

NTT DOCOMO, INC.

i-mode Usage Data (2008/4 - 2009/3)

I i-Menu Sites

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
FOMA	12,625	12,929	13,269	13,723	14,124	14,470	14,825	15,173	15,792	15,979	16,252	16,587
mova	6,240	6,253	6,303	6,326	6,362	6,371	6,392	6,416	6,444	6,471	6,492	6,503

II Ratio of i-mode Subscriptions by Age

i) Cellular(FOMA + mova)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
- 19	3.6%	3.5%	3.5%	3.4%	3.3%	3.2%	3.1%	3.1%	3.0%	2.9%	2.9%	2.9%
20 - 29	15.6%	15.5%	15.6%	15.4%	15.4%	15.3%	15.2%	15.2%	15.1%	15.1%	15.1%	15.0%
30 - 39	21.5%	21.5%	21.5%	21.5%	21.5%	21.5%	21.5%	21.5%	21.5%	21.5%	21.4%	21.3%
40 - 49	18.9%	19.0%	19.0%	19.0%	19.1%	19.1%	19.2%	19.2%	19.2%	19.3%	19.3%	19.5%
50 -	30.8%	30.9%	30.9%	31.2%	31.3%	31.5%	31.7%	31.8%	32.0%	32.1%	32.3%	32.4%
Unknown	9.6%	9.6%	9.5%	9.5%	9.4%	9.4%	9.3%	9.2%	9.2%	9.1%	9.0%	8.9%

ii) FOMA

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
- 19	4.1%	4.0%	4.0%	3.8%	3.7%	3.6%	3.5%	3.4%	3.3%	3.2%	3.1%	3.1%
20 - 29	17.5%	17.3%	17.3%	17.1%	16.9%	16.8%	16.6%	16.6%	16.4%	16.3%	16.2%	16.0%
30 - 39	22.9%	22.9%	22.9%	22.8%	22.8%	22.7%	22.6%	22.6%	22.5%	22.5%	22.4%	22.2%
40 - 49	19.4%	19.4%	19.4%	19.5%	19.5%	19.5%	19.6%	19.6%	19.7%	19.7%	19.7%	19.8%
50 -	27.1%	27.4%	27.4%	27.8%	28.1%	28.4%	28.7%	28.9%	29.2%	29.5%	29.8%	30.2%
Unknown	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	8.9%	8.9%	8.8%	8.8%	8.7%

iii) mova

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
- 19	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
20 - 29	3.5%	3.4%	3.3%	3.2%	3.1%	3.0%	3.0%	2.9%	2.9%	2.8%	2.7%	2.6%
30 - 39	12.2%	12.1%	11.9%	11.7%	11.5%	11.4%	11.3%	11.2%	11.0%	10.9%	10.7%	10.7%
40 - 49	16.0%	16.0%	15.9%	15.8%	15.7%	15.7%	15.7%	15.6%	15.5%	15.4%	15.3%	15.1%
50 -	54.7%	55.1%	55.7%	56.4%	56.9%	57.2%	57.7%	58.2%	58.7%	59.2%	59.7%	60.2%
Unknown	13.4%	13.2%	13.0%	12.7%	12.6%	12.5%	12.2%	12.0%	11.8%	11.6%	11.5%	11.3%

III Ratio of i-mode Subscriptions by Gender

i) Cellular(FOMA + mova)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Male	55.9%	55.9%	55.9%	55.9%	55.8%	55.8%	55.8%	55.8%	55.7%	55.7%	55.7%	55.6%
Female	44.1%	44.1%	44.1%	44.1%	44.2%	44.2%	44.2%	44.2%	44.3%	44.3%	44.3%	44.4%

ii) FOMA

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Male	55.3%	55.3%	55.3%	55.3%	55.3%	55.3%	55.3%	55.3%	55.3%	55.3%	55.0%	55.0%
Female	44.7%	44.7%	44.7%	44.7%	44.7%	44.7%	44.7%	44.7%	44.7%	44.7%	45.0%	45.0%

iii) mova

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Male	60.2%	60.3%	60.3%	60.3%	60.4%	60.5%	60.5%	60.5%	60.5%	60.7%	60.8%	61.0%
Female	39.8%	39.7%	39.7%	39.7%	39.6%	39.5%	39.5%	39.5%	39.5%	39.3%	39.2%	39.0%

IV Ratio of Access to i-mode Sites

i) Cellular(FOMA + mova)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
i-Menu Sites	39%	39%	38%	38%	37%	38%	38%	38%	38%	37%	37%	37%
Independent Sites	61%	61%	62%	62%	63%	62%	62%	62%	62%	63%	63%	63%

ii) FOMA

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
i-Menu Sites	39%	39%	38%	38%	37%	38%	38%	38%	38%	37%	37%	37%
Independent Sites	61%	61%	62%	62%	63%	62%	62%	62%	62%	63%	63%	63%

iii) mova

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
i-Menu Sites	63%	63%	63%	63%	64%	63%	63%	61%	61%	62%	62%	63%
Independent Sites	37%	37%	37%	37%	36%	37%	37%	39%	39%	38%	38%	37%

V Sending and Receiving i-mode Mail

i) Sending

(Unit: mail/day/subscription)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Cellular(FOMA + mova)	4.0	3.9	3.9	4.0	4.1	3.9	3.8	3.8	3.9	3.9	3.8	4.1
FOMA	4.5	4.3	4.2	4.5	4.6	4.3	4.2	4.2	4.2	4.3	4.2	4.4
mova	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.6

ii) Receiving

(Unit: mail/day/subscription)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Cellular(FOMA + mova)	6.0	5.9	5.9	6.2	6.4	6.2	6.1	6.1	6.2	6.2	6.3	6.6
FOMA	6.8	6.7	6.5	6.9	7.1	6.8	6.7	6.7	6.8	6.7	6.8	7.1
mova	1.1	1.0	1.0	1.0	1.0	1.0	0.9	0.9	0.9	0.9	0.9	0.9

VI i-mode Web Access

(Unit: page view/day/subscription)

	April-08	May-08	June-08	July-08	August-08	September-08	October-08	November-08	December-08	January-09	February-09	March-09
Cellular(FOMA + mova)	55.8	57.6	58.3	58.3	61.8	62.3	62.6	65.1	65.8	70.5	73.9	76.1
FOMA	64.4	66.0	66.5	66.1	69.7	69.8	69.8	72.3	72.7	77.4	80.7	82.4
mova	1.7	1.6	1.6	1.5	1.5	1.5	1.4	1.3	1.2	1.2	1.2	1.3