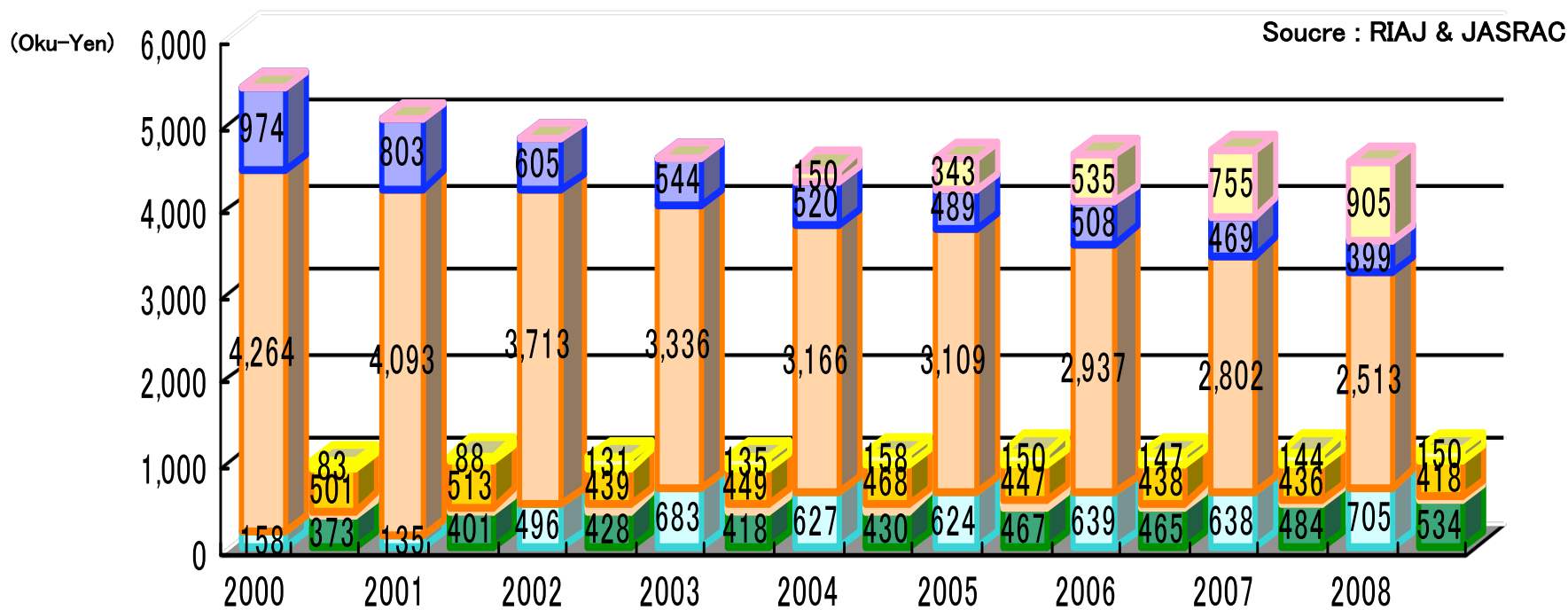


Current Market Value



Grand Total

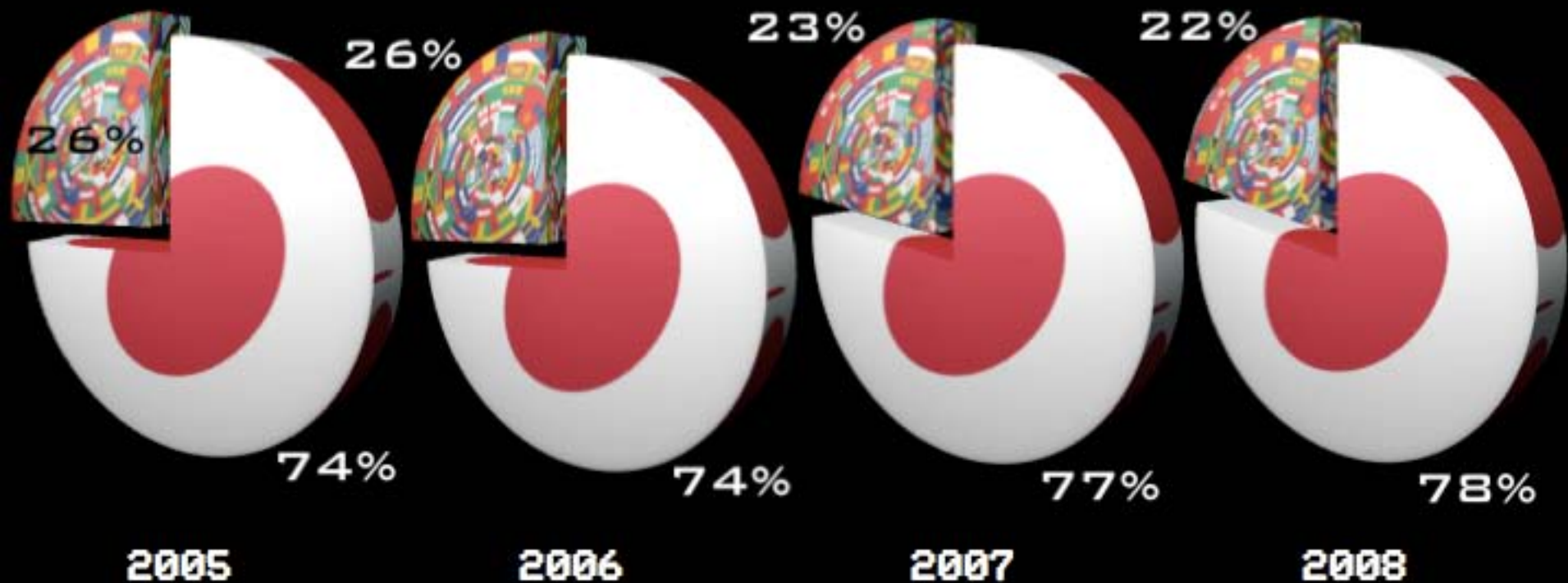
	2000	2001	2002	2003	2004	2005	2006	2007	2008
RIAJ	5,398	5,031	4,815	4,562	4,463	4,565	4,619	4,666	4,522
JASRAC	1,008	1,077	1,067	1,066	1,117	1,124	1,107	1,120	1,156

(Oku-Yen)

PLUG
INTO
JAPAN

Local
Repertoire
Dominance

LOCAL REPERTOIRE DOMINANCE



● LOCAL REP.

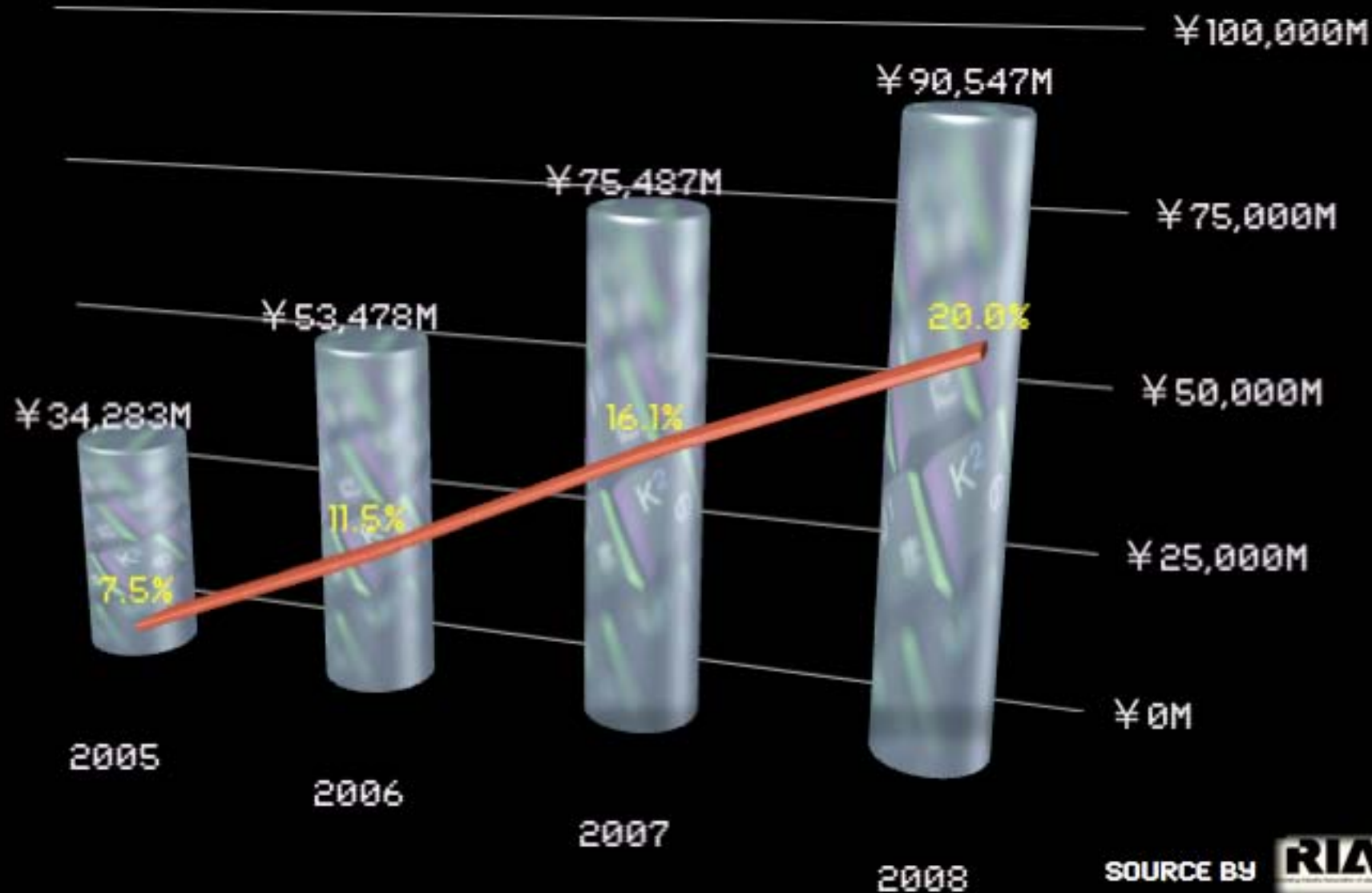
● OVERSEAS REP.

SOURCE BY **RIA**

Mobile
Driven
Market

MOBILE DRIVEN MARKET - 01

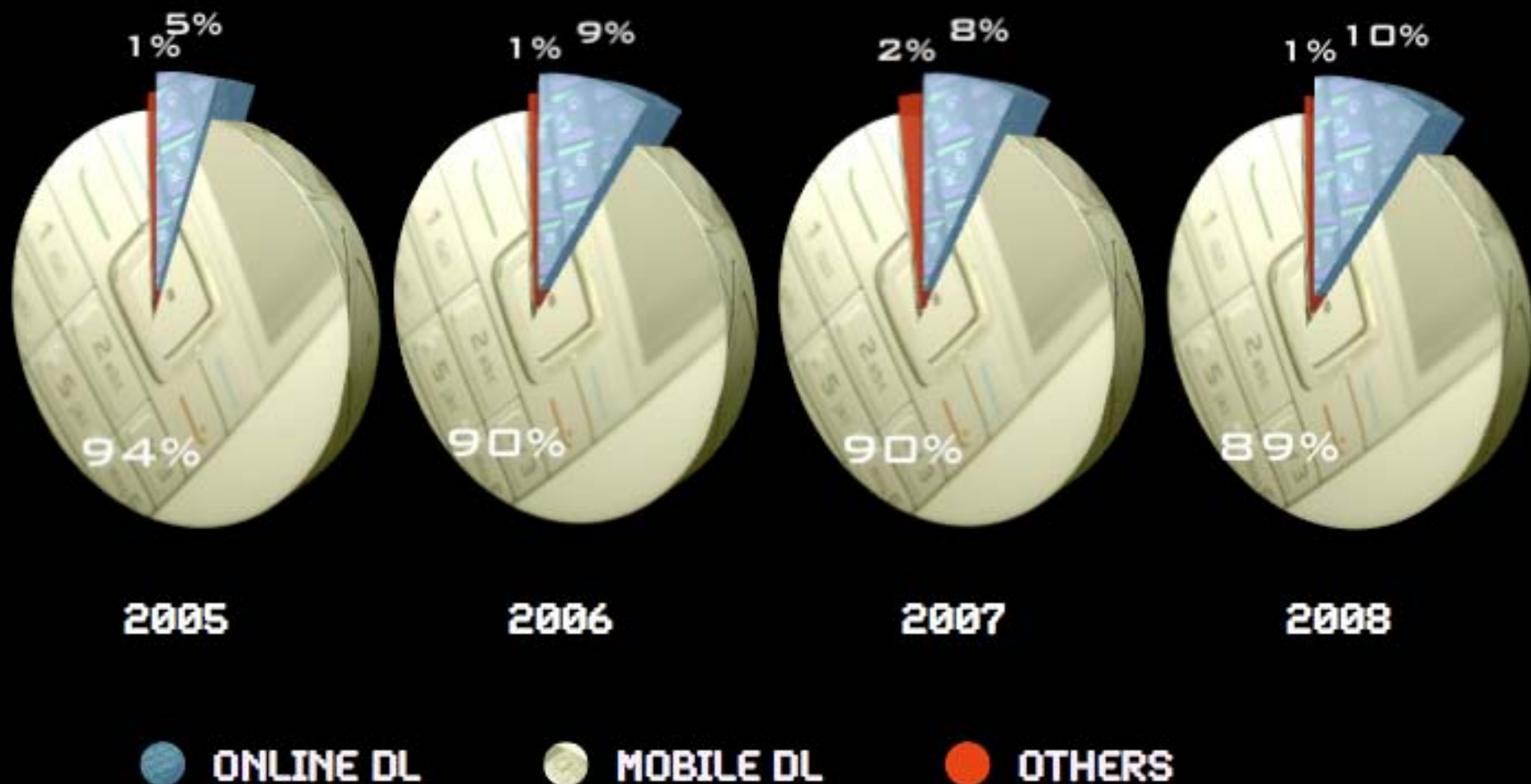
— DIGITAL SALES SHARE TO TOTAL



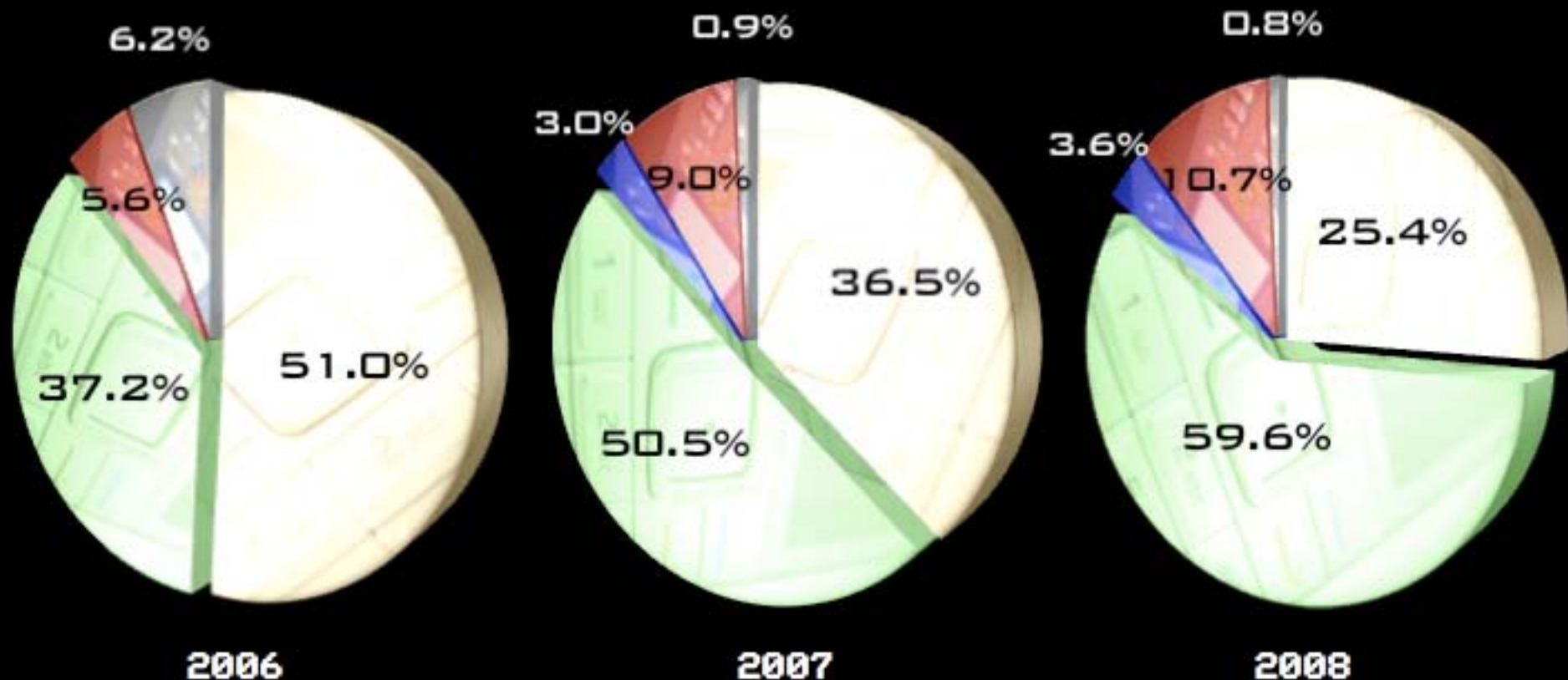
SOURCE BY



MOBILE DRIVEN MARKET - 02



MOBILE DRIVEN MARKET - 03



● RINGTONE ● OTA FULL TRACK ● OTA FULL VIDEO ● RBT ● OTHERS



GREEN

Sync

Adult Market