

NTT DoCoMo, Inc.  
i-mode Usage Data (2005/4 - 2006/3)

I i-mode Sites

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
i-Menu Sites (FOMA)	4,902	4,973	5,082	5,168	5,219	5,316	5,457	5,713	5,844	5,875	5,937	6,028
i-Menu Sites (mova)	4,610	4,624	4,681	4,722	4,752	4,799	4,863	4,915	4,995	4,999	5,020	5,043
i-appli Sites*1	1,457	1,475	1,507	1,543	1,568	1,614	1,647	1,718	1,779	1,798	1,810	1,861
Independent Sites*2	85,783	86,606	87,372	88,103	88,758	89,367	89,844	90,441	91,137	91,928	92,689	93,507

II Ratio of i-mode Subscribers by Age

i) Cellular (FOMA + mova)

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
- 19	5.0%	4.9%	4.9%	4.8%	4.8%	4.7%	4.6%	4.5%	4.5%	4.4%	4.4%	4.7%
20 - 24	8.2%	8.2%	8.1%	8.1%	8.0%	8.0%	7.9%	7.9%	7.9%	7.8%	7.8%	7.7%
25 - 29	11.3%	11.2%	11.1%	11.1%	11.0%	10.9%	10.9%	10.8%	10.7%	10.6%	10.5%	10.4%
30 - 39	21.2%	21.2%	21.2%	21.2%	21.3%	21.2%	21.3%	21.3%	21.2%	21.3%	21.3%	21.3%
40 - 49	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.2%	18.2%	18.1%	18.1%
50 -	24.1%	24.4%	24.6%	24.8%	24.9%	25.2%	25.4%	25.6%	25.8%	26.0%	26.2%	26.3%
Unknown	12.1%	12.0%	12.0%	11.9%	11.9%	11.9%	11.8%	11.8%	11.7%	11.7%	11.7%	11.5%

ii) FOMA

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
- 19	11.9%	11.6%	11.2%	10.7%	10.3%	9.8%	9.4%	8.9%	8.5%	8.1%	8.0%	8.4%
20 - 24	16.2%	16.0%	15.7%	15.3%	15.0%	14.7%	14.3%	14.0%	13.5%	13.2%	12.9%	12.5%
25 - 29	16.2%	16.1%	16.0%	15.9%	15.7%	15.5%	15.4%	15.2%	14.9%	14.7%	14.5%	14.1%
30 - 39	20.4%	20.6%	20.9%	21.3%	21.6%	21.9%	22.1%	22.4%	22.7%	22.9%	23.0%	23.0%
40 - 49	15.1%	15.1%	15.2%	15.5%	15.7%	15.9%	16.0%	16.2%	16.5%	16.7%	16.8%	17.0%
50 -	12.2%	12.6%	13.0%	13.3%	13.7%	14.2%	14.7%	15.1%	15.6%	16.1%	16.4%	16.7%
Unknown	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.1%	8.2%	8.3%	8.3%	8.4%	8.3%

iii) mova

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
- 19	2.3%	2.2%	2.1%	2.0%	1.8%	1.7%	1.6%	1.6%	1.4%	1.3%	1.3%	1.1%
20 - 24	5.2%	5.0%	4.8%	4.6%	4.4%	4.2%	4.0%	3.8%	3.6%	3.4%	3.3%	3.1%
25 - 29	9.4%	9.2%	9.0%	8.7%	8.5%	8.3%	8.0%	7.8%	7.5%	7.2%	7.0%	6.8%
30 - 39	21.5%	21.4%	21.4%	21.2%	21.0%	20.9%	20.7%	20.5%	20.2%	20.0%	19.8%	19.6%
40 - 49	19.3%	19.3%	19.4%	19.4%	19.4%	19.4%	19.5%	19.5%	19.4%	19.4%	19.3%	19.1%
50 -	28.7%	29.1%	29.6%	30.3%	30.9%	31.4%	32.0%	32.6%	33.5%	34.2%	34.8%	35.7%
Unknown	13.6%	13.8%	13.7%	13.8%	14.0%	14.1%	14.2%	14.2%	14.4%	14.5%	14.5%	14.6%

III Ratio of i-mode Subscribers by Gender

i) Cellular (FOMA + mova)

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Male	57.1%	57.0%	57.0%	57.0%	56.9%	56.9%	56.9%	56.8%	56.8%	56.8%	56.7%	56.7%
Female	42.9%	43.0%	43.0%	43.0%	43.1%	43.1%	43.1%	43.2%	43.2%	43.2%	43.3%	43.3%

ii) FOMA

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Male	56.4%	56.2%	56.1%	55.9%	55.7%	55.6%	55.5%	55.4%	55.3%	55.3%	55.2%	55.1%
Female	43.6%	43.8%	43.9%	44.1%	44.3%	44.4%	44.5%	44.6%	44.7%	44.7%	44.8%	44.9%

iii) mova

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Male	57.3%	57.4%	57.4%	57.5%	57.6%	57.7%	57.8%	57.9%	58.0%	58.1%	58.2%	58.3%
Female	42.7%	42.6%	42.6%	42.5%	42.4%	42.3%	42.2%	42.1%	42.0%	41.9%	41.8%	41.7%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
i-Menu Sites	39%	37%	36%	36%	35%	35%	34%	34%	34%	33%	33%	32%
Independent Sites	61%	63%	64%	64%	65%	65%	66%	66%	66%	67%	67%	68%

ii) FOMA

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
i-Menu Sites	32%	30%	30%	30%	29%	29%	29%	30%	30%	29%	30%	30%
Independent Sites	68%	70%	70%	70%	71%	71%	71%	70%	70%	71%	70%	70%

iii) mova

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
i-Menu Sites	61%	61%	61%	61%	61%	61%	61%	60%	60%	60%	60%	62%
Independent Sites	39%	39%	39%	39%	39%	39%	39%	40%	40%	40%	40%	38%

V Sending and Receiving i-mode Mail

i) Sending

Unit: mail/day/subscriber

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Cellular(FOMA + mova)	4.0	4.0	4.0	4.1	4.2	4.0	3.8	3.7	3.8	3.7	3.7	3.9
FOMA	7.9	7.8	7.6	7.7	7.6	7.1	6.7	6.4	6.2	6.1	5.9	6.2
mova	2.6	2.5	2.5	2.5	2.4	2.2	2.1	2.0	2.0	1.9	1.8	1.8

ii) Receiving

Unit: mail/day/subscriber

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Cellular(FOMA + mova)	4.9	4.9	4.9	5.1	5.2	5.0	4.9	4.9	5.0	4.9	5.0	5.3
FOMA	9.9	9.7	9.6	9.7	9.6	9.1	8.8	8.5	8.3	8.2	8.1	8.4
mova	3.1	3.0	3.0	3.0	2.9	2.8	2.6	2.6	2.5	2.4	2.4	2.4

VI i-mode Web Access

Unit: page view/day/subscriber

	April-05	May-05	June-05	July-05	August-05	September-05	October-05	November-05	December-05	January-06	February-06	March-06
Cellular(FOMA + mova)	16.6	17.2	17.3	17.7	18.4	18.6	18.9	19.4	19.4	21.5	22.4	23.9
FOMA	47.5	47.8	46.4	45.2	44.6	43.4	42.7	42.4	40.5	43.1	43.7	45.2
mova	5.5	5.4	5.2	5.2	5.1	4.9	4.7	4.5	4.3	4.4	4.2	4.1

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

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

\*3  The number of i-appli sites is corrected on Jun. 20, 2005.

\*4  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.

\*5  The number of Sending and Receiving i-mode Mail sites and i-mode Web Access are corrected on Dec. 20, 2005.