

NTT DoCoMo, Inc.
i-mode Usage Data (2006/4 - 2007/3)

I i-Menu Sites

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
FOMA	6,123	6,200	6,590	6,833	7,055	7,271	7,506	7,848	8,083	8,183	8,431	8,735
mova	5,083	5,068	5,158	5,214	5,277	5,340	5,423	5,490	5,566	5,591	5,650	5,702

II Ratio of i-mode Subscribers by Age

i) Cellular(FOMA + mova)

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
- 19	4.7%	4.6%	4.5%	4.4%	4.3%	4.2%	4.1%	4.1%	4.0%	3.9%	3.9%	4.1%
20 - 24	7.7%	7.7%	7.6%	7.6%	7.6%	7.5%	7.4%	7.4%	7.4%	7.3%	7.3%	7.2%
25 - 29	10.3%	10.2%	10.2%	10.1%	10.0%	10.0%	9.9%	9.8%	9.7%	9.7%	9.6%	9.5%
30 - 39	21.4%	21.4%	21.5%	21.6%	21.7%	21.8%	21.9%	21.9%	21.9%	22.0%	21.9%	21.8%
40 - 49	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.2%	18.2%	18.3%	18.3%
50 -	26.4%	26.7%	26.8%	27.0%	27.2%	27.4%	27.6%	27.8%	28.0%	28.2%	28.4%	28.6%
Unknown	11.4%	11.3%	11.3%	11.2%	11.1%	11.0%	11.0%	10.9%	10.8%	10.7%	10.6%	10.5%

ii) FOMA

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
- 19	8.1%	7.9%	7.5%	7.2%	6.9%	6.6%	6.3%	6.0%	5.7%	5.5%	5.3%	5.5%
20 - 24	12.2%	12.0%	11.8%	11.5%	11.3%	11.1%	10.8%	10.5%	10.2%	10.0%	9.8%	9.5%
25 - 29	13.9%	13.7%	13.6%	13.4%	13.2%	13.1%	12.9%	12.7%	12.4%	12.2%	12.0%	11.6%
30 - 39	23.2%	23.4%	23.6%	23.8%	24.0%	24.1%	24.2%	24.3%	24.3%	24.3%	24.3%	24.0%
40 - 49	17.2%	17.3%	17.4%	17.6%	17.7%	17.7%	17.8%	17.9%	18.1%	18.2%	18.3%	18.5%
50 -	17.0%	17.3%	17.7%	18.0%	18.4%	18.9%	19.4%	19.9%	20.5%	21.0%	21.5%	22.0%
Unknown	8.4%	8.4%	8.4%	8.5%	8.5%	8.5%	8.6%	8.7%	8.8%	8.8%	8.8%	8.9%

iii) mova

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
- 19	1.0%	0.9%	0.9%	0.8%	0.8%	0.7%	0.7%	0.6%	0.6%	0.6%	0.5%	0.5%
20 - 24	2.9%	2.8%	2.6%	2.4%	2.3%	2.2%	2.1%	2.0%	1.8%	1.7%	1.7%	1.6%
25 - 29	6.5%	6.3%	6.1%	5.8%	5.5%	5.3%	5.1%	5.0%	4.7%	4.5%	4.3%	4.1%
30 - 39	19.5%	19.3%	19.1%	18.8%	18.6%	18.4%	18.2%	17.8%	17.4%	17.0%	16.6%	16.0%
40 - 49	19.0%	18.9%	18.9%	18.8%	18.7%	18.7%	18.6%	18.5%	18.4%	18.3%	18.2%	18.0%
50 -	36.5%	37.1%	37.8%	38.7%	39.4%	40.0%	40.6%	41.4%	42.5%	43.2%	44.1%	45.2%
Unknown	14.6%	14.7%	14.6%	14.7%	14.7%	14.7%	14.7%	14.7%	14.6%	14.7%	14.6%	14.6%

III Ratio of i-mode Subscribers by Gender

i) Cellular(FOMA + mova)

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Male	56.6%	56.6%	56.6%	56.5%	56.5%	56.5%	56.4%	56.4%	56.4%	56.3%	56.3%	56.3%
Female	43.4%	43.4%	43.4%	43.5%	43.5%	43.5%	43.6%	43.6%	43.6%	43.7%	43.7%	43.7%

ii) FOMA

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Male	55.1%	55.0%	55.0%	55.0%	55.0%	55.0%	55.0%	55.1%	55.1%	55.2%	55.2%	55.2%
Female	44.9%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	44.9%	44.9%	44.8%	44.8%	44.8%

iii) mova

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Male	58.4%	58.5%	58.5%	58.6%	58.7%	58.8%	58.8%	58.8%	58.9%	59.0%	59.0%	59.2%
Female	41.6%	41.5%	41.5%	41.4%	41.3%	41.2%	41.2%	41.2%	41.1%	41.0%	41.0%	40.8%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
i-Menu Sites	33%	31%	31%	31%	29%	30%	30%	30%	30%	30%	31%	32%
Independent Sites	67%	69%	69%	69%	71%	70%	70%	70%	70%	70%	69%	68%

ii) FOMA

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
i-Menu Sites	31%	29%	29%	29%	28%	29%	29%	28%	29%	29%	31%	31%
Independent Sites	69%	71%	71%	71%	72%	71%	71%	72%	71%	71%	69%	69%

iii) mova

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
i-Menu Sites	62%	61%	61%	61%	61%	62%	61%	60%	60%	60%	62%	63%
Independent Sites	38%	39%	39%	39%	39%	38%	39%	40%	40%	40%	38%	37%

V Sending and Receiving i-mode Mail

i) Sending

Unit: mail/day/subscriber

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Cellular(FOMA + mova)	3.9	3.8	3.8	4.0	4.0	3.8	3.8	3.8	3.8	3.8	3.8	4.1
FOMA	6.0	5.9	5.7	5.9	5.9	5.5	5.4	5.3	5.2	5.1	5.0	5.2
mova	1.7	1.6	1.6	1.6	1.5	1.4	1.4	1.4	1.3	1.2	1.2	1.2

ii) Receiving

Unit: mail/day/subscriber

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Cellular(FOMA + mova)	5.3	5.2	5.3	5.4	5.5	5.3	5.3	5.3	5.3	5.4	5.5	5.8
FOMA	8.2	8.1	8.0	8.1	8.1	7.6	7.5	7.4	7.3	7.2	7.3	7.5
mova	2.3	2.1	2.1	2.1	2.0	1.9	1.9	1.8	1.8	1.7	1.7	1.7

VI i-mode Web Access

Unit: page view/day/subscriber

	April-06	May-06	June-06	July-06	August-06	September-06	October-06	November-06	December-06	January-07	February-07	March-07
Cellular(FOMA + mova)	24.5	25.8	26.3	27.6	29.1	29.6	30.7	32.7	33.4	36.8	40.3	41.6
FOMA	44.7	45.9	45.9	46.9	48.1	47.9	48.6	50.8	50.4	54.0	57.7	58.1
mova	3.9	3.8	3.6	3.5	3.4	3.2	3.1	2.9	2.8	2.7	2.7	2.6