

NTT DoCoMo, Inc.
i-mode Usage Data (2007/4 - 2008/3)

I i-Menu Sites

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
FOMA	9,045	9,279	9,568	9,942	10,304	10,608	10,765	11,127	11,579	11,745	11,970	12,260
mova	5,780	5,776	5,817	5,906	5,963	5,991	6,001	6,064	6,113	6,143	6,153	6,181

II Ratio of i-mode Subscribers by Age

i) Cellular(FOMA + mova)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
- 19	4.1%	4.0%	3.9%	3.8%	3.7%	3.7%	3.6%	3.5%	3.4%	3.3%	3.3%	3.6%
20 - 29	16.6%	16.5%	16.4%	16.3%	16.2%	16.1%	16.0%	15.9%	15.9%	15.8%	15.8%	15.7%
30 - 39	21.7%	21.7%	21.7%	21.7%	21.7%	21.7%	21.7%	21.7%	21.7%	21.7%	21.6%	21.5%
40 - 49	18.4%	18.4%	18.5%	18.6%	18.7%	18.7%	18.8%	18.8%	18.9%	19.0%	19.0%	18.9%
50 -	28.8%	29.0%	29.2%	29.3%	29.5%	29.7%	29.9%	30.1%	30.2%	30.4%	30.5%	30.6%
Unknown	10.4%	10.4%	10.3%	10.3%	10.2%	10.1%	10.0%	10.0%	9.9%	9.8%	9.8%	9.7%

ii) FOMA

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
- 19	5.4%	5.2%	5.0%	4.9%	4.7%	4.5%	4.3%	4.2%	4.1%	3.9%	3.9%	4.1%
20 - 29	20.7%	20.4%	20.1%	19.8%	19.5%	19.2%	18.9%	18.6%	18.4%	18.2%	18.0%	17.7%
30 - 39	24.0%	23.9%	23.8%	23.8%	23.7%	23.7%	23.5%	23.5%	23.4%	23.3%	23.2%	23.0%
40 - 49	18.6%	18.6%	18.8%	18.9%	19.0%	19.1%	19.2%	19.2%	19.3%	19.4%	19.4%	19.4%
50 -	22.4%	22.9%	23.3%	23.6%	24.1%	24.5%	25.1%	25.4%	25.7%	26.1%	26.4%	26.8%
Unknown	8.9%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.1%	9.1%	9.1%	9.1%	9.0%

iii) mova

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
- 19	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
20 - 29	5.4%	5.2%	5.0%	4.7%	4.5%	4.3%	4.2%	4.1%	3.9%	3.8%	3.7%	3.5%
30 - 39	15.6%	15.4%	15.0%	14.7%	14.3%	14.1%	13.8%	13.6%	13.2%	13.0%	12.7%	12.4%
40 - 49	17.9%	17.8%	17.7%	17.6%	17.5%	17.4%	17.2%	17.1%	16.9%	16.7%	16.6%	16.2%
50 -	46.2%	46.7%	47.5%	48.4%	49.1%	49.7%	50.4%	50.9%	51.8%	52.4%	53.1%	54.1%
Unknown	14.5%	14.5%	14.4%	14.3%	14.3%	14.2%	14.1%	14.0%	13.9%	13.8%	13.6%	13.6%

III Ratio of i-mode Subscribers by Gender

i) Cellular(FOMA + mova)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Male	56.2%	56.2%	56.2%	56.1%	56.1%	56.1%	56.0%	56.0%	56.0%	56.0%	56.0%	56.0%
Female	43.8%	43.8%	43.8%	43.9%	43.9%	43.9%	44.0%	44.0%	44.0%	44.0%	44.0%	44.0%

ii) FOMA

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Male	55.2%	55.1%	55.2%	55.2%	55.2%	55.2%	55.2%	55.2%	55.3%	55.3%	55.3%	55.3%
Female	44.8%	44.9%	44.8%	44.8%	44.8%	44.8%	44.8%	44.8%	44.7%	44.7%	44.7%	44.7%

iii) mova

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Male	59.4%	59.5%	59.5%	59.5%	59.6%	59.6%	59.7%	59.8%	59.8%	59.8%	59.8%	60.1%
Female	40.6%	40.5%	40.5%	40.5%	40.4%	40.4%	40.3%	40.2%	40.2%	40.2%	40.2%	39.9%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
i-Menu Sites	34%	35%	35%	36%	35%	35%	35%	35%	35%	35%	36%	38%
Independent Sites	66%	65%	65%	64%	65%	65%	65%	65%	65%	65%	64%	62%

ii) FOMA

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
i-Menu Sites	33%	34%	35%	36%	35%	35%	35%	35%	35%	35%	36%	38%
Independent Sites	67%	66%	65%	64%	65%	65%	65%	65%	65%	65%	64%	62%

iii) mova

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
i-Menu Sites	63%	63%	63%	64%	64%	64%	63%	62%	61%	61%	61%	62%
Independent Sites	37%	37%	37%	36%	36%	36%	37%	38%	39%	39%	39%	38%

V Sending and Receiving i-mode Mail

i) Sending

(単位:通/人・日)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Cellular(FOMA + mova)	3.9	3.9	3.9	4.1	4.1	4.0	3.8	3.8	3.9	3.9	3.9	4.1
FOMA	5.0	4.9	4.9	5.1	5.0	4.8	4.6	4.5	4.5	4.5	4.4	4.7
mova	1.1	1.1	1.1	1.1	1.0	1.0	0.9	0.9	0.9	0.8	0.8	0.8

ii) Receiving

(単位:通/人・日)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Cellular(FOMA + mova)	5.7	5.5	5.6	5.9	5.9	5.8	5.7	5.7	5.8	5.7	5.8	6.1
FOMA	7.2	7.0	7.1	7.2	7.2	7.0	6.8	6.7	6.7	6.6	6.7	6.9
mova	1.6	1.4	1.4	1.4	1.4	1.3	1.3	1.2	1.2	1.1	1.1	1.1

VI i-mode Web Access

(単位:ページビュー/人・日)

	April-07	May-07	June-07	July-07	August-07	September-07	October-07	November-07	December-07	January-08	February-08	March-08
Cellular(FOMA + mova)	40.9	41.3	41.8	43.0	44.9	46.3	46.2	47.4	49.1	53.1	55.3	57.6
FOMA	55.6	55.1	54.9	55.6	57.2	58.1	57.1	57.9	59.3	63.3	65.4	67.2
mova	2.5	2.4	2.3	2.3	2.3	2.2	2.0	1.9	1.8	1.8	1.8	1.7