

NTT DoCoMo, Inc.

i-mode Usage Data (2001/4 - 2002/3)

I i-mode Sites

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
i-Menu Sites (FOMA)	-	-	-	-	-	-	-	1,120	1,170	1,195	1,205	1,233
i-Menu Sites (mova)	1,700	1,720	1,760	1,800	1,860	1,888	1,953	2,868	2,932	2,947	2,971	2,994
i-appli Sites*1	75	92	119	136	152	182	198	213	233	241	255	270
Independent Sites*2	41,790	44,351	45,810	47,091	48,311	48,763	50,219	51,039	51,744	52,339	53,970	53,534

II Ratio of i-mode Subscribers by Age (mova)

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
- 19	-	-	-	-	-	-	-	-	-	-	-	4.7%
20 - 24	-	-	-	-	-	-	-	-	-	-	-	12.8%
25 - 29	-	-	-	-	-	-	-	-	-	-	-	14.6%
30 - 39	-	-	-	-	-	-	-	-	-	-	-	20.0%
40 - 49	-	-	-	-	-	-	-	-	-	-	-	18.0%
50 -	-	-	-	-	-	-	-	-	-	-	-	14.6%
Unknown	-	-	-	-	-	-	-	-	-	-	-	15.3%

III Ratio of i-mode Subscribers by Gender (mova)

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
Male	57.7%	57.7%	57.7%	57.7%	57.7%	57.7%	57.6%	57.6%	57.5%	57.5%	57.5%	57.7%
Female	42.3%	42.3%	42.3%	42.3%	42.3%	42.3%	42.4%	42.4%	42.5%	42.5%	42.5%	42.3%

IV Ratio of Access to i-mode Sites (mova)

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
i-Menu Sites	-	-	-	-	46%	47%	47%	47%	48%	48%	49%	49%
Independent Sites	-	-	-	-	54%	53%	53%	53%	52%	52%	51%	51%

V Sending and Receiving i-mode Mail (mova)

Unit: mail/day/subscriber

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
Sending	3.6	3.9	3.9	3.9	3.9	3.8	3.8	3.7	3.7	3.8	3.9	3.5
Receiving	4.6	5.3	6.0	6.1	6.2	6.3	6.2	5.9	6.0	5.9	5.6	5.6

VI i-mode Web Access (mova)

Unit: page view/day/subscriber

	April-01	May-01	June-01	July-01	August-01	September-01	October-01	November-01	December-01	January-02	February-02	March-02
Web Access	10.6	11.1	10.9	10.0	10.4	10.4	10.1	9.9	9.3	9.8	9.5	9.1

*1 i-appli sites are included in existing i-Menu sites (mova).

*2 Data on independent sites are from OH!NEW? by Digital Street.