

# Mobile measurement launched in Japan

TOKYO, JAPAN: comScore, Inc has announced the introduction of its syndicated mobile measurement service, comScore MobiLens, in Japan. MobiLens offers insights into consumers' mobile behaviours, user demographics and device capabilities, to provide a comprehensive picture of the mobile market.



As the first country in Asia where comScore has introduced mobile measurement, Japan joins the US, UK, France, Germany, Italy and Spain as the seventh individual market reported in MobiLens.

"Japan is home to one of the most advanced mobile markets in the world, with sophisticated consumers who use their mobile devices for a wide array of activities," said Daizo Nishitani, comScore vice president for Japan. "comScore MobiLens provides publishers, advertisers and device manufacturers with actionable insights into consumers' mobile device attributes and consumer behaviours. comScore is pleased to add mobile measurement to its growing suite of digital measurement capabilities in Japan."

## Mobile behaviours in Japan

Mobile users in Japan displayed substantial usage of mobile media on their devices. In June 2010, nearly 60 million mobile users in Japan accessed the browser on their mobile device, equating to 59.3% of the entire mobile audience, while more than 42.6 million users accessed a mobile application (42.3%).

More than half of mobile users in Japan (54%) accessed email on their mobile device, with more than one-third accessing weather information (34.1%) and search (33%). News (20.9%) and sports information (20.8%) were also among the more popular activities, while 17% of the mobile population visited social networking sites or blogs.

Other popular mobile behaviours include taking photos (63.0%), sending text messages (40.1%), watching TV and/or video (22.0%), playing games (16.3%) and listening to music (12.5%).

Select Mobile Behaviours in Japan June 2010		
Total Japan Mobile Audience Age 13+ Source: comScore MobiLens		
	Audience (000)	Percent of Mobile Users
Total Audience: 13+ yrs old	100,900	100.0%
Took photos	63,560	63.0%
Used browser	59,848	59.3%
Used email (work or personal)	54,513	54.0%

Used application	42,671	42.3%
Sent text message	40,496	40.1%
Accessed weather	34,369	34.1%
Accessed search	33,312	33.0%
Watched TV and/or video on mobile phone	22,200	22.0%
Accessed news	21,042	20.9%
Accessed sports information	20,959	20.8%
Accessed entertainment news	17,902	17.7%
Accessed social networking site or blog	17,173	17.0%
Played games	16,397	16.3%
Accessed financial news or stock quotes	16,233	16.1%
Accessed maps	15,806	15.7%
Accessed traffic reports	12,694	12.6%
Listened to music on mobile phone	12,662	12.5%
Accessed tech news	8,935	8.9%
Accessed restaurant information	8,468	8.4%
Accessed bank accounts	8,089	8.0%

"We welcome comScore MobiLens in Japan," said Hidenori Miyatani, of the Planning and Research Office at Rakuten, Inc. "The dynamic nature of mobile in Japan requires a complete mobile measurement service which MobiLens offers."

"In this dynamic and fast-growing market, understanding what content users are consuming on their mobile device and how they are consuming this content is critical information for mobile brands," said Will Hodgman, comScore executive vice president for the Asia Pacific region. "The ability to understand mobile users from several dimensions including user behaviours, demographic characteristics and device specifications is a welcome innovation for Japan's mobile industry."

For more information on comScore MobiLens, go to [www.comscore.com/Products\\_Services/Product\\_Index/MobiLens](http://www.comscore.com/Products_Services/Product_Index/MobiLens).

For more, visit: <https://www.bizcommunity.com>