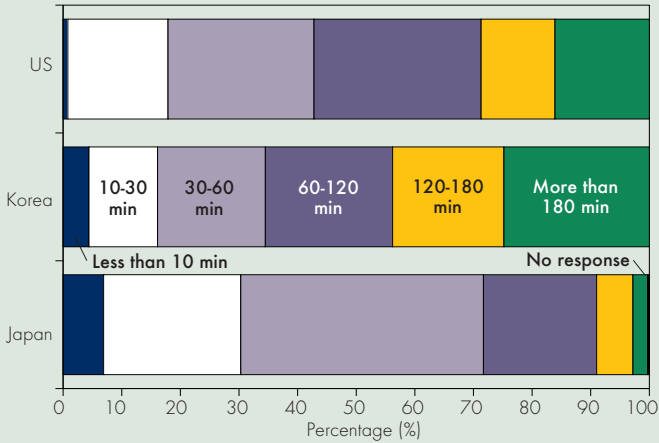


■ RESEARCH: STATISTICS >>

THE NET GRABS OLD MEDIA BY THE THROAT

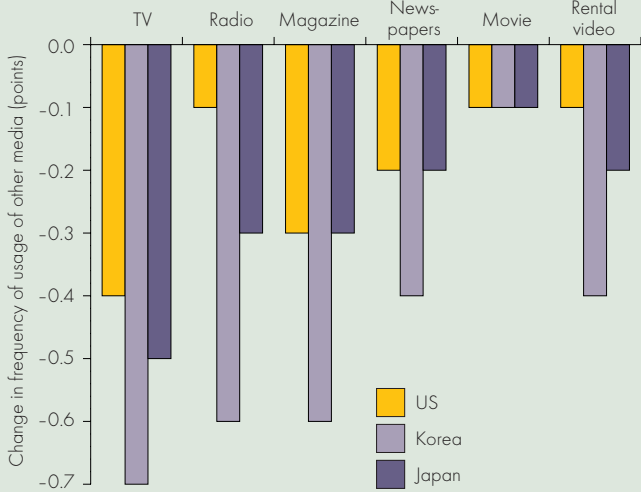
HOURS ONLINE PER HOME SESSION



In Japan, the traditional media conglomerates still dominate audience mindshare and old-media channels such as broadcast, print, and publishing. Yet Japan is moving to the Web at a quickening pace. Broadband promises to make the Internet the conduit for multiple new media channels, blurring the traditional boundaries established by print and broadcast (see "Freeing of the Press," page 26, April 2001). Further evidence of the Internet's assault on traditional media in Japan and elsewhere comes courtesy of the E-Japan Forum, an organization affiliated with the Public Management Ministry. The group conducted research on individual Net usage in Japan, Korea, and the US between November 2000 and February 2001. People in all three countries are watching less TV due to increased time spent online, but the Internet is having less effect on movie watching (in Korea and the US) and newspaper reading (in Japan). Net users in Korea and Japan share concerns about dialup access fees, protection of private information, and e-commerce difficulties, while US netizens seem least concerned by tech troubles.

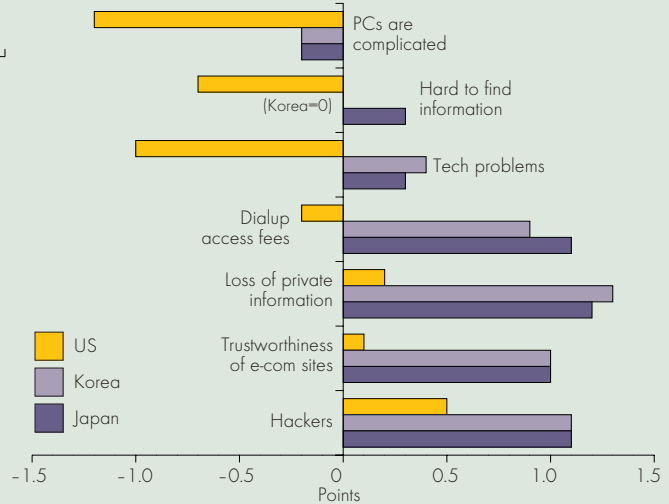
Source: E-Japan Forum, total of 10,604 responses

INTERNET INFLUENCE ON TRADITIONAL MEDIA

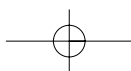
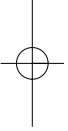


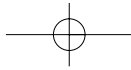
Respondents were asked how Internet use has influenced their usage of other media. Points were calculated based on: Increased (+1), No change (0), Decreased (-1).

SURFERS' CONCERNS



Respondents were asked if the above issues troubled them. Points were calculated based on: Yes, very much (+2), Somewhat (+1), Neither yes nor no (0), Not so much (-1), Not at all (-2).

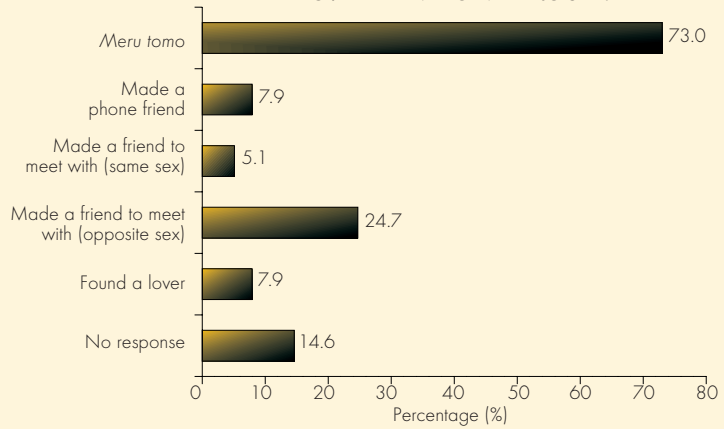




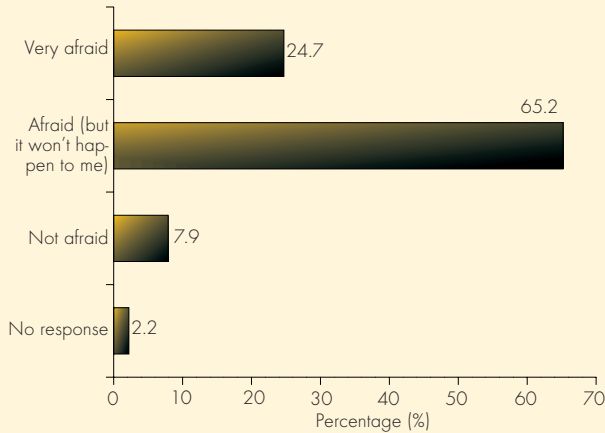
DATING DANGERS ON THE WEB

Japan's Web is becoming more dangerous. In June, a Saitama woman who refused to stop contacting her ex-lover became the first woman to be arrested under Japan's new stalking law. She is suspected of sending over 2,000 email messages to the man's office PC and mobile phone. It gets worse: In May, a 25-year-old male suspect was arrested in Kyoto in the drowning death of a 19-year-old college student he became acquainted with through an online dating site. Macromill.com, an Internet research company, surveyed 518 i-mode users in their 20s, 30s, and 40s about their usage of dating and matchmaking sites. 34.4% of respondents have used such sites, but 46.7% showed little interest; 12.4% had one or more bad experiences (with the datee, rather than with the services, we presume); and 2.8% reported serious incidents such as being stalked or receiving harassing email. Nonetheless, the sites appear to be fulfilling a social need. Women tend to use such sites for finding *meru tomo* (email friends), while men tend to look for dates. 70% of the ladies said they found a *meru tomo*; there's no word on how the fellas are faring.

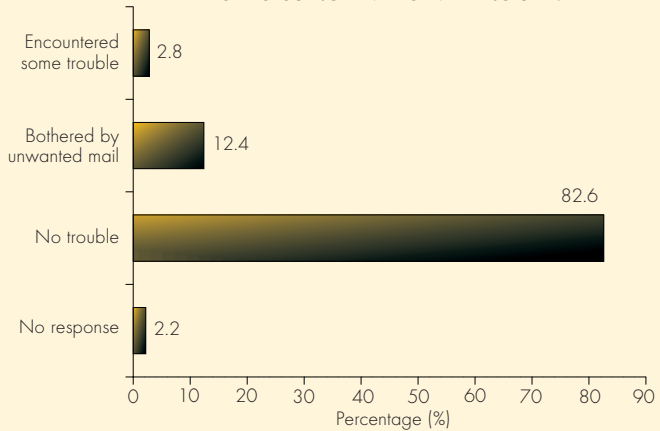
HAVE YOU FOUND A FRIEND OR LOVER AT A MATCHMAKING SITE?



ARE YOU AFRAID OF DANGER RELATED TO ONLINE DATING?



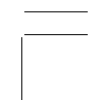
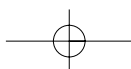
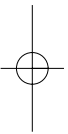
HAVE YOU HAD ANY NEGATIVE EXPERIENCES DUE TO USING A MATCHMAKING SITE?

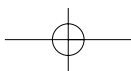


Source: Macromill.com, survey in May 2001; 518 valid responses

Compiled by Chiaki Kitada (chiaki@japaninc.net)

Note: All statistics apply to Japan unless otherwise noted.

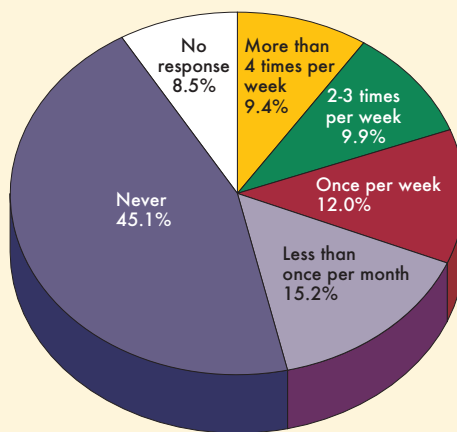




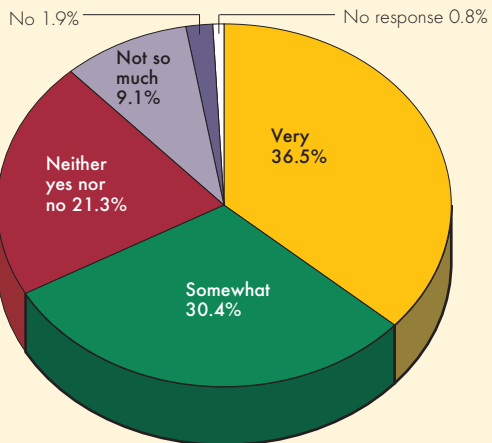
DEATH, TAXES, AND SPAM

i-moders and other wireless surfers are being deluged with spam. Fundamentally, the problem lies with the fact that all browser phones sold in Japan are pre-programmed with the cellphone's telephone number as the default email address (like i-mode's 090XXXXXXXX@docomo.ne.jp, for example). Few purchasers bother to change the default address to something that spammers can't hit by means of an elementary 12-digit number generating program and some cheap mass-mailing software. After receiving 100,000 complaints from users in May alone, dominant cellular carrier NTT DoCoMo announced plans to exempt users from ¥120 in incoming mail fees (about 100 messages) starting in August. Also, new i-mode handsets sold after July will be preset with mixed alphanumeric email addresses that will be much tougher (though not impossible) for spammers to guess. Meanwhile, existing subscribers will continue being spammed until they change their addresses. Nomura Research Institute conducted a survey this March to gauge PC and mobile surfers' feelings on spam. It's not surprising to learn that 46.5% of respondents had received spam, and 66.9% of recipients were at least somewhat annoyed. Only 22.4% read through the entire message. About 77% of people just plain ignore spam mail — and rightly so.

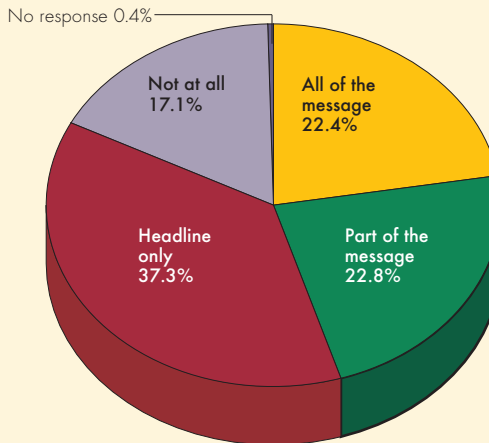
HOW OFTEN DO YOU RECEIVE SPAM MAIL?



DO YOU FIND SPAM MAIL ANNOYING?



DO YOU READ SPAM MAIL?



Source: Nomura Research Institute (www.nri.co.jp), March 2001 survey

