Voici la retranscription textuelle de l'image:

Meltwater

Why do marketers use social listening?

according to Meltwater's State of Social Media 2024

- 55% To better understand my target audience
- 43% To manage brand reputation
- 34% To raise brand awareness
- 30% To benchmark against competitors
- 29% To gather and analyze consumer insights
- 23% To identify and manage a crisis

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

Meltwater

State of Social Media 2024

Download the report

[QR code]

Digital 2024 Japan

16 sur 132

françaisJAN 2024

JAPAN
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION
123.0 MILLION
YEAR-ON-YEAR CHANGE
-0.5%
-661 THOUSAND

URBANISATION
92.1%

CELLULAR MOBILE CONNECTIONS
188.9 MILLION
YEAR-ON-YEAR CHANGE
+3.7%
+6.8 MILLION
TOTAL VS. POPULATION
153.6%

INDIVIDUALS USING THE INTERNET
104.4 MILLION
YEAR-ON-YEAR CHANGE
-0.5%
-561 THOUSAND
TOTAL VS. POPULATION
84.9%

SOCIAL MEDIA USER IDENTITIES
96.00 MILLION
YEAR-ON-YEAR CHANGE
+4.3%
+4.0 MILLION
TOTAL VS. POPULATION
78.1%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; EURACON; GEMIUS; KANTAR I IBAM; PLATFORM PROVIDERS; CIODA META RESEARCH CENTER; GFK; REFGIS; ANALYSIS ADVISORY; SOCIAL MEDIA USER ESTIMATES NOT EXCLUSIVELY UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE REVISIONS; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL ESTIMATES BASED ON COMPOUND DATA FROM INDIVIDUAL DATA SOURCES AND BASE WEIGHTS; FIGURE DOES NOT ADD TO 100% AND MAY REPRESENT DUPLICATES IN USER ACCOUNTS. DISCLAIMERS: TRENDS MAY REFLECT SAMPLE BIASES. DATA IN THE CHART DO NOT SUGGEST COUNTRY DECREASES IN INTERNET ACTIVITY; WHERE A COUNTRY LEVEL INCREASE IS CALLED, THIS WILL PRODUCE INACCURATE RESULTS. SEE NOTES ON DATA.

we are social
Meltwater

Voici la retranscription textuelle de l'image :

We are Social
Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering
Everyday Fandom
Mischief Mode
The Offline Internet
Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

Digital 2024 Japan
17 sur 132

Note : Il y a aussi un QR code présent sur l'image, ainsi qu'un logo représentant "We Are Social".Jan 2024
Population over time
Population by year, with year-on-year change

- Jan 2014: 128 M (-0.2%)
- Jan 2015: 127 M (-0.2%)
- Jan 2016: 127 M (-0.2%)
- Jan 2017: 127 M (-0.3%)
- Jan 2018: 126 M (-0.3%)
- Jan 2019: 126 M (-0.4%)
- Jan 2020: 126 M (-0.5%)
- Jan 2021: 125 M (-0.5%)
- Jan 2022: 124 M (-0.5%)
- Jan 2023: 124 M (-0.5%)
- Jan 2024: 123 M (-0.5%)

Sources: United Nations, Local government authorities, KEIKO analysis.
Note: Where letters are shown next to figures above bars, "K" denotes thousands (e.g., 123 K = 123,000), "M" denotes millions (e.g., 123 M = 123,000,000), and "B" denotes billions (e.g., 123 B = 123,000,000,000). Where no letter is present, values are shown as is.
Comparability: Source changes and base revisions: Figures may not correlate with values published in our previous reports.

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
123.0 MILLION

FEMALE POPULATION
51.4%

MALE POPULATION
48.6%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
-0.5%
-661 THOUSAND

MEDIAN AGE OF THE POPULATION
49.3

URBAN POPULATION
92.1%

POPULATION DENSITY (PEOPLE PER KM²)
326.3

OVERALL LITERACY (ADULTS AGED 15+)
99.0%

FEMALE LITERACY (ADULTS AGED 15+)
99.0%

MALE LITERACY (ADULTS AGED 15+)
99.0%

Sources: KEPROS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDIVIDUAL INDICATORS.
We Are Social, Meltwater

FrançaisJanvier 2024
DISTRIBUTION DE L'ÂGE DE LA POPULATION
LE NOMBRE DE PERSONNES DANS CHAQUE GROUPE D'ÂGE ET LA PART ASSOCIÉE DE LA POPULATION

Population par tranche d'âge (en millions et pourcentage):
- Âge 0-4: 4,12 M (3,3%)
- Âge 5-9: 4,69 M (3,8%)
- Âge 10-14: 5,20 M (4,2%)
- Âge 15-19: 5,47 M (4,4%)
- Âge 20-24: 5,91 M (4,8%)
- Âge 25-29: 6,21 M (5,0%)
- Âge 30-34: 6,76 M (5,5%)
- Âge 35-39: 6,74 M (5,5%)
- Âge 40-44: 7,44 M (6,1%)
- Âge 45-49: 8,91 M (7,2%)
- Âge 50-54: 9,42 M (7,7%)
- Âge 55-59: 8,20 M (6,7%)
- Âge 60-64: 7,46 M (6,1%)
- Âge 65-69: 7,22 M (5,9%)
- Âge 70-74: 8,54 M (6,9%)
- Âge 75-79: 7,83 M (6,4%)
- Âge 80-84: 6,20 M (5,0%)
- Âge 85-89: 4,16 M (3,4%)
- Âge 90-94: 2,20 M (1,8%)
- Âge 95-99: 769 K (0,6%)
- Âge 100+: 143 K (0,1%)

Sources et notes:
Sources: Extrapolations des données publiées par les Nations Unies et les bureaux de statistiques locaux. Les notes sur la carte signalent que les pourcentages montrés dans les barres représentent la part respective du groupe d'âge par rapport à la population totale.
Comparabilité: changements dans les sources et les définitions des tranches d'âge peuvent expliquer certaines différences (figures peuvent ne pas être comparables avec les figures publiées les années précédentes).
Logos: DataReportal, We Are Social, MeltwaterJAN 2024
FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

[Image of Japanese flag]
JAPAN

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)

$4.23 TRILLION

PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017 PPP) PER DAY
0.9%

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
$6.50 TRILLION

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
99.1%

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
$33.9 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.9%

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
$52.1 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$30.5 THOUSAND

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
94.8%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023). DEFINITIONS: "$3.65 (2017 PPP)" REFLECTS LOCAL PURCHASING POWER PARITY BASED ON THE WORLD BANK'S 2017 EXCHANGE RATE BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE POPULATION USING AN IMPROVED SOURCE. PIPED WHOLE COLLECTION WITH HOUSE CONNECTION IS NOT COUNTED AS HOUSE CONNECTION. BASIC SANITATION: PERCENTAGE OF THE POPULATION USING AN IMPROVED LATRINE. ELECTRICITY: NOT COUNTED AS GRID ELECTRICITY ONLY WHERE CONNECTION VIA SOURCE IS POSSIBLE. MOBILE PHONE: PERCENTAGE OF THE POPULATION USING ANY TYPE OF MOBILE PHONE.

[Logos of Meltwater, We Are Social, and Kepios]

22 sur 132**JAN 2024**
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE
88.7%
YEAR-ON-YEAR CHANGE **+1.1% (+99 BPS)**

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
80.8%
YEAR-ON-YEAR CHANGE **+4.4% (+340 BPS)**

USING SOCIAL MEDIA
69.9%
YEAR-ON-YEAR CHANGE **+8.8% (+567 BPS)**

WATCHING LINEAR AND BROADCAST TV
88.4%
YEAR-ON-YEAR CHANGE **-1.4% (-126 BPS)**

WATCHING STREAMING AND ON-DEMAND TV
35.7%
YEAR-ON-YEAR CHANGE **+13.3% (+419 BPS)**

READING ONLINE PRESS CONTENT
38.7%
YEAR-ON-YEAR CHANGE **+10.5% (+369 BPS)**

READING PHYSICAL PRESS CONTENT
49.2%
YEAR-ON-YEAR CHANGE **+2.7% (+129 BPS)**

LISTENING TO BROADCAST RADIO
43.2%
YEAR-ON-YEAR CHANGE **-1.7% (+74 BPS)**

LISTENING TO MUSIC STREAMING SERVICES
31.0%
YEAR-ON-YEAR CHANGE **+15.3% (+411 BPS)**

LISTENING TO PODCASTS
26.5%
YEAR-ON-YEAR CHANGE **+13.7% (+320 BPS)**

SOURCE

*GWI Jan 2024 (figures represent the findings of a broad survey of internet users aged 16 to 64; GWI.com. NOTES: Percentage change values represent relative change rather than absolute change. Comparable data is NOT yet available for 2023. ‘Linear and broadcast TV’ does not include TV accessed via streaming or over-the-top services. Percentages for ‘listening to broadcast radio’ does not include consumption of radio via internet. Data shows weekly usage of each media format. Percentages reflect the proportion of internet users aged 16 to 64 who say they spend consuming each media type, and may differ from relative reach or popularity of various media.*JAN 2024

DEVICE OWNERSHIP
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

ANY KIND OF MOBILE PHONE
(blue icon of a mobile phone)
96.7%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SMART PHONE
(green icon of a smartphone)
95.7%
YEAR-ON-YEAR CHANGE
+0.4% (+40 BPS)

FEATURE PHONE
(orange icon of a feature phone)
3.1%
YEAR-ON-YEAR CHANGE
-22.5% (-90 BPS)

GAMES CONSOLE
(orange icon of a game controller)
27.4%
YEAR-ON-YEAR CHANGE
+9.2% (+230 BPS)

SMART WATCH OR SMART WRISTBAND
(red icon of a smart watch)
12.6%
YEAR-ON-YEAR CHANGE
+26.0% (+260 BPS)

TV STREAMING DEVICE
(blue icon of a TV with a play button)
10.7%

YEAR-ON-YEAR CHANGE
+16.3% (+150 BPS)

LAPTOP OR DESKTOP COMPUTER
(red icon of a laptop)
62.5%
YEAR-ON-YEAR CHANGE
+5.4% (+320 BPS)

TABLET DEVICE
(green icon of a tablet)
26.8%
YEAR-ON-YEAR CHANGE
+6.3% (+160 BPS)

SMART HOME DEVICE
(green icon of a smart home)
4.9%
YEAR-ON-YEAR CHANGE
+19.5% (+80 BPS)

VIRTUAL REALITY DEVICE
(orange icon of a VR headset)
2.3%
YEAR-ON-YEAR CHANGE
+15.0% (+30 BPS)

Sources: we are social, Meltwater
Note: Percentage values represent relative change, i.e. an increase of 50% from a starting value of 50% would equal 75%, not 100%. BPS values represent basis points and indicate absolute change.

Digital 2024 Japan
23 sur 132JAN 2024
DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET
3H 56M
YEAR-ON-YEAR CHANGE
+5.1% (+11 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
2H 19M
YEAR-ON-YEAR CHANGE

-2.9% (-4 MINS)

TIME SPENT USING SOCIAL MEDIA
0H 53M
YEAR-ON-YEAR CHANGE
+4.5% (+2 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
0H 32M
YEAR-ON-YEAR CHANGE
-12.3% (-4 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
0H 27M
YEAR-ON-YEAR CHANGE
+4.0% (+1 MIN)

TIME SPENT LISTENING TO BROADCAST RADIO
0H 25M
YEAR-ON-YEAR CHANGE
-7.6% (-2 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 13M
YEAR-ON-YEAR CHANGE
-6.4% (-1 MIN)

TIME SPENT USING A GAMES CONSOLE
0H 28M
YEAR-ON-YEAR CHANGE
+6.1% (+1 MIN)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE TIME FOR BROADCAST AND CABLE TELEVISION AND CONDITIONAL ACCESS, VIDEO ON-DEMAND SERVICES, STREAMING, ETC. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES VS HISTORICAL; SEE NOTES ON DATA.

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

--- Bar Chart Data ---

JAN 2014: 114M (+2.0%)
JAN 2015: 116M (+2.1%)
JAN 2016: 118M (-1.8%)
JAN 2017: 116M (-3.5%)
JAN 2018: 112M (+4.1%)
JAN 2019: 117M (-3.1%)
JAN 2020: 113M (N/A)
JAN 2021: 104M (+1.9%)
JAN 2022: 106M (-0.5%)
JAN 2023: 105M (-0.5%)
JAN 2024: 104M

--- Notes ---
CHANGE IN SOURCE & METHODOLOGY

Sources:
Kepios analysis, ITU, GSMA Intelligence, Eurostat, GWI, Google’s advertising resources, Tencent, Kantar, IABM, government resources, United Nations

Comparability:
Source and base changes. All figures use the latest available data but some sources do not publish regular updates, so figures for recent periods may under-represent actual use. See notes on data.

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Digital 2024 Japan
28 sur 132Jan 2024
Overview of Internet Use
Essential Indicators of Internet Adoption and Use

TOTAL NUMBER OF INTERNET USERS
104.4 MILLION

INTERNET USERS vs. TOTAL POPULATION
84.9%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
-0.5%
-561 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
0%
[UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
128.4

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
93.7%

AVERAGE DAILY TIME SPENT USING THE INTERNET
3H 56M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
+5.1%
+11 MINS

Sources: KEPLOS Analysis; ITU; GSMA Intelligence, Eurostat; CIA World Factbook; United Nations; TMG Team Analysis; Kantar I&B RAJU Local Government Authorities; United Nations; Time Spent and Mobile Share Data from GWI Q4 2023. Based on a broad survey of internet users aged 16 to 64. See GWI.COM. Advisory: Figures for internet user growth may under-represent actual trends. See notes on data, comparability, source and base changes.

Voici la transcription textuelle de l'image :

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JAN 2024
INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

89.1%
JAN 2014
+2.2%

91.1%
JAN 2015
+2.3%

93.2%
JAN 2016
-1.6%
```

91.7%
JAN 2017
-3.2%

88.7%
JAN 2018
+4.5%

92.7%
JAN 2019
-2.7%

90.2%
JAN 2020
(N/A)

82.9%
JAN 2021
+2.4%

84.9%
JAN 2022
0%

84.9%
JAN 2023
0%

84.9%
JAN 2024

Sources:
IFC's analysis; ITU: GSMA Intelligence; Eurostat; GfK; Cint; Kantar Ibope Media; Comscore; Local government sources; International Telecommunication Union; World Bank; United Nations.

Notes:
Data is not necessarily representative of all people living within a country or territory. Data is based on dashboards and publications by each source, reassessment methods, and other collaboration with information quality and risk management protocols in mind and might include some statistical errors.

Change in data collection methodology.
All figures used are the latest available data.
All values are estimated.

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Note: Certains éléments peuvent être partiellement omis car ils peuvent ne pas être pertinents pour la transcription textuelle demandée.JAN 2024

INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[Flag of Japan]
JAPAN

INTERNET USERS:
ITU
104.4 MILLION
vs. POPULATION
84.9%

INTERNET USERS:
CIA WORLD FACTBOOK
99.60 MILLION
vs. POPULATION
81.0%

INTERNET USERS:
INTERNETWORLDSTATS
118.6 MILLION
vs. POPULATION
96.5%

SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS; WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR % OF POPULATION. COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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JAN 2024

MAIN REASONS FOR USING THE INTERNET
```

PRIMARY REASONS WHY INTERNET USERS AGED 16 to 64 USE THE INTERNET

- FINDING INFORMATION: 69.4%
- KEEPING UP TO DATE WITH NEWS AND EVENTS: 57.3%
- FILLING UP SPARE TIME AND GENERAL BROWSING: 55.0%
- WATCHING VIDEOS, TV SHOWS OR MOVIES: 53.1%
- RESEARCHING PLACES, VACATIONS AND TRAVEL: 45.6%
- RESEARCHING HOW TO DO THINGS: 45.1%
- STAYING IN TOUCH WITH FRIENDS AND FAMILY: 44.7%
- RESEARCHING PRODUCTS AND BRANDS: 41.6%
- ACCESSING AND LISTENING TO MUSIC: 38.9%
- RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 30.4%
- GAMING: 27.8%
- ORGANISING DAY-TO-DAY LIFE: 26.1%
- BUSINESS-RELATED RESEARCH: 22.7%
- FINDING NEW IDEAS OR INSPIRATION: 21.3%
- MANAGING FINANCES AND SAVINGS: 19.7%

SOURCE: GWI (Q3 2023) | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
3H 56M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
GWI
1H 54M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
KPIOS
2H 02M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
48.3%

SOURCE: GWI Q3 2021. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

Flag of Japan - JAPAN

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Icon of a smartphone

DOWNLOAD (MBPS)
46.28

UPLOAD (MBPS)
8.42

LATENCY (MS)
38

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Icon of a smartphone with an arrow

DOWNLOAD
+13.1%

UPLOAD
+9.6%

LATENCY
-2.6%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Icon of a sand timer

DOWNLOAD (MBPS)
185.71

UPLOAD (MBPS)
94.56

LATENCY (MS)
13

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Icon of a computer screen with an arrow

DOWNLOAD
+23.7%

UPLOAD
-0.6%

LATENCY
0%

SOURCE: Ookla. NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

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SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

MOBILE PHONES
35.61%

YEAR-ON-YEAR CHANGE
-5.9% (-222 BPS)

LAPTOP AND DESKTOP COMPUTERS
62.25%
YEAR-ON-YEAR CHANGE
+4.6% (+271 BPS)

TABLET DEVICES
2.09%
YEAR-ON-YEAR CHANGE
-16.7% (-42 BPS)

OTHER DEVICES
0.05%
YEAR-ON-YEAR CHANGE
-58.3% (-7 BPS)

Source: StatCounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change figures represent the change in the percentage of total from a starting value of 50% would equal 0%.
NOTES BPS stands for basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

1. CHAT AND MESSAGING - 86.6%
2. SEARCH ENGINES OR WEB PORTALS - 75.1%
3. SOCIAL NETWORKS - 74.3%
4. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 68.4%
5. WEATHER - 60.0%
6. NEWS - 50.5%
7. MAPS, PARKING, OR LOCATION-BASED SERVICES - 49.3%

8. EMAIL - 48.8%
9. MUSIC - 32.0%
10. GAMES - 26.7%
11. COUPONS, DEALS, OR PRICE COMPARISONS - 24.2%
12. ENTERTAINMENT - 22.4%
13. TRAVEL - 21.1%
14. BANKING, INVESTING, OR INSURANCE - 21.0%
15. SPORTS - 20.3%

Source: GWI (Q3 2024). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

Digital 2024 Japan 37 sur 132**JAN 2024**
DEVICES USED TO ACCESS THE INTERNET

Percentage of internet users aged 16 to 64 who use each kind of device to access the internet

MOBILE PHONE (ANY)
- **93.7%**
  - Year-on-year change: +2.3% (+210 BPS)

LAPTOP OR DESKTOP (ANY)
- **60.4%**
  - Year-on-year change: +7.5% (+420 BPS)

SMARTPHONE
- **92.4%**
  - Year-on-year change: +1.4% (+130 BPS)

FEATURE PHONE
- **1.9%**
  - Year-on-year change: +72.7% (+80 BPS)

TABLET DEVICE
- **19.7%**
  - Year-on-year change: +11.3% (+200 BPS)

PERSONAL LAPTOP OR DESKTOP
- **55.0%**
  - Year-on-year change: +5.4% (+280 BPS)

WORK LAPTOP OR DESKTOP
- **17.5%**
  - Year-on-year change: -10.3% (-200 BPS)

CONNECTED TELEVISION
- **16.3%**
  - Year-on-year change: +15.6% (+220 BPS)

SMART HOME DEVICE
- **6.7%**
  - Year-on-year change: +24.1% (+130 BPS)

GAMES CONSOLE
- **13.0%**
  - Year-on-year change: +19.3% (+210 BPS)

Source:
- GWI Q3 2021 figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.com). Notes: "Mobile Phone (Any)" includes users who access via a smartphone or feature phone; "Laptop or Desktop (Any)" includes users who access via either work or personal computers; "Connected Television" includes access via both smart TVs and devices connected to conventional TVs; "Smart Home Device" includes any device that can be controlled via a computer, smartphone, or tablet device. Year-on-year change values reflect relative change; "BPS" values show the change in basis points and reflect absolute change. Comparability: Methodology changes see notes on data.

Digital 2024 JapanJAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES.

(Japan Flag)
JAPAN

20.28%
DEC 2013
+41.6%

28.71%
DEC 2014
+25.7%

36.10%
DEC 2015
-22.1%

28.12%

DEC 2016
-2.6%

27.40%
DEC 2017
+15.4%

31.63%
DEC 2018
+11.5%

35.26%
DEC 2019
+29.1%

45.51%
DEC 2020
-12.0%

40.07%
DEC 2021
-5.6%

37.83%
DEC 2022
-5.9%

35.61%
DEC 2023

Source: StatCounter Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from a starting value of 30% would equal 6%, not 10%).

Digital 2024 Japan 36 sur 132 un slide français
We Are Social
Datareportal
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SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

CHROME 54.5%
SAFARI 25.1%

EDGE 12.5%
FIREFOX 4.3%
SAMSUNG INTERNET 0.9%
OPERA 0.7%
IE 0.6%
OTHERS 1.4%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

we are social (logo) Meltwater (logo)

(français)JAN 2024

SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

- GOOGLE: 76.5%
- YAHOO!: 12.2%
- BING: 9.8%
- BAIDU: 0.7%
- DUCKDUCKGO: 0.3%
- YANDEX: 0.3%
- COCOC: 0.2%
- OTHERS: 0.2%

Source: STATCOUNTER. Notes: Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative, year-on-year change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). 199% values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

françaisJan 2024
ACCESSING ONLINE INFORMATION
Percentage of internet users aged 16 to 64 who engage in each kind of online activity

Use a Search Engine (E.G. Google, Bing, DuckDuckGo) EACH MONTH
75.1%

Use Voice Assistants (e.g. Siri, Google Assistant) to Find Information EACH WEEK
7.3%

Visit Social Networks to Look for Information About Brands and Products
28.7%

Use Image Search Tools (e.g. Google Lens, Pinterest Lens) on Mobile EACH MONTH
11.5%

Scan a QR Code on a Mobile Phone EACH MONTH
51.9%

Use Online Tools to Translate Text Into Different Languages EACH WEEK
12.2%

Source: GWI Q3 2023.
Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM.
Comparability: Methodology changes, see notes on data.

we are social
MeltwaterJAN 2024

TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

Percentage of Internet users who watch any kind of TV each month:
95.5%

Year-on-year change in Internet users who watch any kind of TV:
+3.1% +290 BPS

Daily time that Internet users spend watching any kind of TV:
2H 19M

Year-on-year change in daily TV viewing time (all forms of content delivery):
-2.9% -4 MINS

Internet users who stream TV content vs. Internet users who watch any kind of TV:
82.6%

Daily time spent watching TV content streamed over the internet:

0H 23M

Year-on-year change in daily time spent watching streaming TV content:
+7.8% +1 MIN

Time spent watching streaming TV content as a percentage of total TV time:
16.8%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See NOTES ON DATA.

Logos: We Are Social & MeltwaterJAN 2024
WATCHING ONLINE VIDEO CONTENT
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

- ANY KIND OF VIDEO:
  - 75.4%
  - YOY: +5.3% (+380 BPS)
  - GWI.

- MUSIC VIDEO:
  - 23.8%
  - YOY: +8.7% (+190 BPS)
  - KANTAR.

- COMEDY, MEME, OR VIRAL VIDEO:
  - 13.9%
  - YOY: +10.3% (+130 BPS)
  - GWI.

- VIDEO LIVESTREAM:
  - 13.1%
  - YOY: +14.9% (+170 BPS)
  - GWI.

- TUTORIAL OR HOW-TO VIDEO:
  - 8.5%
  - YOY: +16.4% (+120 BPS)
  - KANTAR.

- EDUCATIONAL VIDEO:
  - 5.8%

- YOY: +9.4% (+50 BPS)
  - KANTAR.

- PRODUCT REVIEW VIDEO:
  - 13.4%
  - YOY: +12.6% (+150 BPS)
  - KANTAR.

- SPORTS CLIP OR HIGHLIGHTS VIDEO:
  - 13.6%
  - YOY: +32.0% (+330 BPS)
  - GWI.

- INFLUENCER VIDEOS AND VLOGS:
  - 7.0%
  - YOY: +12.9% (+80 BPS)
  - GWI.

- GAMING VIDEO:
  - 18.3%
  - YOY: +10.9% (+180 BPS)
  - KANTAR.

SOURCE: GWI. JAN 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI. COM/QUERIES. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE.
PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF RESPONDENTS. FOR EXAMPLE, A VALUE OF +6% WOULD MEAN THAT 60% OF RESPONDENTS NOW...
... THE ANNUAL METRICS OF TIME SPENT WATCHING VIDEO CONTENT ONLINE.

Most Streamed Content on Disney+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ for FULL-YEAR 2023 (Japan)

Most Streamed Movies on Disney+
#	Movie Name	Index
01	Frozen	100

02	Zootopia	64
03	Toy Story	50
04	Moana	46
05	Coco	39
06	The Little Mermaid	36
07	Frozen II	29
08	Elemental	28
09	Encanto	27
10	The Little Mermaid	26

Most Streamed TV Shows on Disney+

#	TV Show Name	Index
01	Criminal Minds	100
02	Grey's Anatomy	73
03	Tokyo Revengers	59
04	Mickey Mouse Clubhouse	44
05	Jujutsu Kaisen	42
06	Dr. Romantic	39
07	The Mandalorian	39
08	SPY x FAMILY	25
09	Gannibal	24
10	Moving	22

Source: FLIXPATROL. See FLIXPATROL.COM. **Notes:** The same content may have different titles in different countries. Rankings based on FLIXPATROL's analysis of viewing activity for full-year 2023. "Index" values combine the FLIXPATROL "points" value for each title in the FLIXPATROL "points" value of the top-ranked item in each platform's ranking.

Digital 2024 Japan - 47 sur 132 (French language setting)

Icons for searching, downloading, printing, and translation options at the bottom. Logos of "we are social" and "Meltwater" are present.Voici la retranscription textuelle de l'image :

JAN 2024

MOST STREAMED CONTENT ON NETFLIX
FlixPatrol’s ranking of the most streamed content on Netflix for full-year 2023

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX

01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	HARRY POTTER AND THE CHAMBER OF SECRETS	63
03	TOP GUN: MAVERICK	59
04	CALL ME CHIHIRO	54
05	KINGDOM 2: FAR AND AWAY	51
06	JUJUTSU KAISEN 0	50
07	HARRY POTTER AND THE GOBLET OF FIRE	40
08	JIGOKU-NO-HANAZONO ~OFFICE ROYALE~	36
09	HARRY POTTER AND THE PRISONER OF AZKABAN	33
10	HARRY POTTER AND THE HALF-BLOOD PRINCE	31

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	JUJUTSU KAISEN	100
02	THE GLORY	78
03	THE APOTHECARY DIARIES	65
04	OSHI NO KO	57
05	CRASH COURSE IN ROMANCE	54
06	SPY X FAMILY	51
07	YOUNG LADY AND GENTLEMAN	44
08	DEMON SLAYER: KIMETSU NO YAIBA	42
09	FRIEREN: BEYOND JOURNEY'S END	42
10	MY HAPPY MARRIAGE	40

Source: FlixPatrol. See FlixPatrol.com. *Notes*: The same content may have different titles in different countries. Rankings based on FlixPatrol’s analysis of viewing activity for full-year 2023. “Index” values combine the FlixPatrol points value for each title into the Flixpatrol points value of the top-ranked item in each platform's ranking.

Drapeau: *Japon*JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	Y)l	100

02 | i}Y) | 32
03 | 0ä0Õ0ü | 32
04 | 0Ë0å0ü0¹ | 29
05 | YOUTUBE | 28
06 | o+u; | 28
07 | TWITTER | 24
08 | 0Ý0±0â0ó | 23
09 | 0¤0ª0ó | 20
10 | AMAZON | 20

| SEARCH QUERY | INDEX vs. TOP QUERY
11 | 0é0ü0á0ó | 20
12 | YAHOO | 19
13 | GOOGLE | 19
14 | •ûŠ3 | 17
15 | IPHONE | 16
16 | 0Ä0¤0Ã0¿0ü | 15
17 | 0¤0ó0¹0¿ | 15
18 | 0³0í0Ê | 15
19 | Y)l Nˆ X1 | 12
20 | 0Ç0£0º0Ë0ü | 12

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PROVIDED BY GOOGLE TRENDS, AND ARE SHOWN AS IS. TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE MAY BE USING LANGUAGE IN DIGITAL ENVIRONMENTS, GOOGLE DOES NOT 'CLEAN UP' USERS' SEARCH QUERIES IN THE INDEX: 'TOP QUERY' COLUMN. SEARCH QUERIES IN OTHER LABELS HAVE BEEN MANUALLY CORRECTED WHEN THE SEARCH QUERY IS FELT TO BE CLEAR. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO SEARCH ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

we are social × Meltwater### JAN 2024
TOP WEBSITES: SIMILARWEB RANKING
SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT

01	GOOGLE.COM	3.44 B	870 M	11M 20S	8.6
02	YAHOO.CO.JP	2.01 B	632 M	9M 07S	6.3
03	DOCOMO.NE.JP	1.82 B	854 M	5M 48S	4.8
04	YOUTUBE.COM	1.27 B	465 M	21M 04S	10.1
05	TWITTER.COM	1.01 B	623 M	14M 03S	10.1
06	NEWS.YAHOO.CO.JP	650 M	282 M	6M 30S	4.6
07	AMAZON.CO.JP	569 M	523 M	6M 53S	7.7
08	RAKUTEN.CO.JP	508 M	505 M	6M 20S	7.6
09	WIKIPEDIA.ORG	401 M	479 M	4M 23S	2.4
10	GOOGLE.CO.JP	288 M	204 M	8M 27S	17.0
11	FC2.COM	258 M	331 M	5M 23S	4.5
12	PIXIV.NET	249 M	163 M	11M 47S	9.1
13	INSTAGRAM.COM	238 M	406 M	4M 27S	5.8
14	LIVEDOOR.JP	217 M	151 M	6M 06S	3.1
15	S.YOSYS.NET	201 M	241 M	20M 56S	10.0
16	DMM.CO.JP	194 M	256 M	7M 32S	8.5
17	LINE.ME	184 M	475 M	6M 53S	2.0
18	BLOG.JP	178 M	194 M	1M 28S	2.8
19	NICOVIDEO.JP	176 M	182 M	11M 20S	4.1
20	AME.BLO.JP	174 M	334 M	3M 39S	3.0

SOURCE:
- SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023.

NOTES:
- VALUES IN THE UNIQUE VISITORS COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING CLIENTS, BUT MIGHT CONTAIN INTERNAL DUPLICATES. AS SOME PEOPLE MIGHT USE MULTIPLE DEVICES OR BROWSERS.
- VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" ARE PRESENTED IN BILLIONS (B) AND MILLIONS (M) UNITS, RESPECTIVELY.
- VALUES FOR "AVERAGE TIME PER VISIT" ARE DISPLAYED IN HOURS (H), MINUTES (M) AND SECONDS (S).
- ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. READERS SHOULD USE CAUTION.

Logos:
- SIMILARWEB
- WE ARE SOCIAL
- MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

LEFT COLUMN

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	9.54 B	3.73 M	26M 28S	3.9
02	YOUTUBE.COM	4.30 B	227 M	42M 33S	5.8
03	YAHOO.CO.JP	3.33 B	220 M	19M 30S	5.3
04	TWITTER.COM	1.87 B	187 M	19M 44S	1.9
05	LIVEDOOR.JP	1.40 B	72.0 M	17M 07S	4.8
06	BLOG.JP	878 M	81.4 M	12M 31S	3.6
07	AMAZON.CO.JP	870 M	142 M	13M	

05S | 4.7 |

08	SYOSETU.COM	759 M	27.0 M	48M 41S	10.9
09	WIKIPEDIA.ORG	725 M	118 M	11M 40S	3.8
10	RAKUTEN.CO.JP	590 M	103 M	09M 53S	3.8

RIGHT COLUMN

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	MANGARAW.IQ	558 M	14.6 M	34M 25S	11.6
12	5CH.NET	545 M	47.7 M	18M 53S	3.9
13	LIVEDOOR.COM	489 M	48.4 M	16M 12S	3.2
14	FC2.COM	462 M	89.3 M	13M 20S	3.1
15	MISSAV.COM	459 M	45.9 M	16M 14S	13.4
16	TWIMG.COM	433 M	53.0 M	00M 46S	5.9
17	GAMEWITH.JP	428 M	50.1 M	15M 01S	2.8
18	MANGARAW.TO	414 M	11.3 M	34M 42S	13.2
19	PORNHUB.COM	401 M	83.1 M	10M 23S	6.7
20	NICOVIDEO.JP	358 M	58.6 M	22M 13S	4.7

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE “UNIQUE VISITORS” COLUMN REPRESENT THE NUMBER OF DISTINCT IDENTIFIED IN RANGE USERS, BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME USERS MAY USE MULTIPLE DEVICES. SOME WEBSITES FOLLOWED ENDING BY " & " ARE IN ENGLISH, FIGURES REFLECTING THEIR INTERNET PRESENCE OUTSIDE JAPAN CAN NOT BE DIFFERENT. SOME DOMAINS CAN BE SUSPECTED BY SOME USERS BECAUSE THEIR VERSION THAT MAY CONTAIN ADULT CONTENT, VIRUS, MALWARE, OFFENSIVE CONTENT & READERS SHOULD AVOID VISITING

UNKNOW DOMAIN. COMPARABILITY: SOURCE /METHODOLOGY CHANGE

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40 sur 132 Voici la retranscription textuelle de l'image :

JAN 2024
ONLINE AUDIO
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

JAPAN

- **WATCH OR LISTEN TO ONLINE MUSIC VIDEOS**
  - **23.8%**
  - YEAR-ON-YEAR CHANGE
  - **+8.7% (+190 BPS)**

- **LISTEN TO MUSIC STREAMING SERVICES**
  - **22.8%**
  - YEAR-ON-YEAR CHANGE
  - **+14.0% (+280 BPS)**

- **LISTEN TO ONLINE RADIO SHOWS OR STATIONS**
  - **10.4%**
  - YEAR-ON-YEAR CHANGE
  - **+2.0% (+20 BPS)**

- **LISTEN TO PODCASTS**
  - **5.0%**
  - YEAR-ON-YEAR CHANGE
  - **+22.0% (+90 BPS)**

- **LISTEN TO AUDIO BOOKS**
  - **7.8%**
  - YEAR-ON-YEAR CHANGE
  - **+9.9% (+70 BPS)**

Digital 2024 Japan

SOURCE: GWI Jan 2024 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE & AN INCREASE OF 2% FROM A STARTING VALUE OF 20% WOULD EQUAL 40%. NOT 22%. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
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49 sur 132

Langue : françaisJAN 2024
DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE
72.1%
YOY: +8.6% (+570 BPS)

SMARTPHONE
49.4%
YOY: -3.1% (-160 BPS)

LAPTOP OR DESKTOP
19.6%
YOY: -1.5% (-30 BPS)

GAMES CONSOLE
28.1%
YOY: +14.7% (+360 BPS)

TABLET
10.4%
YOY: +30.0% (+240 BPS)

HAND-HELD GAMING DEVICE
17.4%
YOY: +22.5% (+320 BPS)

MEDIA STREAMING DEVICE
3.8%
YOY: +52.0% (+130 BPS)

VIRTUAL REALITY HEADSET
2.7%
YOY: +12.5% (+30 BPS)

SOURCE: GWI (Q4 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN BELIEVANCE OF YOY, FROM A STARTING VALUE OF 0P0 WOULD EQUAL 01%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

Penetration of Smart Home Devices
31.0%
Year-On-Year Change
+31.2% (+737 BPS)

ARPU: Spend on All Smart Home Devices
$455
Year-On-Year Change
-6.7% (-$32.50)

ARPU: Smart Home Appliances
$602
Year-On-Year Change
-9.7% (-$64.60)

ARPU: Smart Home Control & Connectivity Devices
$209
Year-On-Year Change
-8.2% (-$18.60)

ARPU: Smart Home Security Devices
$345
Year-On-Year Change
-5.6% (-$20.50)

ARPU: Smart Home Entertainment Devices
$134
Year-On-Year Change
-19.2% (-$32.00)

ARPU: Smart Home Comfort & Lighting
$141
Year-On-Year Change
-5.7% (-$8.60)

ARPU: Smart Home Energy Management
$177
Year-On-Year Change
-11.4% (-$22.70)

SOURCE: Statista Digital Market Outlook, see statista.com. NOTE: “Smart Home Devices” include digitally connected and controlled home devices that can be remotely controlled, serviced, automated or cloud-based. Penetration of Smart Home Devices is based on the number of households that have at least one connected smart home device in at least one category. Consumer, Revenues & Usage includes expenditure (ARPU) for installation (including DIY), both hardware sales and adjacent service subscription models.

ARPU Smart Home = Average Revenue Per Installed Smart Connected Home and Smart Home Segment. BPS = Basis Points (0.01%). Comparability: Base changes in data set until 2022. Data shown for Smart Home for Jan 2024 is inclusive of consumer spending adjustments.

Icons for analytics, download, share, and report.

Text in lower left corner:
français
JAN 2024

SMART HOME MARKET OVERVIEW
(VALUE OF THE MARKET FOR SMART HOME DEVICES US. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES
17.45 MILLION
YEAR-ON-YEAR CHANGE
+31.8% (+4.2 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$7.93 BILLION
YEAR-ON-YEAR CHANGE
+22.9% (+$1.5 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$3.25 BILLION
YEAR-ON-YEAR CHANGE
+23.6% (+$620 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$1.41 BILLION
YEAR-ON-YEAR CHANGE
+25.9% (+$290 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$1.32 BILLION
YEAR-ON-YEAR CHANGE
+24.5% (+$260 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$860.0 MILLION
YEAR-ON-YEAR CHANGE
+11.7% (+$90 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$630.0 MILLION
YEAR-ON-YEAR CHANGE
+26.0% (+$130 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$460.0 MILLION
YEAR-ON-YEAR CHANGE
+21.1% (+$80 MILLION)

[Sources and logos: Statista, Kepios, We Are Social, Meltwater]
[Note: “Smart home devices” include digitally connected and controlled home devices that can be remotely controlled, scheduled, and operated using services that transmit or receive signals and data for direct interface with computers and/or mobile devices.]JAN 2024
USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

(Icon of a building)
USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
21.0%
YOY: +8.8% (+170 BPS)

(Icon of a mobile phone)
USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
19.3%
YOY: +11.6% (+200 BPS)

(Icon of cryptocurrency symbol)
OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
5.7%
YOY: +14.0% (+70 BPS)

(Source information)
SOURCE: GWI (Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT A RELATIVE CHANGE IN PERCENTAGE OF POP. FROM A STARTING VALUE OF 100. YOY VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

(Additional information)

JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

- LINE: 41.1%
- INSTAGRAM: 16.9%
- X (TWITTER): 16.7%
- TIKTOK: 2.7%
- FACEBOOK: 2.5%
- 5CHANNEL: 1.8%
- PINTEREST: 0.9%
- DISCORD: 0.6%
- IMESSAGE: 0.4%
- FACEBOOK MESSENGER: 0.3%

SOURCE: GWI Q3 2021 (SEE GWIDATA.COM). NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM MULTIPLE OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR QQ IN CHINA STRAIGHT AS "DOUBTING". AS PER BYTEDANCE'S COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM, COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAPAN

Digital 2024 Japan - 59 sur 132

we are social x Meltwater
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Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024
OVERVIEW OF SOCIAL MEDIA USE**
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE [NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS]

**JAPAN**

**NUMBER OF SOCIAL MEDIA USER IDENTITIES**
- **96.00 million**
  - SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
```

  - **78.1%**

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
- **+1.1%**
  - +1.0 million
  - SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
  - **86.5%**

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
- **+4.3%**
  - +4.0 million
  - SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
  - **91.9%**

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
- **0h 53m**
  - YOY: +2 mins

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
- **3.8**

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
- **53.3%**

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
- **46.7%**

SOURCES:

DSPT, ANALYSIS - COMPANY ADVERTISING RESOURCES - DIGITAL BEHAVIOUR - CENTRE FOR DIGITAL INNOVATION AND RESEARCH (CEDR), EPIC INSTITUTE FOR TECHNOLOGY, OSCAR OVERVIEW OF TECH ADOPTION.

ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARATIVITY SOURCES AND METHODOLOGY AT: **notetoself.com/methodology**

JAN 2024
MOST STREAMED CONTENT ON AMAZON PRIME
FLIXPATROL’S RANKING OF THE MOST STREAMED CONTENT ON AMAZON

PRIME VIDEO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	ONE PIECE FILM RED	100
02	JUJUTSU KAISEN 0	93
03	SAMURAI BEYOND ADMIRATION RECORD TO THE WORLD'S BEST ARASHI ANNIVERSARY TOUR 5×20 FILM "RECORD OF MEMORIES"	20
04	THE CONFIDENCE MAN JP: HERO	19
05	SILENT PARADE	18
07	KING GNU LIVE AT TOKYO DOME	18
08	JURASSIC WORLD DOMINION	18
09	MINIONS: THE RISE OF GRU	17
10	THE LEGEND & BUTTERFLY	17

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	JUJUTSU KAISEN	100
02	SPY X FAMILY	66
03	BLUELOCK	56
04	ONE PIECE	56
05	OSHI NO KO	55
06	DEMON SLAYER: KIMETSU NO YAIBA	49
07	FRIEREN: BEYOND JOURNEY'S END	47
08	CAMPFIRE COOKING IN ANOTHER WORLD WITH MY ABSURD SKILL	45
09	THE APOTHECARY DIARIES	42
10	RUROUNI KENSHIN	34

SOURCE
FlixPatrol. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONFIRM THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE; THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

Translation For Further Context:
FRANÇAIS
Janvier 2024
Contenu le plus écouté sur Amazon Prime
Classement de FlixPatrol du contenu le plus écouté sur Amazon Prime Video pour l'année 2023.

Source: FlixPatrol. VOIR FLIXPATROL.COM. NOTIONS : LE MÊME CONTENU PEUT AVOIR DIFFÉRENTS TITRES DANS DIFFÉRENTS PAYS.
Voici la transcription textuelle de l'image :

JAN 2024
MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

1. FILLING SPARE TIME - 30.5%
2. SEEING WHAT'S BEING TALKED ABOUT - 26.9%
3. KEEPING IN TOUCH WITH FRIENDS AND FAMILY - 25.2%
4. READING NEWS STORIES - 24.3%
5. FINDING CONTENT (E.G. ARTICLES, VIDEOS) - 22.9%
6. FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS - 17.4%
7. SEEING CONTENT FROM YOUR FAVOURITE BRANDS - 15.7%
8. FOLLOWING CELEBRITIES OR INFLUENCERS - 15.1%
9. FINDING PRODUCTS TO PURCHASE - 14.6%
10. AVOIDING MISSING OUT ON THINGS (FOMO)* - 14.4%
11. WATCHING OR FOLLOWING SPORTS - 12.1%
12. FINDING INSPIRATION FOR THINGS TO DO AND BUY - 11.5%
13. POSTING ABOUT YOUR LIFE - 10.8%
14. MAKING NEW CONTACTS - 8.8%
15. WATCHING LIVE STREAMS - 7.9%

*SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Japan

Icons and additional elements indicate options for digital viewing formats and language selection.JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS

Average time per month that active users spent using each platform’s Android app between 01 July and 30 September 2023

[Graph]

- YOUTUBE: 33H 42M
- TIKTOK: 31H 06M
- LINE: 11H 16M
- X (Twitter): 8H 19M
- INSTAGRAM: 7H 54M
- FACEBOOK: 3H 56M
- WHATSAPP: 2H 40M
- TELEGRAM: 2H 17M
- PINTEREST: 2H 02M
- FACEBOOK MESSENGER: 1H 51M
- SNAPCHAT: 0H 36M
- LINKEDIN: 0H 24M

Source: DATA.AI Intelligence. See DATA.AI. Note: Figures represent average number of hours spent per user, per month using each platform’s mobile app on Android phones between 01 July and 30 September 2023.

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.

LINE: 83.4%

X (TWITTER): 55.2%

INSTAGRAM: 52.6%

FACEBOOK: 24.4%

TIKTOK: 22.9%

iMESSAGE: 17.0%

FACEBOOK MESSENGER: 9.8%

S CHANNEL: 9.7%

PINTEREST: 8.3%

SKYPE: 5.7%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTES FOR MORE DETAILS ON QUESTION AND RESPONDENT NUMBERS.
COMPARABILITY: A VERSION OF THIS QUESTION HAS BEEN ASKED IN OUR PREVIOUS REPORTS; HOWEVER, NOTE THAT SOME OF THIS YEAR'S INSIGHTS MAY NOT BE DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS DUE TO CHANGES IN THE QUESTION'S WORKINGS.
NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.

JAN 2024
MONTHLY SOCIAL MEDIA APP SESSIONS
AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

1. LINE: 406.7
2. YOUTUBE: 230.1
3. X (TWITTER): 228.4
4. WHATSAPP: 161.0
5. TIKTOK: 157.2
6. INSTAGRAM: 144.1
7. TELEGRAM: 79.1
8. FACEBOOK: 61.8
9. FACEBOOK MESSENGER: 58.4
10. PINTEREST: 47.5
11. SNAPCHAT: 35.3

12. LINKEDIN: 16.3

SOURCE: Data.ai Intelligence. See Data.ai. NOTES: "Active users" denote users who open their respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 1 July and 30 September 2023.

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Bien sûr, voici la transcription textuelle de l'image:

JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 31.0%
2. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 22.4%
3. BANDS, SINGERS, OR OTHER MUSICIANS - 20.4%
4. INFLUENCERS OR OTHER EXPERTS - 16.4%
5. TV SHOWS OR CHANNELS - 14.6%
6. SPORTS PEOPLE AND TEAMS - 14.2%
7. COMPANIES AND BRANDS YOU PURCHASE FROM - 11.8%
8. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 11.0%
9. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 10.1%
10. GAMING EXPERTS OR GAMING STUDIOS - 8.7%
11. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 8.6%
12. EVENTS YOU'RE ATTENDING - 6.7%
13. BEAUTY EXPERTS - 6.2%
14. MAGAZINES OR PUBLICATIONS YOU READ - 5.8%
15. TRAVEL WRITERS AND COMPANIES - 5.7%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See NOTES ON DATA.

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N'hésitez pas à demander si vous avez besoin d'autres informations ou d'une clarification supplémentaire !JAN 2024

DEMOGRAPHIC PROFILE OF META’S AD AUDIENCE
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

JAPAN

18 – 24 YEARS OLD
- FEMALE: 13.8%
- MALE: 10.1%

25 – 34 YEARS OLD
- FEMALE: 13.7%
- MALE: 10.0%

35 – 44 YEARS OLD
- FEMALE: 11.8%
- MALE: 8.1%

45 – 54 YEARS OLD
- FEMALE: 10.2%
- MALE: 7.8%

55 – 64 YEARS OLD
- FEMALE: 5.3%
- MALE: 4.6%

65+ YEARS OLD
- FEMALE: 2.1%
- MALE: 2.4%

SOURCES: KEPIOS ANALYSIS META’S ADVERTISING RESOURCES NOTE: META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 18, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META’S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

COMPARABILITY: IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

DIGITAL 2024 JAPAN'   c" 7W" 3)   français

Logos:
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- we are social
- MeltwaterJAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

[Flag of Japan] JAPAN

ANY KIND OF SOCIAL MEDIA PLATFORM

51.0%
YOY: +6.5% (+310 BPS)

SOCIAL NETWORKS

28.7%
YOY: +10.8% (+280 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)

8.8%
YOY: +3.5% (+30 BPS)

MESSAGING AND LIVE CHAT SERVICES

2.7%
YOY: -10.0% (-30 BPS)

FORUMS AND MESSAGE BOARDS

5.1%
YOY: -3.8% (-20 BPS)

MICRO-BLOGS (E.G. X / TWITTER)

10.3%
YOY: +6.2% (+60 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)

2.6%
YOY: -7.1% (-20 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)

3.1%
YOY: -8.8% (-30 BPS)

SOURCE: GWI Q3 2023, FIGURES REPRESENT FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE (AT LEAST ONE OF) SOCIAL NETWORKS, QUESTION & ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO BLOGS (E.G. TWITTER), BLOGS (IN A TEXT FORMAT), VLOGS (IN VIDEO FORMAT), ONLINE PINBOARDS (E.G. PINTEREST), AND "OTHER" SOCIAL MEDIA CHANNELS. VALUES REPRESENT A SAMPLE, BASED ON AN AGEGED ANALYSIS, AND INDIVIDUAL VALUES MIGHT THEREFORE NOT ADD UP TO TOTAL PERCENTAGES DISPLAYED. COMPARABILITY METHODOLOGY CHANGES: SEE NOTES ON DATA

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

46.78%
DEC 2013
+20.8%

56.49%
DEC 2014
+24.3%

70.20%
DEC 2015

-3.4%

67.80%
DEC 2016
-45.4%

37.03%
DEC 2017
-14.6%

31.61%
DEC 2018
-21.9%

24.68%
DEC 2019
-26.9%

18.03%
DEC 2020
-1.8%

17.70%
DEC 2021
+37.1%

24.26%
DEC 2022
-2.2%

23.72%
DEC 2023

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC, BASED ON THE PERCENTAGE VALUE OF USE DYNAMICALLY RELIED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARISING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGES SHOWN IN THE BOXES REPRESENT YEAR-ON-YEAR CHANGE IN THE ABSOLUTE VALUE, FOR EXAMPLE, IF THE STARTING VALUE FOR 2015 WERE 60% AND IT INCREASED TO 75% IN 2016, THE PERCENTAGE PRESENTING REFLECTS A 25% INCREASE RELATIVE TO THE 60% BASELINE VALUE.

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FACEBOOK ENGAGEMENT RATES: LOCOWISE
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
[icon of a pencil and paper]
0.09%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
[icon of a photo]
0.08%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
[icon of a video]
0.09%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
[icon of a link]
0.09%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
[icon of a text]
0.17%

SOURCE:
Locowise figures represent averages for the period between 1 September and 30 November 2023. Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes, in various countries around the world.

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Digital 2024 Japan
70 sur 132Jan 2024
ONLINE PRIVACY AND SECURITY
PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

1. Express concern about what is real vs. what is fake on the internet
   - 52.3%

2. Worry about how companies might use their online data
   - 25.4%

3. Decline cookies on websites at least some of the time
   - 19.9%

4. Use a tool to block advertisements on the internet at least some of the time
   - 16.9%

5. Use a virtual private network (VPN) to access the internet at least some of the time
   - 10.5%

Sources: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a global study of online news consumers aged 18 and above in the world. See digitalnewsreport.org. Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com.

Digital 2024 Japan

54 sur 132
français

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LINE: OVERVIEW OF ACTIVE USERS
NUMBER OF USER ACCOUNTS THAT ARE ACTIVE ON LINE EACH MONTH
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

JAPAN (Flag image)

MONTHLY ACTIVE LINE USERS
LINE icon
96.0 MILLION

MONTHLY ACTIVE LINE USERS vs. TOTAL POPULATION
78.1%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE LINE USERS
90 calendar icon
+1.1%
+1 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE LINE USERS
365 calendar icon
+4.3%
+4 MILLION

MONTHLY ACTIVE LINE USERS vs. TOTAL INTERNET USERS
Globe icon
91.9%

MONTHLY ACTIVE LINE USERS vs. POPULATION AGED 12+
85.6%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE LINE USERS
53.3%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE LINE USERS
46.7%

SOURCE: LINE'S ADVERTISING RESOURCES

Digital 2024 Japan 68 sur 132
Icons at the bottom: Index, search, download, share, change language (currently French)JAN 2024
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM: 55.45 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION: 45.1%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS: 53.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH: +0.9% / +500 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH: +21.3% / +9.8 MILLION

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+: 58.4%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD

REACH AGED 18+: 41.6%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+: 47.9%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+: 54.1%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+: 41.4%

Sources: Meta advertising resources; Kepios analysis. Notes: Based on the platform's own advertising resources. Gender data only available for "female" and "male"; source data for reach by gender may not sum to 100. Published Instagram advertising audience figures may not represent unique individuals, and may not match equivalent figures published by other providers. Population data based on United Nations, World Bank, U.S. Census Bureau, and national statistics office data. Demographic data are based on estimates for the total population. Internet user numbers are not directly comparable to figures published in previous reports. See important notes on "Bases", "Calculations", "Internet user numbers", "Penetration numbers", "Rankings", "Sources", "Sex & gender", "Social media vs. unique active users" & "Year-on-year change" on pages 7 & 8, and notes on any data points using this icon throughout this report.

Logos:
- We Are Social
- MeltwaterJAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

(Japan Flag Image)

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
15.75 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
12.8%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
15.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-1.3%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+4.7%
+700 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
45.1%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
54.9%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
14.9%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
13.1%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
17.2%

SOURCES: META ADVERTISING RESOURCES; KEPLOS ANALYSIS. NOTES: BASED ON DIGITALLY PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER WAS ONLY PUBLISHED AS TOTAL VALUES FOR EACH AGE GROUP, SO, UNLIKE OTHER FIGURES IN THIS REPORT, THE DATA FOR GENDER REACH IS NOT COMPARABLE WITH POPULATION FIGURES. FIGURES REPRESENT AUDIENCES THAT FACEBOOK REPORTS CAN BE REACHED WITH TOOLS FOR ADVERTISERS. ITEM INCLUDES AUDIENCES THAT FACEBOOK REPORTS CAN BE REACHED VIA INSTAGRAM PLACEMENTS. ADVISORY: REPORTED AUDIENCES MAY INCLUDE DUPLICATE ACCOUNTS, BASE ACCOUNTS, COMMUNITY STANDARDS ENFORCEMENT. UNITS VALUES MAY NOT SUM TO OVERALL TOTALS DUE TO ROUNDING DIFFERENCES. FOR EXPLANATION OF CHANGES TO REPORTED REACH METRICS AND REASONS, PLEASE REFER TO THE RELEVANT NOTES AND POSTS IN THE DETAILED SYSTEM.

Comparability.

(We Are Social logo) (Meltwater logo)

(A set of icons related to page navigation, zoom, and language settings)JAN 2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK
NOTE: PLEASE READ THE IMPORTANT NOTES ON CONCERNING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS
Total Potential Reach Of Ads On TikTok

26.05 MILLION
Kepios

TikTok Ad Reach
vs. Total Population
21.2%
wearesocial.com

TikTok Ad Reach
vs. Total Internet Users
24.9%
Meltwater

Quarter-On Quarter Change In Reported TikTok Ad Reach
+3.8% +957 THOUSAND
Meltwater

Year-On Year Change In Reported TikTok Ad Reach
+25.9% +5.4 MILLION
Meltwater

Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
51.7%
Kepios

Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
48.3%
Kepios

Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+
24.7%
Meltwater

Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+
24.6%
wearesocial.com

Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+
24.7%
Kepios

SOURCES: TIKTOK ADVERTISING RESOURCES; KEPIONS' ANALYSIS NOTES: DOES NOT INCLUDE DOWN; REACH DATA. AVAILABLE FOR “FEMALE” AND "MALE" USERS AGED 18+. DATA: ARE NOT COMPARABLE ALLOCATIONS. VALUES BASED ON MID POINTS OF ADVERTISING AUDIENCES.

FEMALE: REPRESENT COUNTRY MID POINTS FOR USERS AGED 13+

NOTES READ FOR DIFFERENT SOURCES AND METHODOLOGIES, AS WELL AS WEATHER METHODOLOGIES FOR DATA COMPARABILITY AT:

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SOCIAL. | MeltwaterJAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
The potential audience that marketers can reach with ads on Linkedin
(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.)

Total Potential Reach of Ads on Linkedin
- 4.10 million

LinkedIn Ad Reach vs. Total Population
- 3.3%

LinkedIn Ad Reach vs. Total Internet Users
- 3.9%

Quarter-on-Quarter Change in Reported LinkedIn Ad Reach
- +5.1% (+200 thousand)

Year-on-Year Change in Reported LinkedIn Ad Reach
- +20.6% (+700 thousand)

Share: Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
- 39.2%

Share: Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
- 60.8%

Adoption: Overall LinkedIn Ad Reach Aged 18+ vs. Overall Population Aged 18+
- 3.9%

Adoption: Female LinkedIn Ad Reach Aged 18+ vs. Female Population Aged 18+
- 1.3%

Adoption: Male LinkedIn Ad Reach Aged 18+ vs. Male Population Aged 18+
- 2.2%

[Sources and notes section at the bottom not redone as requested but understood to be part of content.]

Digital 2024 Japan
76 sur 132**JAN 2024**

MESSENGER: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports)

Total potential reach of ads on messenger
- Icon: Users
- 5.90 million

Messenger ad reach vs. total population
- Icon: Group of people
- 4.8%

Messenger ad reach vs. total Internet users
- Icon: Globe
- 5.6%

Quarter-on-quarter change in reported messenger ad reach
- Icon: Calendar with '90'
- -1.7%
- -100 thousand

Year-on-year change in reported messenger ad reach
- Icon: Calendar with '365'
- +3.5%
- +200 thousand

Share: Female messenger ad reach aged 18+ vs. overall messenger ad reach 18+
- Icon: Female icon
- 42.0%

Share: Male messenger ad reach aged 18+ vs. overall messenger ad reach aged 18+
- Icon: Male icon
- 58.0%

Adoption: Overall messenger ad reach aged 18+ vs. overall population aged 18+
- Icon: Group of people
- 5.6%

Adoption: Female messenger ad reach aged 18+ vs. female population aged 18+
- Icon: Female icon
- 4.6%

Adoption: Male messenger ad reach aged 18+ vs. male population aged 18+
- Icon: Male icon
- 6.8%

Sources:
- Meta's advertising resources, Kepios analysis

Notes:
- Based on data published in Meta's advertising resources. Note that figures may vary considerably from the reported number of active users. Figures may not equate to unique individuals. For more detailed notes on data values, and for more context, please read the complete report.

Digital 2024 Japan
- Page: 75 sur 132
- Icons for browsing: print, zoom in, zoom out, grid view, 1:1 view, toggle sidebar
- Language: français

Footer:
- we are social
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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH

PREVIOUS REPORTS

JAPAN

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
765.0 THOUSAND

SNAPCHAT AD REACH vs. TOTAL POPULATION
0.6%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
0.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-7.3%
-60 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
-45.4%
-635 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
53.9%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
40.3%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
0.6%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
0.6%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
0.5%

SOURCES: SNAP’S ADVERTISING RESOURCES; KEP õ2 ä ÀYSIS. NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON INTERNET USERS; WHERE ONLY GENDER DATA ARE AVAILABLE, GENDER VALUES BASED ON PROPORTION OF TOTAL. ROUNDING RULES USED; DIFFERENCES VS TOTAL USERS MAY OCCUR.

DATA ADVISORY: READ IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE MAKING COMPARISONS WITH DATA PUBLISHED IN PREVIOUS REPORTS.

X: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER).
NOTE: PLEASE READ THE IMPORTANT NOTES ON COVERING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
73.40 MILLION

X AD REACH VS. TOTAL POPULATION
59.7%

X AD REACH VS. TOTAL INTERNET USERS
70.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
-1.0%
-705 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+8.8%
+5.9 MILLION

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
56.0%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
44.0%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

64.5%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
69.1%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
59.2%

Sources: ITU; Advertising Resources, Kepios Analysis. Notes: Values use midpoints of published ranges. Gender data are only available for "female" and "male" advisory: Significant variances in source data signify that some reported values cannot be meaningfully compared; internet users: population data, and other analyses in this report are based on regional definitions published by the United Nations, which may differ from definitions used by local governments. For more details, see the "essential notes" section on page 2 of this report. COMPARABILITY: Significant changes in reporting methodology between reports means that comparing year-on-year data will not always be reliable.

Pinterest: Advertising Audience Overview

The potential audience that marketers can reach with ads on Pinterest

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

1. Total potential reach of ads on Pinterest: 8.11 million
2. Pinterest ad reach vs. total population: 6.6%
3. Quarter-on-quarter change in reported Pinterest ad reach: +5.5% (+420 thousand)
4. Year-on-year change in reported Pinterest ad reach: +17.0% (+1.2 million)

5. Pinterest ad reach vs. total Internet users: 7.8%
6. Pinterest ad reach vs. population aged 13+: 7.3%
7. Female Pinterest ad reach vs. total Pinterest ad reach: 62.2%
8. Male Pinterest ad reach vs. total Pinterest ad reach: 30.0%

Sources: Pinterest advertising resources; Kepios analysis
Notes: Data are net available ad locations; values based on endpoints of available data only; gender data are also based on user base of gender for "male" and "female" and may not sum to 100%; advised reach limits may represent unique individual users or similar unique active user bases.

Important notes: Read detailed notes on research and findings of comparing data within datasets, profiles, and segments for the methods of research including user-based estimations, benchmarks, and other variables.

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE

78.60 MILLION

YOUTUBE AD REACH
VS. TOTAL POPULATION

63.9%

YOUTUBE AD REACH
VS. TOTAL INTERNET USERS

75.3%

QUARTER-ON-QUARTER CHANGE *IN REPORTED YOUTUBE AD REACH

0% [UNCHANGED]

YEAR-ON-YEAR CHANGE
IN REPORTED YOUTUBE AD REACH

+0.3%
+200 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+

48.2%

SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+

51.8%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

71.1%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

66.1%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

76.4%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR USERS AGED 18 AND ABOVE. USERS AGED 18 AND ABOVE DO NOT REPRESENT THE TOTAL ACTIVE USER BASE. VALUES REPRESENT DATA REPORTED IN GOOGLE'S ADVERTISING RESOURCES AND MAY NOT REFLECT UNIQUE USERS. AUDIENCE FIGURES MAY NOT REPRESENT EQUAL OPPORTUNITY TACTIVE REACH. VALUES AND BASES CHANGE CONTINUALLY. KEPIOS HAS ADJUSTED AD REACH BASES TO ACCOUNT FOR UPDATED POPULATION DATA, REVISED INTERNET USER BASES, AND CHANGES IN REPORTING METHODOLOGIES TO FACILITATE MORE ACCURATE MARKET COMPARABILITY.

Digital 2024 Japan
71 sur 132

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françaisTranscription textuelle de l'image :

Jan 2024

CELLULAR MOBILE CONNECTIONS OVER TIME

Number of mobile cellular connections over time

(Japan Flag) JAPAN

Bar Chart Data:
- Q4 2021: 179 M (+0.9%)
- Q1 2022: 181 M (-0.3%)
- Q2 2022: 180 M (+0.4%)
- Q3 2022: 181 M (+0.8%)
- Q4 2022: 182 M (+1.1%)
- Q1 2023: 184 M (+0.6%)
- Q2 2023: 185 M (+0.9%)
- Q3 2023: 187 M (+1.2%)
- Q4 2023: 189 M

Source: GSMA Intelligence
Note: Excludes cellular IoT connections.
Comparability: Base changes. See notes on data.

82
Digital 2024 Japan 82 sur 132

Logos:
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JAN 2024
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

JAPAN Ø<ÝïØ<Ýõ

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
188.9 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
153.6%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+3.7% (+6.8 MILLION)

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
100.0%

SOURCE: GSMA INTELLIGENCE
NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH YEAR'S FIGURES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDE CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023
JAPAN

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
32.91%
YEAR-ON-YEAR CHANGE
+0.5% (+15 BPS)
[Icon of Android]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES
66.85%
YEAR-ON-YEAR CHANGE
-0.4% (-26 BPS)
[Icon of Apple]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.07%
YEAR-ON-YEAR CHANGE
-12.5% (-1 BP)
[Icon of Samsung]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]
[Icon of KaiOS]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.17%
YEAR-ON-YEAR CHANGE
+240% (+12 BPS)
[Icon representing Other OS]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE versus DECEMBER 2022 SYMBOL (YEAR-ON-YEAR PERCENTAGE CHANGE) SYMBOL (YEAR-ON-YEAR BPS VALUE CHANGE). VALUES SHOWN HAVE BEEN ROUNDED, AND PERCENTAGES SHOWN HERE MAY NOT ADD UP TO 100%. A SINGLE BASIS VALUING CHANGE OF 1 BPS WOULD EQUAL 0.01 PERCENTAGE POINTS. BP VALUE REPRESENTS A PERCENTAGE CHANGE OF A VALUE SHOWN.

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Digital 2024 Japan
83 sur 132

Note: Les parties entre crochets \([]\) sont des descriptions des icônes présentes dans l'image.### JAN 2024 - APP RANKING: MONTHLY ACTIVE USERS
Mobile apps and games ranked by average monthly active users between 01 January and 31 December 2023

Mobile App
1. LINE - SoftBank
2. YouTube - Google
3. Google Maps - Google
4. Google - Google

5. Instagram - Meta
6. Chrome Browser - Google
7. Gmail - Google
8. X - Twitter
9. Amazon - Amazon
10. Google Photos - Google

Mobile Game
1. Disney Tsum Tsum - SoftBank
2. Pokémon GO - Niantic
3. Monster Strike - Mixi
4. Tjˆ S^ûb& 0Õ0¡0ó0È0à0Ñ0ì0ü0É - CyberAgent
5. Pokémon Sleep - Pokémon
6. Project Sekai Colorful Stage! feat. Hatsune Miku - Sega Sammy
7. One Piece Bounty Rush - Bandai Namco
8. gqe¹QÍ^{`ó0Ê0¯0ê0¢0¹ - Cave Interactive
9. Monster Hunter Now - Niantic
10. Puzzle & Dragons - GungHo Online Entertainment

Source: Data.ai Intelligence. See Data.ai Notes: Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

Top YouTube Searches
Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023

#	Search Query	Index
01	kL	100
02	fò	58
03	0¢0Ë0á	51
04	0Þ0¤0¯0é	48
05	0ï0ó0Ô0ü0¹	47
06	ASMR	46
07	o+u;	44
08	0Ý0±0â0ó	44
09	0À0ó0¹	43
10	0¢0ó0Ñ0ó0Þ0ó	36
11	upN uL	31

12	0³0à 0É0Ã0È	30	
13	upN uL o+u;	25	
14	0«0é0ª0±	25	
15	0Õ0©0ü0È 0Ê0¤0È	24	
16	0¢0¤0É0ë	24	
17	—ói}	23	
18	0Ò0«0-0ó	22	
19	kL0c0f 0•0_	22	
20	0Õ0£0Ã0·0ã0ü0º	21	

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. *Note*: Minor spelling errors or language inconsistencies in search queries are as posted by Google Trends and ad hoc queries. (4) “Index” equates to each query appearing within the largest volume of search queries for YouTube relative to all queries within the topic covered. Rankings for each query are equally weighted within the search volume of the top queries. *Advisory*: Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

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Jan 2024
SHARE OF MOBILE TIME BY APP CATEGORY
Time spent using apps in each app category as a percentage of total time spent using Android phones overall

JAPAN

Total time spent using
smartphones each day
3H 46M

Share of smartphone time: Social media apps
17.7%

Share of smartphone time: Entertainment apps
37.6%

Share of smartphone time: Utility & productivity
14.0%

Share of smartphone time: Mobile games (All genres)
18.2%

Share of smartphone time: Shopping apps
2.0%

Share of smartphone time: All other apps
10.4%

Share of smartphone time: Web browsers & search engines*
8.6%

Source: Data AI Intelligence. See Data AI Notes: Figures represent share of time spent using android phones between 01 January and 31 December 2023. Category definitions represent Data AI usage categories and may not match individual, app store definitions. * Web browsers and search engines is a subcategory of the "Utility & Productivity" primary usage classification. Comparability: Significant changes in the definitions used for each app category figures are not comparable with previous reports.

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
01	PICCOMA	KAKAO PICCOMA CORP
02	LINE MANGA	SOFTBANK
03	YOUTUBE	GOOGLE
04	LINE MUSIC	SOFTBANK
05	TIKTOK	BYTEDANCE
06	LINE	SOFTBANK
07	U-NEXT	U-NEXT
08	ABEMATV	CYBERAGENT
09	PAIRS	MATCH GROUP
10	SHONEN JUMP PLUS	SHUEISHA

#	MOBILE GAME	COMPANY
01	MONSTER STRIKE	MIXI
02	FATE/GRAND ORDER	SONY
03	UMA MUSUME PRETTY DERBY	CYBERAGENT
04	PROFESSIONAL BASEBALL SPIRITS A	KONAMI
05	PUZZLE & DRAGONS	GUNGHO ONLINE ENTERTAINMENT
06	DRAGON QUEST WALK	SQUARE ENIX
07	GENSHIN IMPACT	MIHOYO
08	GODDESS OF VICTORY: NIKEE	TENCENT
09	HONKAI: STAR RAIL	MIHOYO

10 POKEMON GO   NIANTIC

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.
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JAN 2024

MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[Japan flag] JAPAN

TOTAL NUMBER OF MOBILE APP DOWNLOADS
2.51 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+3.3%
+80 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$17.92 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+0.8%
+$146 MILLION

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

JAPAN

ACCOUNT WITH A FINANCIAL INSTITUTION
98.5%
FEMALE: 98.8%
MALE: 98.1%

CREDIT CARD OWNERSHIP
69.7%
FEMALE: 69.9%
MALE: 69.5%

DEBIT CARD OWNERSHIP
88.3%
FEMALE: 88.6%
MALE: 88.1%

MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)
[N/A]
FEMALE: [N/A]
MALE: [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)
89.2%
FEMALE: 86.5%
MALE: 92.2%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
52.5%
FEMALE: 50.2%
MALE: 54.9%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
12.6%
FEMALE: 12.0%
MALE: 13.3%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
31.3%

FEMALE: 29.1%
MALE: 33.5%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIORS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT TOTAL POPULATION. 'MOBILE MONEY ACCOUNTS' REFER TO SERVICES THAT OFFER FUNDS IN AN ELECTRONIC WALLET TIED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MOBILE MONEY ACCOUNTS' DO NOT INCLUDE 'OPEN' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

Page "90 sur 132"
Digital 2024 Japan

Icons and logos indicating "We Are Social" and "Meltwater."JAN 2024
APP RANKING: DOWNLOADS
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	MYNAPORTAL AP	CABINET OFFICE
03	THREADS	META
04	MYNA POINT	MINISTRY OF INTERNAL AFFAIRS AND COMMUNICATIONS
05	TVER	TVER
06	PAYPAY	SOFTBANK
07	SHEIN	SHEIN
08	INSTAGRAM	META
09	REGIONPAY	GIFTPAD
10	RAKUTEN PAY	RAKUTEN

#	MOBILE GAME	COMPANY
01	ROYAL MATCH	DREAM GAMES
02	T’ˆSi´b& 0Õ0¡0ó0_0à0Ñ0ì0ü0É	CYBERAGENT
03	HONKAI: STAR RAIL	MIHOYO
04	POKEMON SLEEP	POKEMON
05	SURVIVOR!.IO	HABBY
06	TRIPLE TILE	TRIPLEDOT
07	gqe¹R[k2up€^0¨0¯0ê0×0¹	CAVE INTERACTIVE
08	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
09	TALES OF GRIMM	TAPPLUS
10	DISNEY TSUM TSUM	SOFTBANK

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: RANKINGS BASED ON

COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE iOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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87 sur 132Voici la retranscription textuelle de l'image :

JAN 2024

WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

1. PURCHASED A PRODUCT OR SERVICE ONLINE
   - 44.9%

2. ORDERED GROCERIES VIA AN ONLINE STORE
   - 14.9%

3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
   - 6.7%

4. USED AN ONLINE PRICE COMPARISON SERVICE
   - 14.7%

5. USED A BUY NOW, PAY LATER SERVICE
   - 7.2%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: methodology changes. See notes on data.
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Digital 2024 Japan - 91 sur 132

- Langue : français
- Page indicateur : 91 sur 132
- Icônes diverses

---Jan 2024
Top Google Shopping Searches
Shopping queries with the greatest volume of Google search activity between 01 January 2023 and 31 December 2023
Japan

Search Query Index vs. Top Query
01. AMAZON 100
02. i}Y) 86
03. 0ï0ó0Ô0ü0¹ 70
04. 0á0ë0«0ê 46
05. 0Æ0ü0Ö0ë 44
06. 0¢0Þ0¾0ó 44
07. 0¹0Þ0Û 42
08. —t 41
09. 0Í0Ã0¯0¹0ì0¹ 36
10. 0¹0¤0Ã0Á 34

Search Query Index vs. Top Query
11. 0Ë0È0ê 33
12. 0¹0Þ0Û0±0ü0¹ 29
13. 0·0ç0ë0À0ü 0Ð0Ã0° 29
14. 0Ý0±0â0ó 0«0ü0É 28
15. 0Ý0í0« 27
16. 0Ñ0½0³0ó 24
17. 0è0É0Ð0· 22
18. 0À0¤0½0ü 22
19. Y)l 20
20. 0Ë0å0ü 0Ð0é0ó0¹ 19

Source: Google trends based on shopping searches conducted on Google search between 01 January 2023 and 31 December 2023. Notes: Any language anomalies or spelling errors in queries are as supplied by Google trends, and are shown "as is" for column reasons to identify potential changes in how people use language in their search activities. Index does not represent actual Google search volumes, but the relative search share of each shopping related term queried or compared with the search volume of the top query. Advisory: Google trends uses multiple samples, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

Voici la transcription textuelle de l'image :

JAN 2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

JAPAN

ELECTRONICS

- $29.25 BILLION
- YEAR-ON-YEAR CHANGE: +5.3% (+$1.5 BILLION)

FASHION

- $31.85 BILLION
- YEAR-ON-YEAR CHANGE: +10.4% (+$3.0 BILLION)

FOOD

- $18.69 BILLION
- YEAR-ON-YEAR CHANGE: +12.2% (+$2.0 BILLION)

BEVERAGES

- $15.55 BILLION
- YEAR-ON-YEAR CHANGE: +6.9% (+$1.0 BILLION)

DIY & HARDWARE

- $3.78 BILLION
- YEAR-ON-YEAR CHANGE: -5.0% (-$200 MILLION)

FURNITURE

- $3.75 BILLION

- YEAR-ON-YEAR CHANGE: +18.7% (+$590 MILLION)

PHYSICAL MEDIA

- $5.61 BILLION
- YEAR-ON-YEAR CHANGE: -5.2% (-$310 MILLION)

BEAUTY & PERSONAL CARE

- $9.33 BILLION
- YEAR-ON-YEAR CHANGE: +4.1% (+$370 MILLION)

TOBACCO PRODUCTS

- $2.02 BILLION
- YEAR-ON-YEAR CHANGE: -1.0% (-$20 MILLION)

TOYS & HOBBY

- $3.08 BILLION
- YEAR-ON-YEAR CHANGE: +0.7% (+$20 MILLION)

HOUSEHOLD ESSENTIALS

- $1.26 BILLION
- YEAR-ON-YEAR CHANGE: +11.5% (+$130 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS

- $2.20 BILLION
- YEAR-ON-YEAR CHANGE: +0.5% (+$10 MILLION)

LUXURY GOODS

- $4.53 BILLION
- YEAR-ON-YEAR CHANGE: +9.2% (+$380 MILLION)

EYEWEAR

- $1.66 BILLION
- YEAR-ON-YEAR CHANGE: -1.2% (-$20 MILLION)

SOURCE: statista ECOMMERCE MARKET SIZE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE PHYSICAL MEDIA CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING.
COMPARABILITY: SIGNIFICANT RATE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES
FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

Japan

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
12.3%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
64.2%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

7.1%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
8.4%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
8.0%

SOURCE: PPRO. NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

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ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

[Bar Graph depicting various factors with their respective percentages]

1. FREE DELIVERY – 63.0%
2. COUPONS AND DISCOUNTS – 53.2%
3. NEXT-DAY DELIVERY – 25.8%
4. CUSTOMER REVIEWS – 22.0%
5. EASY RETURNS POLICY – 14.9%
6. LOYALTY POINTS – 12.4%
7. INTEREST-FREE PAYMENTS – 9.4%
8. SOCIAL LIKES & COMMENTS – 8.4%
9. GUEST CHECKOUT – 6.8%
10. ECO-FRIENDLY CREDENTIALS – 6.6%
11. SIMPLE ONLINE CHECKOUT – 6.3%
12. EXCLUSIVE CONTENT OR SERVICES – 3.3%
13. SOCIAL BUY BUTTONS – 3.3%
14. CLICK AND COLLECT – 2.5%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
Digital 2024 Japan
  JAN 2024
ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
1.97 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
+8.8%
+160 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$520.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+10.6%
+$50 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$265

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS; PERCENTAGE CHANGE VALUES ARE RELATIVE; “000S” VALUES SHOW ABSOLUTE CHANGE.
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99 sur 132JAN 2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
11.08 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+5.5%
+580 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$780.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+6.8%
+$50 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$70.83

Source: STATISTA MOBILITY MARKET OUTLOOK, SEE STATISTA.COM. NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PERSONAL PRIVATE VEHICLES (E.G. RIDE-HAILING, RIDE-SHARING) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024 DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

26.88 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+6.6% +1.7 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$2.11 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET
+8.8% +$170 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)
$78.41

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS (SUCH AS E.G. GLUCOSE QUANTITY, AIR MONITORING AND MINDFULNESS APPS BUT DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART EYEWEAR, HEALTH TRACKING APPS, NUTRITION APPS, ETC.). FIGURES EXCLUDE CONNECTIVITY COSTS (E.G. MOBILE DATA USAGE), AND ANY ASSOCIATED THIRD-PARTY SERVICES AND SUBSCRIPTIONS TO PLATFORMS THAT DO NOT INVOLVE A FINANCIAL TRANSACTION (E.G. IN-APP ADVERTISING SUPPORTED CONTENT). ALL COMPARISONS TO EQUILVALENT VALUES FOR THE PREVIOUS YEAR. FINANCIAL VALUES IN U.S DOLLARS. PERCENTAGE FIGURES SHOW ABSOLUTE CHANGE.

DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

[Illustration of a blue medical cross with a heart]
NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
50.96 MILLION

[Illustration of a green up-arrow]
YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+4.2%
+2.0 MILLION

[Illustration of a red dollar sign]
TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$3.06 BILLION

[Illustration of a yellow swap arrows]
YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
-0.6%
-$20 MILLION

[Illustration of a green dollar sign in a circle]
AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$60.03

SOURCE:
STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM

NOTES:
INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE GAMES, SMART WATCHES, OR SMART FITNESS WEARABLES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023 AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "$" VALUES SHOW ABSOLUTE CHANGE.

LOGOS:
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icônes des applications et indicateur de langue (anglais - français)

drapeau du JaponJAN 2024

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

JAPAN (drapeau du Japon)

TOTAL
$37.70 BILLION
YEAR-ON-YEAR CHANGE
+5.9% (+$2.1 BILLION)
(statista)

VIDEO GAMES
$25.84 BILLION
YEAR-ON-YEAR CHANGE
+4.2% (+$1.0 BILLION)
(statista)

VIDEO-ON-DEMAND
$6.48 BILLION
YEAR-ON-YEAR CHANGE
+14.3% (+$810 MILLION)
(statista)

EPUBLISHING
$4.33 BILLION
YEAR-ON-YEAR CHANGE
+4.3% (+$180 MILLION)
(KANTAR)

DIGITAL MUSIC
$1.05 BILLION
YEAR-ON-YEAR CHANGE
+8.2% (+$80 MILLION)
(statista)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK (voir STATISTA.COM). NOTES: LES CHIFFRES REPRÉSENTENT LES DÉPENSES DE 2023 EN MILLIARDS DE DOLLARS AMÉRICAINS, ET LES COMPARAISONS AVEC LES VALEURS

ÉQUIVALENTES POUR L'ANNÉE CIVILE COMPLÈTE. LES MÉDIAS INCLUS REGROUPENT LE CONTENU TÉLÉCHARGÉ, LES SERVICES DE STREAMING, ET LES PUBLICATIONS EN LIGNE. NE COMPREND PAS LES MÉDIAS PHYSIQUES OU LES CONTENUS GÉNÉRÉS PAR LES UTILISATEURS. LA COMPARABILITÉ ET LES CHANGEMENTS DE CATÉGORIE, LES CHIFFRES NE SONT PAS COMPARABLES AVEC LES RAPPORTS PRÉCÉDENTS.

(francais)JAN 2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

1. SEARCH ENGINES 38.8%
2. TV ADS 32.6%
3. TV SHOWS AND FILMS 23.8%
4. RETAIL WEBSITES 21.2%
5. WORD-OF-MOUTH 21.1%
6. ADS ON WEBSITES 20.9%
7. PRODUCT COMPARISON WEBSITES 20.6%
8. BRAND WEBSITES 20.2%
9. CONSUMER REVIEW SITES 16.6%
10. IN-STORE PROMOS 16.2%
11. ADS IN MOBILE APPS 15.0%
12. SOCIAL MEDIA ADS 14.9%
13. PRODUCT BROCHURES 13.6%
14. SOCIAL MEDIA COMMENTS 13.5%
15. CELEBRITY ENDORSEMENTS 12.4%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATAEngagement with Digital Marketing

Jan 2024

Percentage of internet users aged 16 to 64 who say they engage in each kind of online activity.

- **Research brands online before making a purchase**
  - 49.8%
  - YOY: +8.7% (+400 BPS)
  - Icon: Magnifying glass over a shopping bag

- **Visited a brand's website in the past 30 days**
  - 49.4%
  - YOY: +4.7% (+220 BPS)
  - Icon: Website browser with a shopping cart

- **Clicked or tapped on a banner ad on a website in the past 30 days**
  - 11.6%
  - YOY: +10.5% (+110 BPS)
  - Icon: Hand clicking on a banner

- **Clicked or tapped on a sponsored social media post in the past 30 days**
  - 4.8%
  - YOY: +11.6% (+50 BPS)
  - Icon: Hand clicking on a social media post

- **Downloaded or used a branded mobile app in the past 30 days**
  - 6.3%
  - YOY: +10.5% (+60 BPS)
  - Icon: Smartphone with a brand logo

Source: GWI Q4 2023.
Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com for details. Notes: "YOY" figures represent year-on-year change. Percentages indicate the proportion of respondents in Japan who engage in each activity.

We Are Social and Meltwater logos are present at the bottom of the image.Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024
ADVERTISING SPEND: TOTAL vs. DIGITAL
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

[Image 1: Mégaphone]
TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
$54.26 BILLION

[Image 2: Flèches haut et bas]

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+3.5%
+$1.8 BILLION

[Image 3: Globe Internet]
DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
$28.51 BILLION

[Image 4: Fléchage circulaire autour d'un dollar]
YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+7.0%
+$1.9 BILLION

[Image 5: Roue dentée et globe]
DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
52.6%

SOURCE: STATISTA MARKET OUTLOOKS : SEE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR.
FINANCIAL VALUES ARE IN U.S. DOLLARS; PERCENTAGE CHANGES VALUES ARE ROUNDED.
ADVISORY NOTE: DUE TO NON-STANDARD NATURE OF SOME OF THE DATA, THIS CHART INCLUDES A BROADER VARIETY OF CATEGORIES AND ACTIVITIES THAN THE DEFINITION OF MEDIA ADVERTISING SPEND USED IN THIS REPORT.

PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

[JAPAN FLAG] JAPAN

(Icon: Dollar sign)
ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
$22.78 BILLION

(Icon: Upward arrow with a dollar sign)
YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+7.8%
+$1.7 BILLION

(Icon: Gear)
PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
79.9%

(Icon: Up and down arrows)
YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+0.8%
+66 BPS

SOURCE: Statista, ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.
NOTES: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are given in U.S. dollars. Percentage change values are based on figures at constant prices, meaning figures represent real-terms changes. Values represent basis points, and indicate absolute change. Comparability: Base changes figures are not comparable with previous reports.
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS (Japan)

1. SEARCH ENGINES 57.6%
2. PRODUCT & BRAND WEBSITES 30.7%
3. PRICE COMPARISON SITES 30.3%
4. SOCIAL NETWORKS 28.7%

5. CONSUMER REVIEWS 27.1%
6. VIDEO SITES 19.6%
7. BRAND & PRODUCT BLOGS 13.9%
8. DISCOUNT VOUCHER SITES 13.4%
9. MOBILE APPS 11.1%
10. MICRO-BLOGS 10.3%
11. Q&A SITES 8.8%
12. SPECIALIST REVIEW SITES 7.1%
13. FORUMS & MESSAGE BOARDS 5.1%
14. ONLINE PINBOARDS 3.1%
15. MESSENGER SERVICES 2.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.JAN 2024
SEARCH ADVERTISING OVERVIEW
SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

[JAPAN FLAG]
JAPAN

1. ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)

[Dollar symbol]

$10.36 BILLION
statista

2. YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND

[Dollar symbol with arrows around it]

+6.8%
+$660 MILLION
Meltwater

3. ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

[Magnifying glass symbol]

36.3%
we are social

4. YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

[Up and down arrows]

-0.1%
-5 BPS
we are social

110

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE INCREASES OR DECLINES, WHILE 9B VALUES REPRESENT PARTS AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social”ÖVÇGpater
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SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Social Media Advertising (USD)
$7.78 Billion

Year-on-Year Change in Social Media Advertising Spend
+10.7%
+$750 Million

Social Media's Share of Total Digital Advertising Spend
27.3%

Year-on-Year Change in Social Media's Share of Total Digital Advertising Spend
+3.5%
+92 BPS

(Located at the bottom right corner)
Digital 2024 Japan
111 sur 132
français

Source: Statista Advertising & Media Outlook. See statista.com. Notes: figures represent estimates for full year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. Dollars. Percentage change values are based on the U.S. Dollars. Figures are rounded. To convert a local currency figure to U.S. Dollars, a floating average of 30=0 foreign exchange rates was used. xxx = base year 19xx value represents basis points, and indicate absolute change. Comparability: base changes figures are not comparable with previous periods.

(We Are Social and Meltwater logos)JAN 2024 DIGITAL ADVERTISING SPEND
ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)

Total Annual Spend on Digital Ads (All Types)
$28.51 BILLION
Y.O.Y CHANGE IN SPEND
+7.0% ($1.9 BILLION)

Annual Spend on Online Search Ads
$10.36 BILLION
Y.O.Y CHANGE IN SPEND
+6.8% ($660 MILLION)

Annual Spend on Digital Video Ads
$4.89 BILLION
Y.O.Y CHANGE IN SPEND
+7.2% ($330 MILLION)

Annual Spend on Digital Banner Ads
$7.93 BILLION
Y.O.Y CHANGE IN SPEND
+7.9% ($580 MILLION)

Annual Spend on Online Influencer Activities
$780.0 MILLION
Y.O.Y CHANGE IN SPEND
+13.0% ($90 MILLION)

Annual Spend on Online Classifieds
$1.40 BILLION
Y.O.Y CHANGE IN SPEND
-1.4% (-$20 MILLION)

Annual spend on Digital Audio Ads
$250.0 MILLION
Y.O.Y CHANGE IN SPEND
+13.6% ($30 MILLION)

Share of Total Digital Ad Spend: Mobile Devices*

50.8 %
Y.O.Y CHANGE IN SPEND
+3.1% (151 BPS)

Share of Total Digital Ad Spend: Social Media
27.3 %
Y.O.Y CHANGE IN SPEND
+3.5% (92 BPS)

Share of Total Digital Ad Spend: Programmatic
79.9 %
Y.O.Y CHANGE IN SPEND
+0.8% (66 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK SEE STATISTA.COM NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT FIGURES FOR THE FULL-YEAR 2022 * INCLUDES TABLET "BPS": BASE POINTS; YoY: "ADVERTISING SPEND" FIGURES INCLUDE ALL MONETIZED MEDIA PURCHASED FROM THIRD PARTIES, THEY DO NOT COMBINE WITH AD EQUIPPED SERVICES OR INTERNAL PROMOTIONS FIGURES ARE ROUNDED, AND THEREFORE MINOR DISCREPANCIES MAY OCCUR. WE ARE SOCIAL. MELTWATER IS AS SUBSIDIARY OF ALPHA SENSE CONTENTS USED INCREATED IN STATISTA'S DATA DASHBOARD COMPARABILITY: HIGH

eåg,
françaisJan 2024
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

- MOVIE OR TV STREAMING SERVICE: 18.7%
- MUSIC STREAMING SERVICE: 16.4%
- E-BOOK: 8.8%
- IN-APP PURCHASES: 6.8%
- MUSIC DOWNLOAD: 6.6%
- MOBILE GAME: 5.1%
- MOBILE APP: 4.1%
- NEWS SERVICE: 2.5%
- STUDY PROGRAMS AND LEARNING MATERIALS: 2.4%
- ONLINE MAGAZINE SUBSCRIPTION: 1.9%
- PREMIUM WEB SERVICE: 1.9%

- DIGITAL GIFTS: 1.8%
- SOFTWARE PACKAGE: 1.7%
- DATING SERVICE: 1.4%

Japan

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.
SEE GWI.COM COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.