

Mobile Content Business

- The domestic mobile comic business continues to grow steadily. Through the launch of serial original content mobile comics, NTT West plans to secure an even larger customer base.
- Overseas mobile comics are distributed primarily in Europe and Asia, and distribution is planned for 33 countries and regions by September 30, 2010. Going forward, NTT West will seek to expand the number of countries where content is distributed as well as the number of distribution platforms.

Domestic Business

Mobile Comics

- Total no. of downloads (cumulative)

700 million (Feb. 2010)

- Carrier official site ranking

Note: Comic content sites

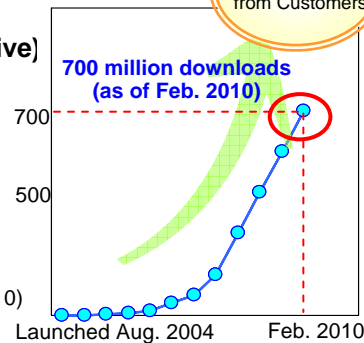
No. 1 for 58 consecutive weeks:

96 sites (docomo)

No. 1 for 168 consecutive weeks:

134 sites (au)

(million downloads)



Mobile Comics: A New Style

- Serial original content mobile comics: First edition (March 1, 2010)

Standard comic creation cycle:

Paper comic magazine Comic in book form Mobile comic

New comic creation cycle:

Mobile comic Comic in book form

New Site Business

- Improving romance simulation games, health-related sites

Overseas Business

Deployment in Overseas Markets



Distribution in 33 countries and regions overseas, primarily Europe and Asia

(Planned for the three months ending September 30, 2010)

- Expand the number of countries where the content is distributed through collaboration with mobile handset manufacturers and content wholesalers

