Minister of Economy, Trade and Industry



3-2 . Scope of the Survey (Geographical scope)

Nationwide (2001 ~)

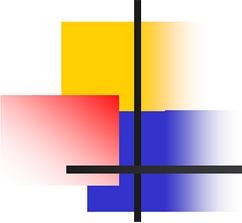
Nationwide & Urban areas (~ 2000)

The geographical scope of the urban-intensive service industries* was expanded to nationwide from urban areas only, in 2001.

*Information services, renting & leasing, advertising, design and machinery design

4-1 . Industries Surveyed (2001 ~)

	Year 2001, 2003,	Year 2002, 2004,	Year 2003, 2005,
Every year	<ul style="list-style-type: none"> ◆ Information services ◆ Renting and leasing 	<ul style="list-style-type: none"> ◆ Information services ◆ Renting and leasing 	<ul style="list-style-type: none"> ◆ Information services ◆ Renting and leasing
In three-year rotation	<p>Business support industries</p> <ul style="list-style-type: none"> ◆ Advertising ◆ Engineering ◆ Design ◆ Machinery design ◆ Displays ◆ Environmental measurement and certification ◆ Tests and analyses for supporting R&D ◆ Telemarketing 	<p>Leisure-related industries</p> <ul style="list-style-type: none"> ◆ Movie theaters ◆ Golf courses ◆ Bowling alleys ◆ Tennis courts ◆ Amusement parks and theme parks ◆ Golf driving ranges ◆ Theaters (incl. rental halls) ◆ Movie production and distribution and video sales 	<p>Culture and lifestyle-related industries</p> <ul style="list-style-type: none"> ◆ Culture centers ◆ Fitness clubs ◆ Credit card services ◆ Wedding ceremony halls ◆ Foreign language schools ◆ Funeral services ◆ Beauty salons

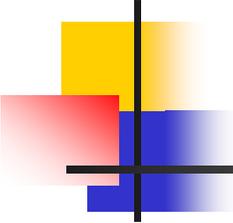


4-2 . Industries Surveyed (1973 ~ 2000)

- The Survey has covered 29 industries since its inception in 1973.
- Five to ten industries from the areas of ‘Business support,’ ‘Leisure-related’ and ‘Culture and lifestyle-related’ were selected every year.

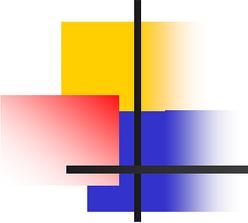
4-3 . Industries Surveyed (1973 ~ 2000)

	Business support industry	Leisure-related industry	Culture & lifestyle-related industry
Every year	<ul style="list-style-type: none"> ◆ Information services ◆ Renting and leasing ◆ Advertising 		
Ad hoc	<ul style="list-style-type: none"> ◆ Engineering ◆ Design ◆ Environmental measurement and certification ◆ Displays ◆ Machinery design ◆ Tests and analyses for supporting R&D ◆ Telemarketing ◆ Consulting ◆ Trading stamps ◆ Copying 	<ul style="list-style-type: none"> ◆ Movie theaters ◆ Golf courses ◆ Tennis courts (incl. tennis practice areas) ◆ Bowling alleys ◆ Amusement parks and theme parks ◆ Golf driving ranges ◆ Theaters (incl. rental halls) ◆ Movie production and distribution and video sales ◆ Rental bicycles ◆ Resort clubs 	<ul style="list-style-type: none"> ◆ Credit card services ◆ Funeral services ◆ Fitness clubs ◆ Culture centers ◆ Wedding ceremony halls ◆ Foreign language schools



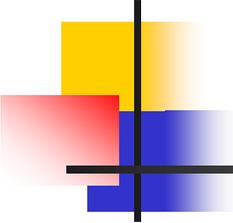
5-1 . Survey Items

A separate survey form is prepared for each industry, with slightly different survey items according to the type of service activities.



5-2 . Survey Items (Main Survey Items)

- Legal status and amount of paid-up capital or investment
- Main/branch classification of establishments
- Annual sales, annual contract amount
- Annual sales by business category and by contract partner
- Number of members, membership fee, enrollment fee
(for membership-based services)
- Number of users or attendance, usage fee or admission fee
(for personal services)
- Operating costs and acquisition costs of tangible fixed assets



6 . Survey Method (Route)

Ministry of Economy, Trade and Industry

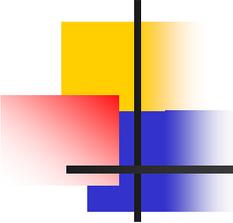
Prefectural Governments

Enumerators

(appointed by prefectural governors)

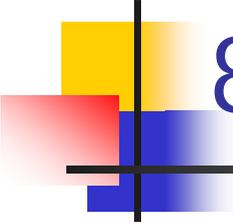
Survey respondents

(self-calculation method)



7 . Date of the Survey

- Effective date of the survey:
November 1
- Reporting period:
one year from November 1



8-1 . Measurement of Annual Sales

- **Annual sales (Total amount)**

JPY.

- **Amount of the relevant business**

JPY.

=Portion of derived from the relevant business

- **Breakdown of by operation**

- **Breakdown of by business category**

- **Breakdown of by contract partner**

(Composition ratio)		100%
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8-2 . Measurement of Annual Sales

- *Information Services*

Breakdown by Operation

Information service	Operations other than information service					Total
	Manufacturing	Wholesale, retail, eating & drinking	Finance & insurance	Other service operations	Other operations	
%	%	%	%	%	%	100%

8-3 . Measurement of Annual Sales

- *Information Services*

Breakdown by Business Category

Information processing service	Custom-made software development service	Software products			Assigned system management
		Business packages	Game software	Basic software for computers, etc.	
%	%	%	%	%	%

Database services		Research	Others	Total of information services
Through the Internet	Others			
%	%	%	%	100%

8-4 . Measurement of Annual Sales

- *Information Services*

Breakdown by Contract Partner

Manufacturing	Wholesale, retail, eating & drinking	Construction and real estate	Finance and insurance	Transportation and communications	Electricity, gas, heat & water supply
%	%	%	%	%	%

Other services	Public services	Other services in information service	Others	Total of information services
%	%	%	%	100%

8-5 . Measurement of Annual Sales

- *Renting and Leasing*

Breakdown by Operation

Renting and leasing operations	Operations other than renting and leasing					Total
	Manufacturing	Wholesale, retail, eating & drinking	Finance & insurance	Other service operations	Other operations	
%	%	%	%	%	%	100%

8-6 . Measurement of Annual Sales

- *Renting and Leasing*

Breakdown by Business Category

	Industrial machinery & equipment	Machine tools	Civil engineering & construction machinery	Medical equipment
Lease Contract amount	%	%	%	%
Rental Sales amount	%	%	%	%

Transportation equipment		Commercial machinery & facilities	Service machinery & facilities	Computers & related equipment
Automobiles	Others			
%	%	%	%	%
%	%	%	%	%

Telecommunication equipment	Office equipment	Others	Total of renting & leasing
%	%	%	100%
%	%	%	100%

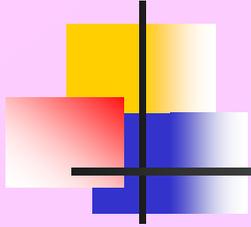
8-7 . Measurement of Annual Sales

- *Renting and Leasing*

Breakdown by Contract Partner

	Manufacturing	Wholesale, retail, eating & drinking	Construction and real estate	Finance and insurance	Transportation and communications
Lease Contract amount	%	%	%	%	%
Rental Sales amount	%	%	%	%	%

	Electricity, gas, heat & water supply	Other services	Public services	Other services in renting & leasing	Others	Total of renting & leasing
	%	%	%	%	%	100%
	%	%	%	%	%	100%



Thank you for your attention