

NTT DoCoMo, Inc.

i-mode Usage Data (2002/4 - 2003/3)

I i-mode Sites

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
i-Menu Sites (FOMA)	1,308	1,336	1,384	1,395	1,427	1,450	1,512	1,565	1,660	1,738	1,816	2,857
i-Menu Sites (mova)	3,018	3,028	3,064	3,150	3,169	3,240	3,290	3,348	3,389	3,407	3,435	3,462
i-appli Sites*1	289	301	338	385	400	432	444	475	515	535	550	576
Independent Sites*2	53,736	54,390	54,743	57,005	57,631	58,835	59,869	60,150	61,180	63,167	63,415	64,207

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

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
- 19	4.9%	4.7%	4.7%	4.6%	4.5%	4.4%	4.3%	4.2%	4.2%	4.2%	4.4%	5.0%
20 - 24	12.5%	12.3%	12.1%	11.8%	11.6%	11.4%	11.2%	11.1%	10.9%	10.8%	10.7%	10.4%
25 - 29	14.6%	14.5%	14.4%	14.3%	14.2%	14.1%	14.1%	14.0%	13.9%	13.8%	13.6%	13.4%
30 - 39	20.0%	20.2%	20.3%	20.4%	20.6%	20.7%	20.8%	20.8%	20.9%	20.9%	20.9%	20.7%
40 - 49	18.0%	18.1%	18.2%	18.3%	18.3%	18.4%	18.4%	18.4%	18.5%	18.6%	18.6%	18.6%
50 -	14.9%	15.2%	15.4%	15.8%	16.1%	16.5%	16.8%	17.2%	17.5%	17.8%	18.0%	18.3%
Unknown	15.1%	15.0%	14.9%	14.8%	14.7%	14.5%	14.4%	14.3%	14.1%	13.9%	13.8%	13.6%

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

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
Male	57.6%	57.6%	57.6%	57.6%	57.5%	57.5%	57.4%	57.4%	57.4%	57.3%	57.2%	57.0%
Female	42.4%	42.4%	42.4%	42.4%	42.5%	42.5%	42.6%	42.6%	42.6%	42.7%	42.8%	43.0%

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

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
i-Menu Sites	48%	47%	48%	47%	46%	46%	45%	45%	45%	45%	45%	46%
Independent Sites	52%	53%	52%	53%	54%	54%	55%	55%	55%	55%	55%	54%

V Sending and Receiving i-mode Mail (mova)

Unit: mail/day/subscriber

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
Sending	3.9	4.0	4.1	4.3	4.3	4.1	4.1	4.1	4.2	4.2	4.2	4.4
Receiving	5.1	5.1	5.3	5.1	5.1	5.1	4.9	4.9	5.1	5.2	5.4	5.7

VI i-mode Web Access (mova)

Unit: page view/day/subscriber

	April-02	May-02	June-02	July-02	August-02	September-02	October-02	November-02	December-02	January-03	February-03	March-03
Web Access	8.9	9.1	9.4	9.4	9.3	9.3	9.2	9.1	9.1	9.5	9.7	9.6

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

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