

NTT DoCoMo, Inc.  
i-mode Usage Data (2004/4 - 2005/3)

I i-mode Sites

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
i-Menu Sites (FOMA)	4,015	4,089	4,181	4,264	4,371	4,444	4,509	4,530	4,630	4,683	4,732	4,830
i-Menu Sites (mova)	4,188	4,200	4,245	4,285	4,338	4,381	4,426	4,432	4,487	4,504	4,533	4,594
i-appli Sites*1	949	961	972	1,004	1,022	1,041	1,052	1,059	1,343	1,355	1,372	1,422
Independent Sites*2	75,241	76,806	77,550	78,131	78,939	79,583	80,297	81,153	81,970	83,109	84,129	85,013

II Ratio of i-mode Subscribers by Age

i) Cellular (FOMA + mova)

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
- 19	5.1%	5.1%	5.0%	5.0%	5.0%	5.0%	4.9%	4.8%	4.9%	4.8%	4.9%	5.0%
20 - 24	9.0%	8.9%	8.9%	8.8%	8.8%	8.7%	8.6%	8.6%	8.5%	8.5%	8.4%	8.2%
25 - 29	12.3%	12.2%	12.1%	12.1%	12.0%	11.9%	11.9%	11.8%	11.7%	11.7%	11.5%	11.4%
30 - 39	21.1%	21.1%	21.2%	21.2%	21.3%	21.3%	21.3%	21.4%	21.4%	21.4%	21.4%	21.2%
40 - 49	18.3%	18.2%	18.2%	18.2%	18.2%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%
50 -	21.5%	21.8%	22.0%	22.2%	22.3%	22.6%	22.9%	23.0%	23.2%	23.4%	23.6%	24.0%
Unknown	12.7%	12.7%	12.6%	12.5%	12.4%	12.4%	12.3%	12.3%	12.2%	12.1%	12.1%	12.1%

ii) FOMA

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
- 19	11.3%	11.5%	11.8%	11.9%	12.0%	12.0%	11.9%	11.8%	11.6%	11.5%	11.5%	12.0%
20 - 24	16.8%	17.1%	17.4%	17.7%	18.0%	18.1%	18.0%	18.0%	17.7%	17.6%	17.2%	16.4%
25 - 29	17.5%	17.5%	17.5%	17.7%	17.7%	17.6%	17.5%	17.5%	17.4%	17.2%	17.0%	16.4%
30 - 39	20.4%	20.3%	20.2%	20.2%	20.2%	20.2%	20.2%	20.3%	20.5%	20.5%	20.7%	20.3%
40 - 49	13.7%	13.7%	13.6%	13.6%	13.7%	13.6%	13.7%	13.7%	14.0%	14.2%	14.4%	15.0%
50 -	8.9%	9.1%	9.2%	9.1%	9.1%	9.5%	9.9%	10.1%	10.4%	10.8%	11.2%	11.8%
Unknown	11.4%	10.8%	10.3%	9.8%	9.3%	9.0%	8.8%	8.6%	8.4%	8.2%	8.0%	8.1%

iii) mova

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
- 19	4.5%	4.4%	4.2%	4.1%	3.9%	3.7%	3.5%	3.4%	3.2%	3.0%	2.8%	2.5%
20 - 24	8.3%	8.1%	7.8%	7.6%	7.3%	7.1%	6.8%	6.6%	6.3%	6.1%	5.8%	5.4%
25 - 29	11.8%	11.7%	11.5%	11.3%	11.1%	10.9%	10.7%	10.6%	10.3%	10.1%	9.9%	9.6%
30 - 39	21.1%	21.2%	21.3%	21.3%	21.5%	21.5%	21.6%	21.6%	21.6%	21.6%	21.6%	21.5%
40 - 49	18.7%	18.7%	18.8%	18.8%	18.9%	18.9%	19.0%	19.0%	19.1%	19.1%	19.2%	19.3%
50 -	22.7%	23.1%	23.5%	24.0%	24.4%	24.9%	25.4%	25.8%	26.4%	26.8%	27.4%	28.2%
Unknown	12.9%	12.8%	12.9%	12.9%	12.9%	13.0%	13.0%	13.0%	13.1%	13.3%	13.3%	13.5%

III Ratio of i-mode Subscribers by Gender

i) Cellular (FOMA + mova)

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Male	57.5%	57.5%	57.4%	57.4%	57.4%	57.4%	57.3%	57.3%	57.2%	57.2%	57.2%	57.1%
Female	42.5%	42.5%	42.6%	42.6%	42.6%	42.6%	42.7%	42.7%	42.8%	42.8%	42.8%	42.9%

ii) FOMA

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Male	62.4%	62.0%	61.5%	60.7%	60.0%	59.5%	59.0%	58.6%	58.1%	57.7%	57.3%	56.7%
Female	37.6%	38.0%	38.5%	39.3%	40.0%	40.5%	41.0%	41.4%	41.9%	42.3%	42.7%	43.3%

iii) mova

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Male	57.0%	57.0%	56.9%	56.9%	57.0%	57.0%	57.0%	57.0%	57.0%	57.1%	57.1%	57.3%
Female	43.0%	43.0%	43.1%	43.1%	43.0%	43.0%	43.0%	43.0%	43.0%	42.9%	42.9%	42.7%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
i-Menu Sites	51%	50%	47%	46%	45%	45%	44%	42%	42%	41%	40%	39%
Independent Sites	49%	50%	53%	54%	55%	55%	56%	58%	58%	59%	60%	61%

ii) FOMA

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
i-Menu Sites	41%	40%	34%	34%	34%	34%	34%	32%	33%	32%	32%	31%
Independent Sites	59%	60%	66%	66%	66%	66%	66%	68%	67%	68%	68%	69%

iii) mova

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
i-Menu Sites	55%	55%	55%	57%	58%	59%	59%	59%	59%	60%	60%	60%
Independent Sites	45%	45%	45%	43%	42%	41%	41%	41%	41%	40%	40%	40%

V Sending and Receiving i-mode Mail

i) Sending

Unit: mail/day/subscriber

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Cellular(FOMA + mova)	4.0	3.9	4.0	4.1	4.1	4.0	3.9	3.8	3.9	3.9	3.9	4.1
FOMA	7.5	7.5	8.2	8.7	8.5	8.3	8.3	8.1	8.0	8.1	8.0	8.2
mova	3.7	3.6	3.5	3.5	3.4	3.2	3.1	3.0	2.9	2.8	2.7	2.7

ii) Receiving

Unit: mail/day/subscriber

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Cellular(FOMA + mova)	4.9	4.8	4.9	5.0	5.0	5.0	5.0	4.8	4.8	4.8	4.8	5.0
FOMA	9.8	9.7	10.8	11.4	11.1	11.2	11.1	10.7	10.5	10.3	10.1	10.3
mova	4.5	4.3	4.2	4.2	4.1	3.9	3.8	3.6	3.5	3.4	3.3	3.3

VI i-mode Web Access

Unit: page view/day/subscriber

	April-04	May-04	June-04	July-04	August-04	September-04	October-04	November-04	December-04	January-05	February-05	March-05
Cellular(FOMA + mova)	9.6	10.1	11.3	11.9	12.7	13.0	13.5	13.7	13.7	15.2	16.3	16.8
FOMA	32.1	33.3	48.0	50.7	50.4	50.3	51.1	51.1	48.6	51.3	52.6	51.0
mova	7.6	7.8	7.4	7.0	7.0	6.7	6.4	6.1	5.8	6.0	5.9	5.7

\*1 April 2004 – November 2004: included in existing i-Menu sites(mova)

December 2004 – March 2005: included in existing i-Menu sites(FOMA)

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

\*3      The number of i-Menu Sites(FOMA) and i-Menu Sites(mova) are revised on Nov. 29, 2005.

The number of i-menu Sites charged per view are added to the existing number of i-menu Sites charged monthly fixed.