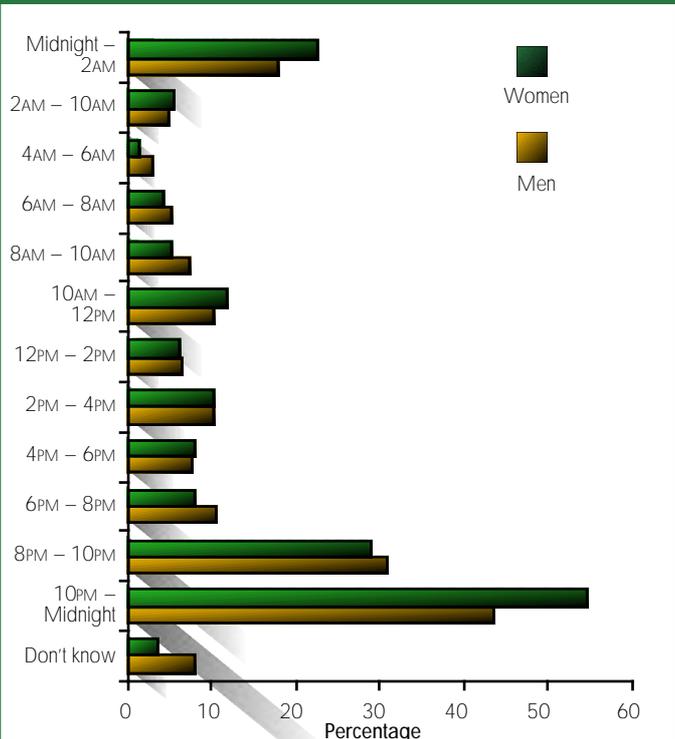
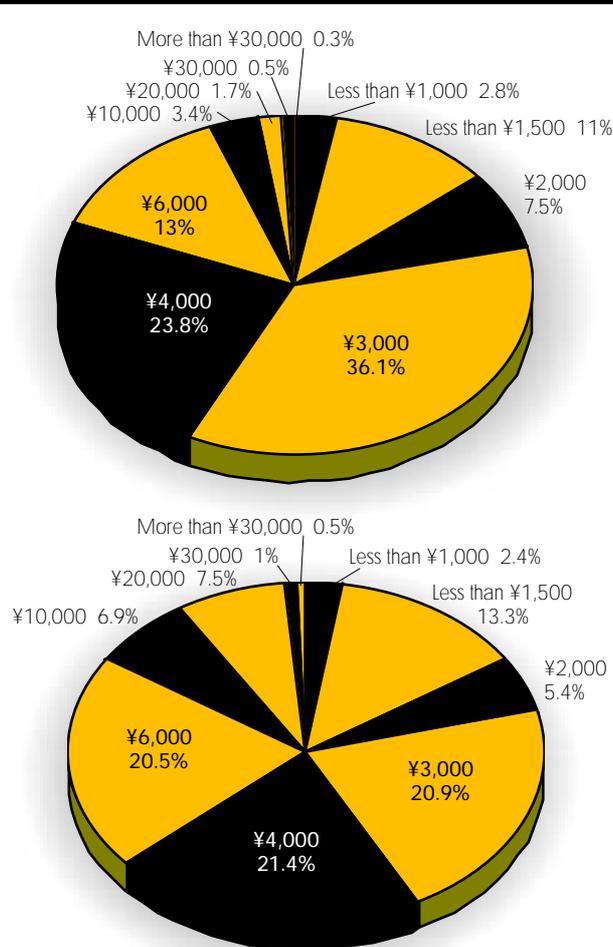


WHEN JAPANESE USE THE INTERNET



These survey results show that Japanese surf the Net most between 10 pm and midnight – right after prime time. But the second-most popular slot is *during* prime time, which shows that the Net is taking on TV. One time slot TV can keep for itself – 4 a.m. to 6 a.m. (And see page 80, bottom item.)

HOW MUCH JAPANESE SPEND ON ISP NET ACCESS (TOP) AND PER-MINUTE PHONE CHARGES (BOTTOM)



According to these survey results, most Japanese spend between ¥3,000 and ¥6,000 on their ISPs, and then an additional ¥3,000 to ¥6,000 on their per-minute phone charges. As we've noted before, Japan is by far the world's most expensive place to surf.

Compiled by Chieko Tashiro (chieko@japaninc.net)

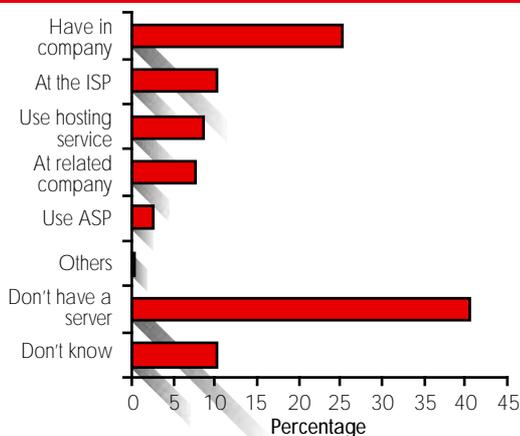
Source for all charts except left: Internet Association of Japan. Left: Nikkei.

WHO'S HIRING IN JAPAN'S IT INDUSTRY ... AND HOW MANY?

Company	Number
IBM Japan	8,000
Microsoft	100
Sun Microsystems	300
Hewlett-Packard Japan	600
Fuji Soft ABC	400
Itochu Techno Science	200
Tokyo Electron	350
Nissan	280

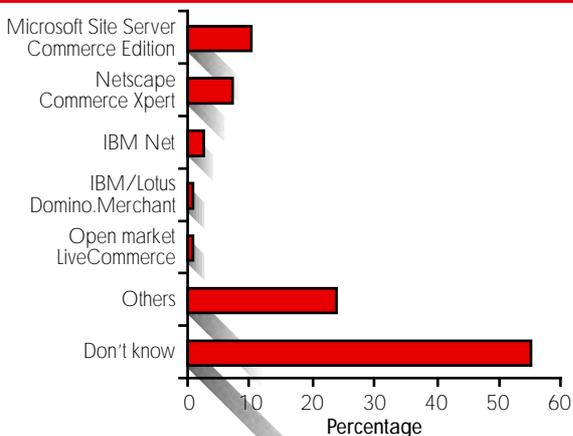
They don't call Big Blue "big" for nothing. IBM Japan is hiring way more IT talent than anyone else. Note the foreign companies' strong showing.

WHERE THE ECOMMERCE SERVER IS



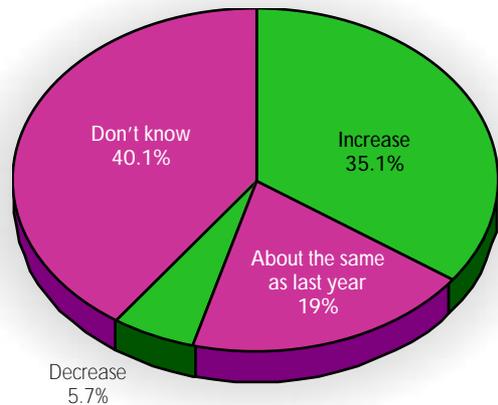
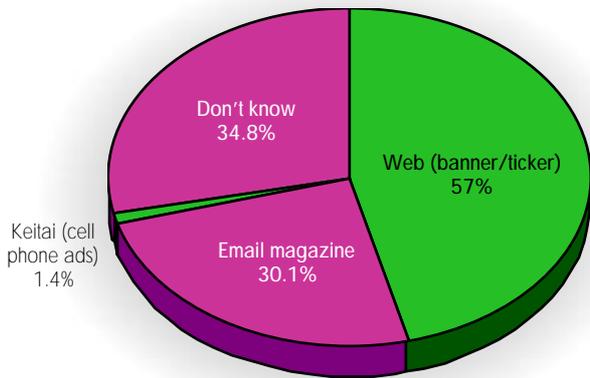
In these surveys, e-commerce companies in Japan were asked where they keep their B2C server and what kind they use. Keeping it in-house is still the most popular option, though look for that to change with the introduction of new data-hosting services in Japan.

WHAT KIND OF SERVER



MODE OF ONLINE ADVERTISING USED BY JAPANESE COMPANIES

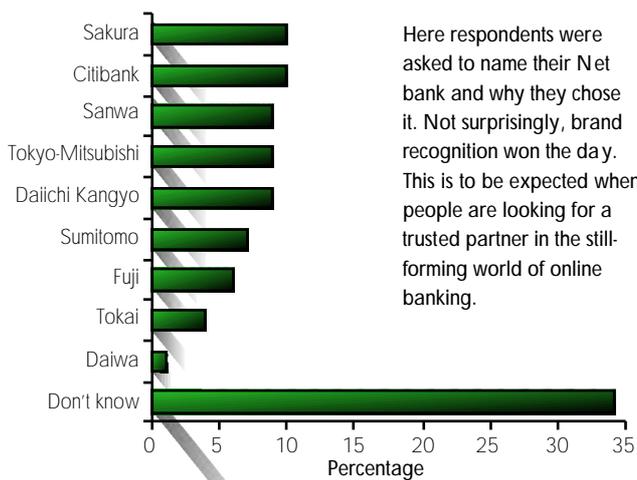
BUDGET FOR ADVERTISING COMPARED TO LAST YEAR



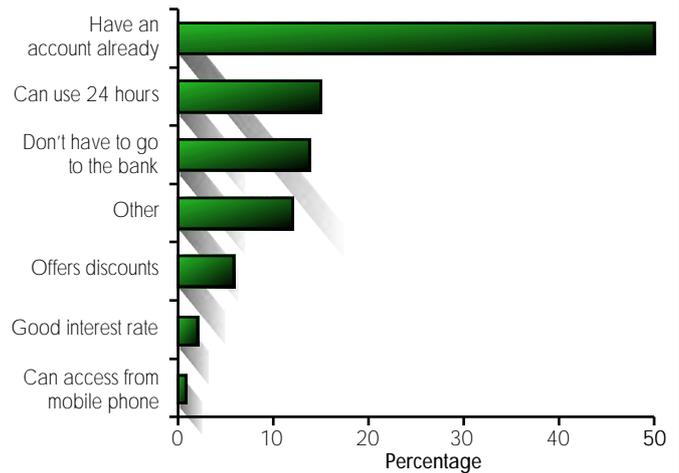
Cell phone ads have made their way onto this list, but banner ads still dominate. Email magazines make a strong showing at 57 percent. Only 5.7 percent of respondents say their budget for online advertising is decreasing.

WHICH BANK JAPANESE USE FOR INTERNET BANKING

WHY THEY CHOSE THE BANK FOR INTERNET BANKING

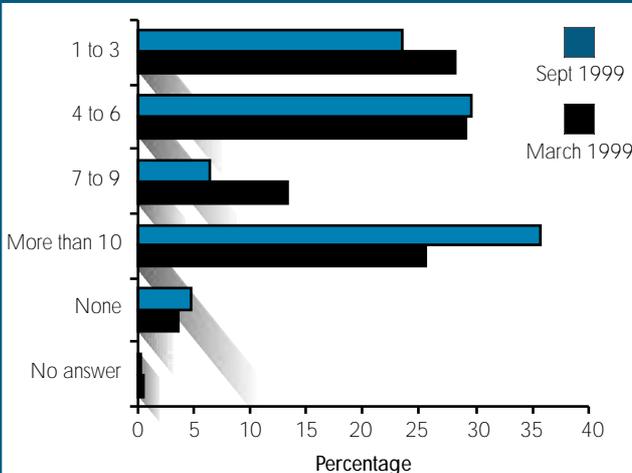


Here respondents were asked to name their Net bank and why they chose it. Not surprisingly, brand recognition won the day. This is to be expected when people are looking for a trusted partner in the still-forming world of online banking.

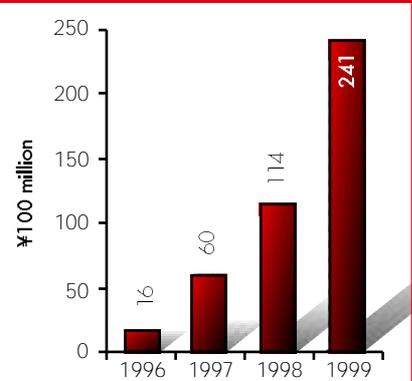


NUMBER OF MAIL MAGAZINES SUBSCRIBED TO

SPENDING ON INTERNET ADVERTISING IN JAPAN



In our July issue, we showed you how email magazines were still the best way to reach Japanese online shoppers. These survey results show that the number of subscriptions continues to rise. However, the number of meru maga junkies subscribing to over 10 is on the decline. Simplify.



The actual amount isn't impressive compared to, say, TV advertising, but look at that growth rate. Gives ya jitters.