

STATISTICS

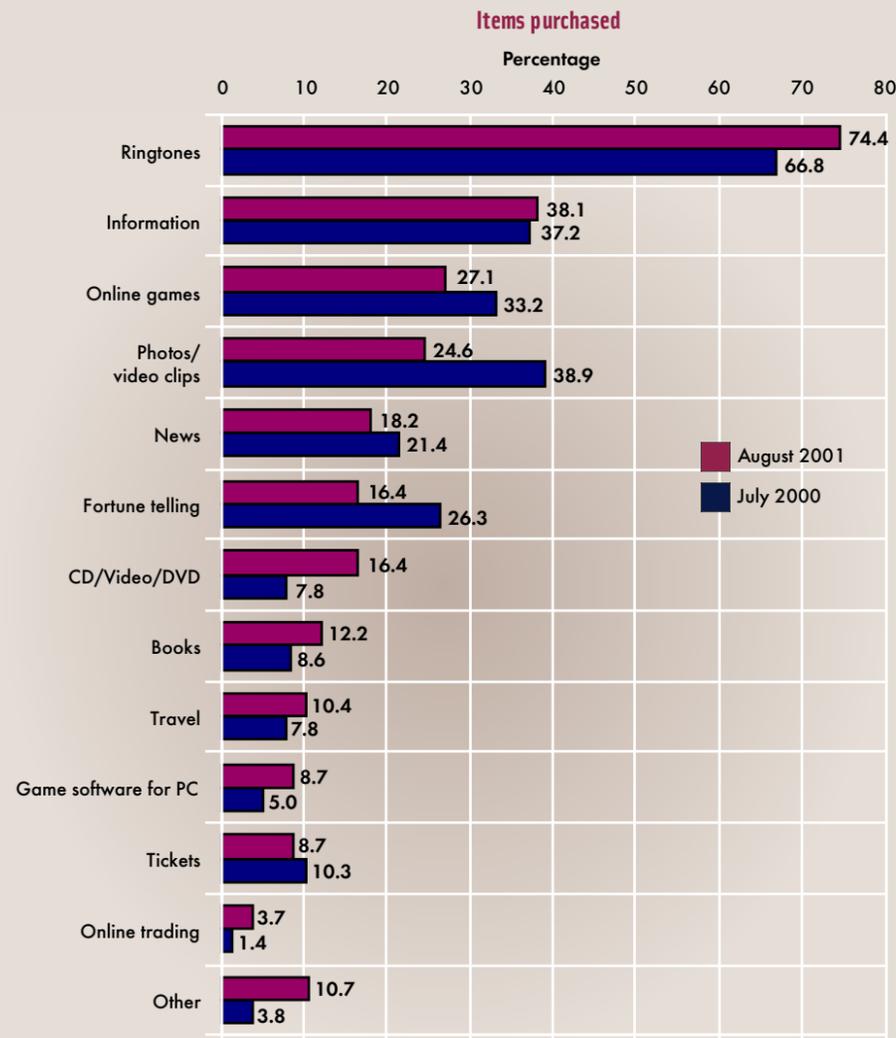
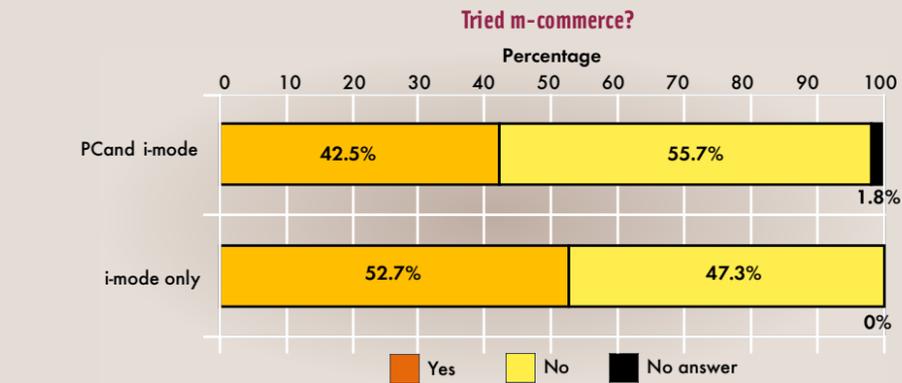
Forty-somethings lead i-mode spending spree

Shopping by *keitai* is becoming ever more popular. According to a survey of i-mode users by InfoCom Research Institute, about half said they had used DoCoMo's mobile take on the Internet for online shopping. The most popular items were ringtone or music downloads (74.4 percent of respondents said they had purchased ringtones in the August 2001 survey, up from 66.8 percent a year earlier). While fewer people paid for information and news compared with the previous year, more people purchased books, CDs and videos by i-mode.

We all know Japan's youngsters are the motor force behind the nation's *keitai* culture, but the oldies — well, let's say those in the prime of life — are catching up with them. Moreover, they tend to spend more money on m-commerce once hooked. According to InfoCom, the average i-mode shopping bill for those over 40 was ¥4,086 per month, while the average teenager spent less than ¥1,000. Unsurprisingly, their elders were less keen on music, games, CDs and DVDs, but spent more on information, news, books and online trading.

Even those who have access to the Net through a PC or PCs seem keen to shop on i-mode. Over 42 percent of people who use both i-mode and a computer to access the Internet said they had used m-commerce at some time.

Source: InfoCom Research Institute
www.icr.co.jp



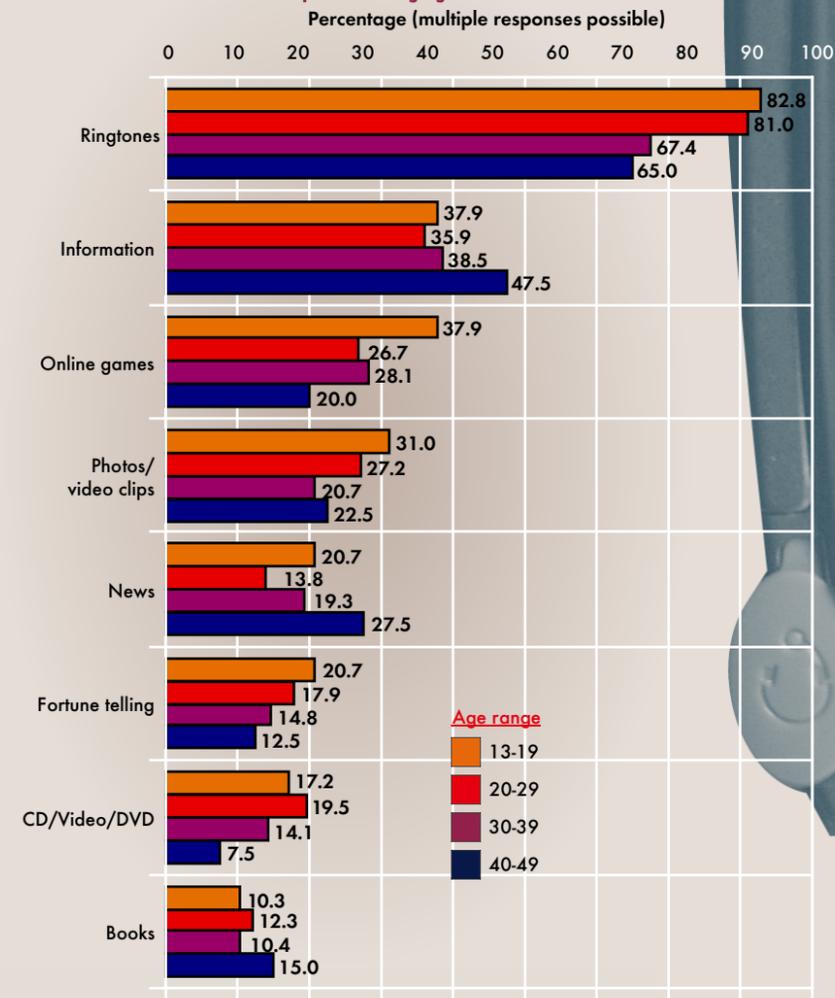
Monthly average spent on i-mode m-commerce



Monthly average spent on i-mode m-commerce by age



Selected items purchased by age



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Note: All statistics apply to Japan unless otherwise noted.