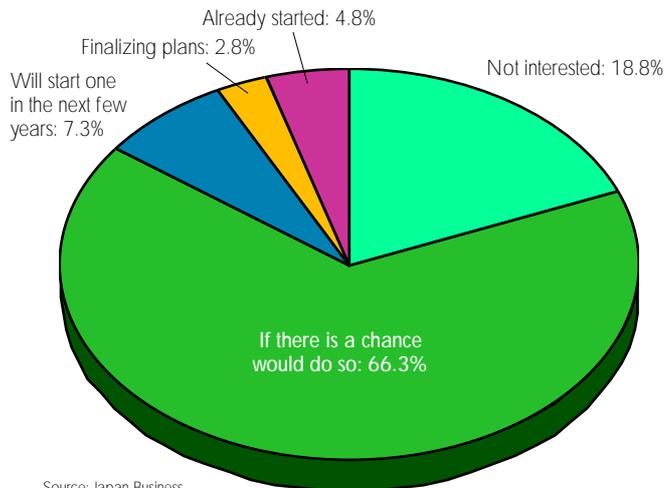
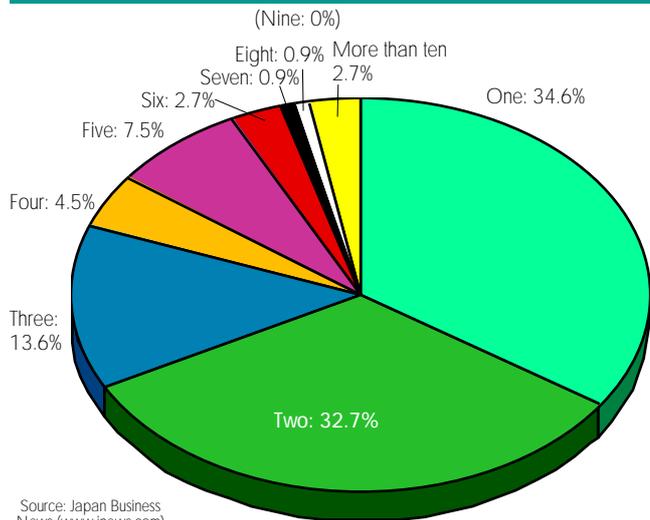


**POLLING JAPAN'S NET USERS:
DO YOU WANT TO START YOUR OWN BUSINESS?**



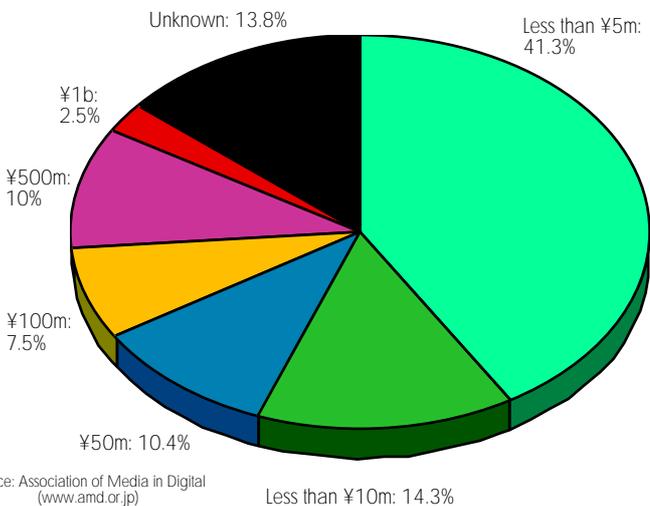
Source: Japan Business News (www.jnews.com)

HOW MANY PEOPLE DOES IT TAKE TO RUN YOUR STARTUP WEB SHOP?



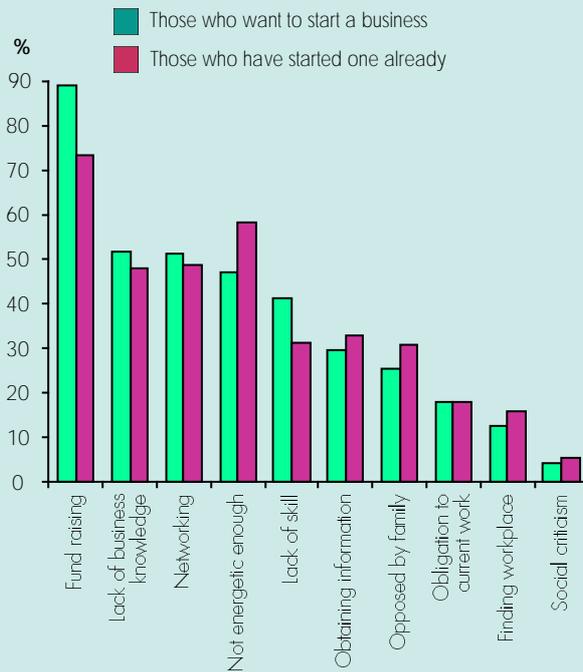
Source: Japan Business News (www.jnews.com)

ANNUAL WEBSITE MAINTENANCE COSTS FOR CONTENT COMPANIES



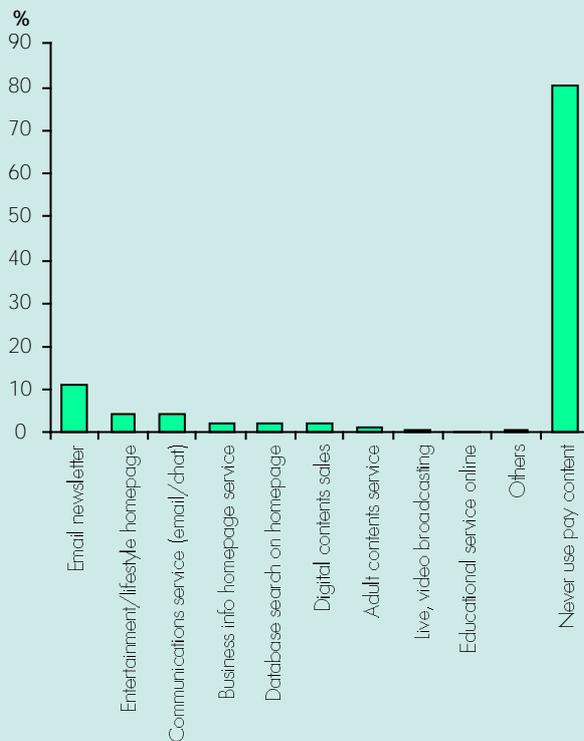
Source: Association of Media in Digital (www.amd.or.jp)

**POLLING JAPANESE ENTREPRENEURS (AND WANNABES):
WHAT ARE YOUR BIGGEST CHALLENGES?**



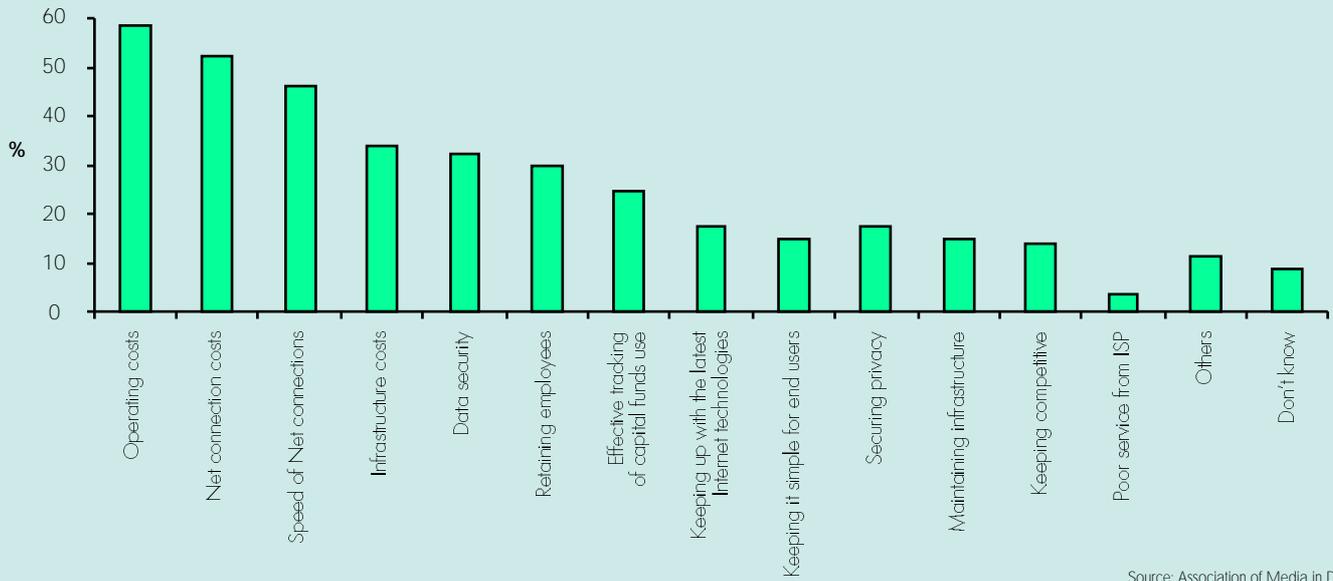
Source: Japan Business News (www.jnews.com)

**POLLING JAPAN'S ACTIVE NET USERS:
WHAT KIND OF ONLINE CONTENT HAVE YOU PAID FOR?**



Source: Nikkei Multimedia (www.nikkeibp.co.jp)

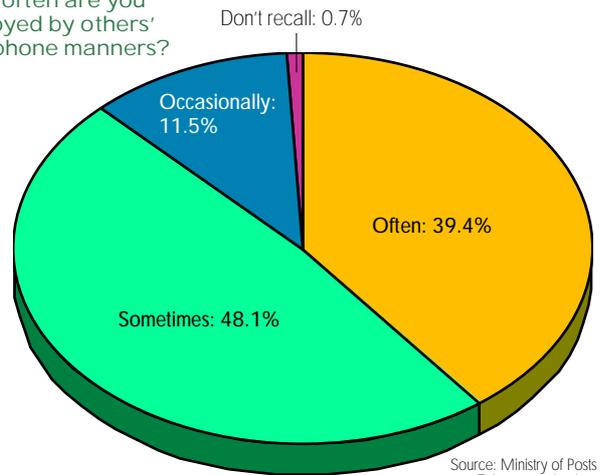
POLLING E-COMMERCE SHOPS: WHAT ARE YOUR BIGGEST CONCERNS ABOUT DOING E-BUSINESS IN THE FUTURE?



Source: Association of Media in Digital (www.amd.or.jp)

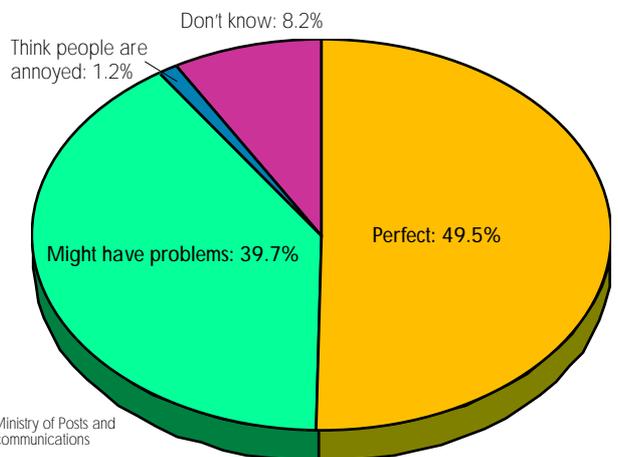
DECENT (CELLULAR) SOCIETY

How often are you annoyed by others' cell phone manners?



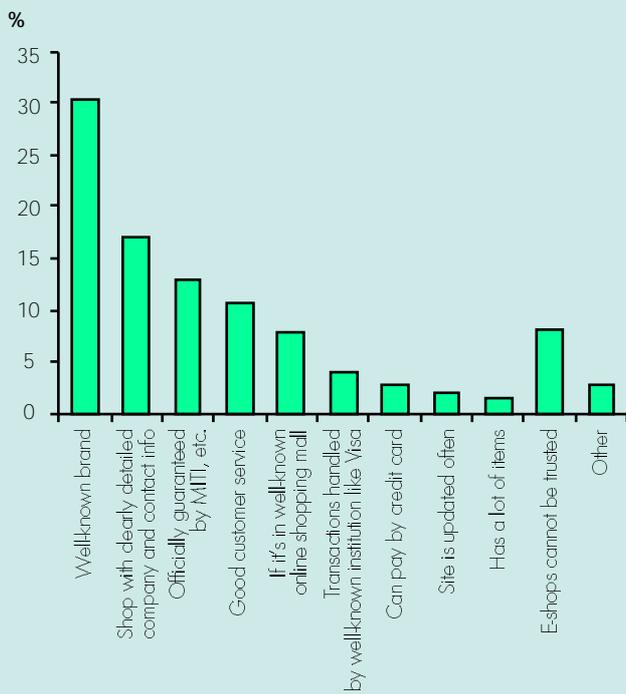
Source: Ministry of Posts and Telecommunications

How are your own keitai manners?



Source: Ministry of Posts and Telecommunications

POLLING JAPANESE HOUSEHOLDS: WHAT MAKES A TRUSTED E-SHOP?



Source: Nikkei Multimedia (www.nikkeibp.co.jp)

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