

NTT DoCoMo, Inc.

i-mode Usage Data (2003/4 - 2004/3)

I i-mode Sites

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
i-Menu Sites (FOMA)	2,913	2,941	2,995	3,104	3,159	3,245	3,373	3,460	3,575	3,738	3,851	3,930
i-Menu Sites (mova)	3,532	3,542	3,594	3,687	3,732	3,783	3,863	3,916	3,986	4,098	4,118	4,144
i-appli Sites*1	610	629	659	669	701	736	813	841	871	882	897	927
Independent Sites*2	65,796	66,459	66,411	66,881	67,598	68,711	69,689	70,772	71,700	72,704	73,713	74,605

II Ratio of i-mode Subscribers by Age

i) Cellular (FOMA + mova)

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
- 19	5.0%	5.0%	4.9%	4.9%	4.9%	4.9%	4.8%	4.7%	4.7%	4.6%	4.7%	5.0%
20 - 24	10.3%	10.2%	10.0%	9.9%	9.8%	9.7%	9.6%	9.5%	9.4%	9.3%	9.1%	9.1%
25 - 29	13.3%	13.2%	13.1%	13.0%	13.0%	12.9%	12.9%	12.8%	12.7%	12.6%	12.5%	12.4%
30 - 39	20.7%	20.7%	20.8%	20.9%	20.9%	21.0%	21.0%	21.1%	21.1%	21.2%	21.2%	21.1%
40 - 49	18.5%	18.5%	18.5%	18.5%	18.5%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.3%
50 -	18.5%	18.8%	19.1%	19.3%	19.6%	19.9%	20.2%	20.4%	20.7%	20.9%	21.2%	21.3%
Unknown	13.7%	13.6%	13.6%	13.5%	13.3%	13.2%	13.1%	13.1%	13.0%	13.0%	12.9%	12.8%

ii) FOMA

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
- 19	3.6%	3.7%	3.8%	4.0%	4.7%	5.5%	6.3%	7.2%	7.4%	7.6%	8.4%	11.0%
20 - 24	12.4%	12.6%	12.7%	12.9%	13.8%	14.7%	15.3%	16.0%	15.9%	16.0%	16.1%	16.4%
25 - 29	17.7%	17.7%	17.7%	17.7%	18.2%	18.4%	18.2%	18.1%	17.6%	17.5%	17.5%	17.4%
30 - 39	20.7%	21.3%	21.9%	22.4%	22.3%	22.3%	22.4%	22.1%	22.2%	22.0%	21.7%	20.5%
40 - 49	11.4%	11.8%	12.1%	12.4%	12.4%	12.6%	13.1%	13.3%	13.8%	14.0%	14.0%	13.8%
50 -	7.5%	7.8%	7.9%	8.1%	8.2%	8.4%	8.7%	8.8%	9.1%	9.3%	9.2%	8.9%
Unknown	26.7%	25.1%	23.9%	22.5%	20.4%	18.1%	16.0%	14.5%	14.0%	13.6%	13.1%	12.0%

iii) mova

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
- 19	5.0%	5.0%	4.9%	4.9%	4.9%	4.8%	4.7%	4.7%	4.5%	4.5%	4.5%	4.5%
20 - 24	10.3%	10.1%	10.0%	9.8%	9.7%	9.6%	9.4%	9.2%	9.0%	8.9%	8.8%	8.5%
25 - 29	13.3%	13.2%	13.1%	13.0%	12.9%	12.8%	12.7%	12.6%	12.5%	12.4%	12.2%	12.0%
30 - 39	20.7%	20.8%	20.8%	20.9%	20.9%	20.9%	21.0%	21.0%	21.1%	21.1%	21.1%	21.1%
40 - 49	18.6%	18.5%	18.6%	18.6%	18.6%	18.6%	18.6%	18.6%	18.7%	18.7%	18.6%	18.7%
50 -	18.6%	18.9%	19.2%	19.5%	19.8%	20.2%	20.6%	20.9%	21.2%	21.5%	21.9%	22.3%
Unknown	13.5%	13.5%	13.4%	13.3%	13.2%	13.1%	13.0%	13.0%	13.0%	12.9%	12.9%	12.9%

III Ratio of i-mode Subscribers by Gender

i) Cellular (FOMA + mova)

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Male	57.1%	57.1%	57.1%	57.6%	57.6%	57.6%	57.5%	57.5%	57.5%	57.5%	57.5%	57.5%
Female	42.9%	42.9%	42.9%	42.4%	42.4%	42.4%	42.5%	42.5%	42.5%	42.5%	42.5%	42.5%

ii) FOMA

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Male	72.3%	72.1%	71.9%	70.9%	69.7%	68.0%	66.1%	64.7%	63.8%	63.4%	63.4%	62.9%
Female	27.7%	27.9%	28.1%	29.1%	30.3%	32.0%	33.9%	35.3%	36.2%	36.6%	36.6%	37.1%

iii) mova

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Male	57.0%	56.9%	56.9%	57.4%	57.4%	57.3%	57.3%	57.3%	57.3%	57.3%	57.2%	57.1%
Female	43.0%	43.1%	43.1%	42.6%	42.6%	42.7%	42.7%	42.7%	42.7%	42.7%	42.8%	42.9%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
i-Menu Sites	45%	45%	46%	48%	48%	50%	49%	50%	50%	49%	50%	51%
Independent Sites	55%	55%	54%	52%	52%	50%	51%	50%	50%	51%	50%	49%

ii) FOMA

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
i-Menu Sites	35%	33%	32%	34%	33%	36%	36%	36%	36%	35%	36%	40%
Independent Sites	65%	67%	68%	66%	67%	64%	64%	64%	64%	65%	64%	60%

iii) mova

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
i-Menu Sites	45%	45%	46%	49%	49%	51%	51%	52%	52%	52%	53%	54%
Independent Sites	55%	55%	54%	51%	51%	49%	49%	48%	48%	48%	47%	46%

V Sending and Receiving i-mode Mail

i) Sending

Unit: mail/day/subscriber

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Cellular(FOMA + mova)	4.4	4.3	4.4	4.4	4.4	4.2	4.1	4.1	4.0	4.0	3.9	4.1
FOMA	4.2	4.8	5.1	5.4	5.8	6.1	6.4	6.7	6.8	7.0	6.8	7.4
mova	4.4	4.3	4.3	4.4	4.4	4.2	4.1	4.0	3.9	3.9	3.8	3.8

ii) Receiving

Unit: mail/day/subscriber

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Cellular(FOMA + mova)	5.7	5.8	6.0	6.1	5.9	5.6	5.3	5.3	5.2	5.1	5.0	5.1
FOMA	7.5	8.8	9.7	10.3	10.4	10.3	9.7	9.9	9.8	9.6	9.5	10.0
mova	5.7	5.8	5.9	6.0	5.9	5.5	5.2	5.1	5.0	4.8	4.8	4.8

VI i-mode Web Access

Unit: page view/day/subscriber

	April-03	May-03	June-03	July-03	August-03	September-03	October-03	November-03	December-03	January-04	February-04	March-04
Cellular(FOMA + mova)	9.6	9.6	9.7	9.9	10.1	9.8	9.5	9.8	9.3	9.7	9.6	9.6
FOMA	34.0	36.8	37.8	38.3	39.0	38.0	36.0	35.0	32.3	32.9	32.4	33.1
mova	9.4	9.3	9.4	9.4	9.6	9.1	8.7	8.8	8.3	8.5	8.3	8.0

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

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