

(Translation)

NOTICE

July 12<sup>th</sup>, 2005

Interactive Program Guide Inc.

D2 Communications Inc.

**“G-GUIDE MOBILE” User Trend Research**  
**~ 3 Hours and 5 Minutes of TV Viewing/day on Average,**  
**Approximately 90% has desire to use Remote Scheduling Feature ~**

Interactive Program Guide Inc. (“IPG,” based in Chuo-ku, Tokyo, President: Yoshio Takada) and D2 Communications Inc. (“D2C,” based in Minato-ku, Tokyo, President: Akihisa Fujita) conducted a User Profile Research for “G-GUIDE MOBILE,” an EPG Service for mobile phones provided by the companies (Period: April 18<sup>th</sup>, 2005 ~ April 25<sup>th</sup>, 2005, Number of Sample: 5,400).

IPG and D2C, while enriching and enhancing the service related to “G-GUIDE MOBILE,” plans on conducting various researches such as user trend research ongoing.

**<Overview of Research Result >**

■ M1, F1 Consist 40% of “G-GUIDE Mobile” Users

~ Male (20 ~ 34) 24.7%, Female (20 ~ 34) 17.4% ~

M1 and F1 Groups consist 40% of “G-GUIDE MOBILE” Users. M1 is the largest group with 24.7% and the group of female at 20 ~ 34 with 17.4%. As for teenagers, the result shows 16.4% for male and 11.1% for female, which is 3 ~ 4 times as much in comparison with ACR(\*1).

[Reference: Attachment Graph 1]

■ Trend for Long TV Viewing/day ~ 1 out of 5 users spends over 5 hours for TV Viewing ~

20.8% of “G-GUIDE MOBILE” Users spends over 5 hours watching TV in a single weekday, nearly twice as much as compared to 11.5% from MCR (\*2) data. 92.3% of the users spends more than an hour a day watching TV and, furthermore, average TV viewing time came out to be 185.6 minutes which is more than 30 minutes longer than that of MCR.

[Reference: Attachment Graph 2]

■ What Users like about “G-GUIDE MOBILE,”

“easy,” “free,” access to program information “anywhere.”

When the users were asked what they like about “G-GUIDE EPG Remote Control,” TV Program Listings and AV Remote Control features integrated into a single application, 78.2% said “It provides easy access to the TV program contents.” 60.6% said “It’s Free,” 54.3% said “It can be used in lieu of the TV section in newspapers,” and 53.2% said “It gives access to TV program information anywhere I am.”

## (Translation)

These data show that users recognize the advantages of “G-GUIDE MOBILE” as being “easy,” “free,” and “access to program information anywhere.”

[Reference: Attachment Graph 3]

### ■ Remote Scheduling by “G-GUIDE MOBILE,”

Nearly 90% has “Desire to use,” 1 out of 4 says that they would use “just about everyday”

There already is a feature in “G-GUIDE MOBILE” that allows users to add TV programs in the reservation list while away from home and to remote schedule DVR using infrared. Upon a question, “How often would you use remote scheduling feature in the event such feature via the i-mode becomes available?,” 89.6% indicated the desire to use such a feature. With respect to the expected frequency of the usage, 27.4% said “2 ~ 3 days a week,” followed by “just about everyday” with 24.4% and “about 4 days a week” with 12.1%.

[Reference: Attachment Graph 4]

\*1 ACR(Audience and Consumer Report):

Annual voluntary report conducted by Video Research Ltd. on media contact status to a consumer and consumption/purchase status. The report covers 7 major areas nationwide with 12,000 samples.

\*2 MCR(Media Contact Report):

Annual voluntary report conducted by Video Research Ltd. in Kanto (Eastern Japan) and Kansai (Western Japan) regions. Purpose of the report is to grasp the media contact in relation with day-to-day behavior as well as their consciousness with respect to the media.

\*3 Keitai (Mobile) 2005:

Annual voluntary report conducted by Video Research Ltd. in Kanto area. Purpose of the report is to see the actual usage for Mobile Phones/ PHS (Personal Handy Phones) and mobile web sites as well as user profiles. The report is focused on “Mobile Phone as a Media.”

\* “i-mode” and “i-appli” are the registered trademarks of NTT DoCoMo Inc.

\* “G-GUIDE MOBILE” and “G-GUIDE” are the registered trademarks of Gemstar-TV Guide International, Inc. or its related companies.

### ■ Research Overview ■

Method	: Open Research notified and conducted within “G-GUIDE EPG Remote Control”
Target	: “G-GUIDE MOBILE” Users Nationwide
Period	: April 18 <sup>th</sup> , 2005 ~ April 25 <sup>th</sup> , 2005 (1 week)
Valid Reply	: 5,400 (Male: 63.7%, Female: 36.2%)

#### [ Contact ]

Interactive Program Guide, Inc.

TEL: 03(3544)2811 FAX: 03(3524)9810

URL: <http://www.ipg.co.jp/>

D2 Communications Inc.

Research Division

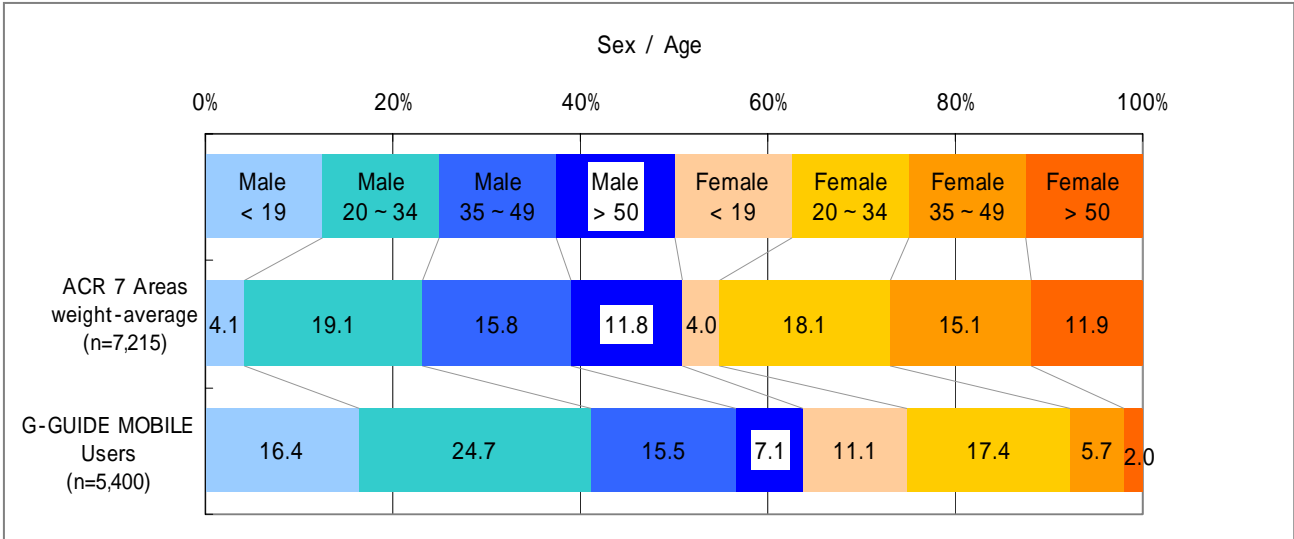
TEL:03(6252)3113 FAX: 03(6252)3111

URL : <http://www.d2c.co.jp/> mail : [info@d2c.co.jp](mailto:info@d2c.co.jp)

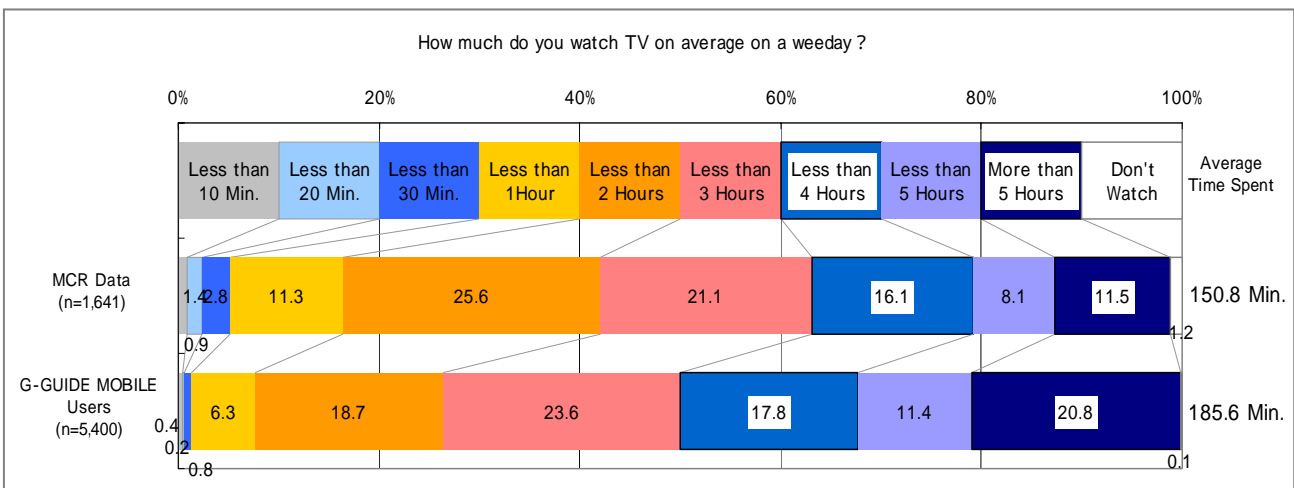
(Translation)

Attachment

[Graph 1] Sex / Age

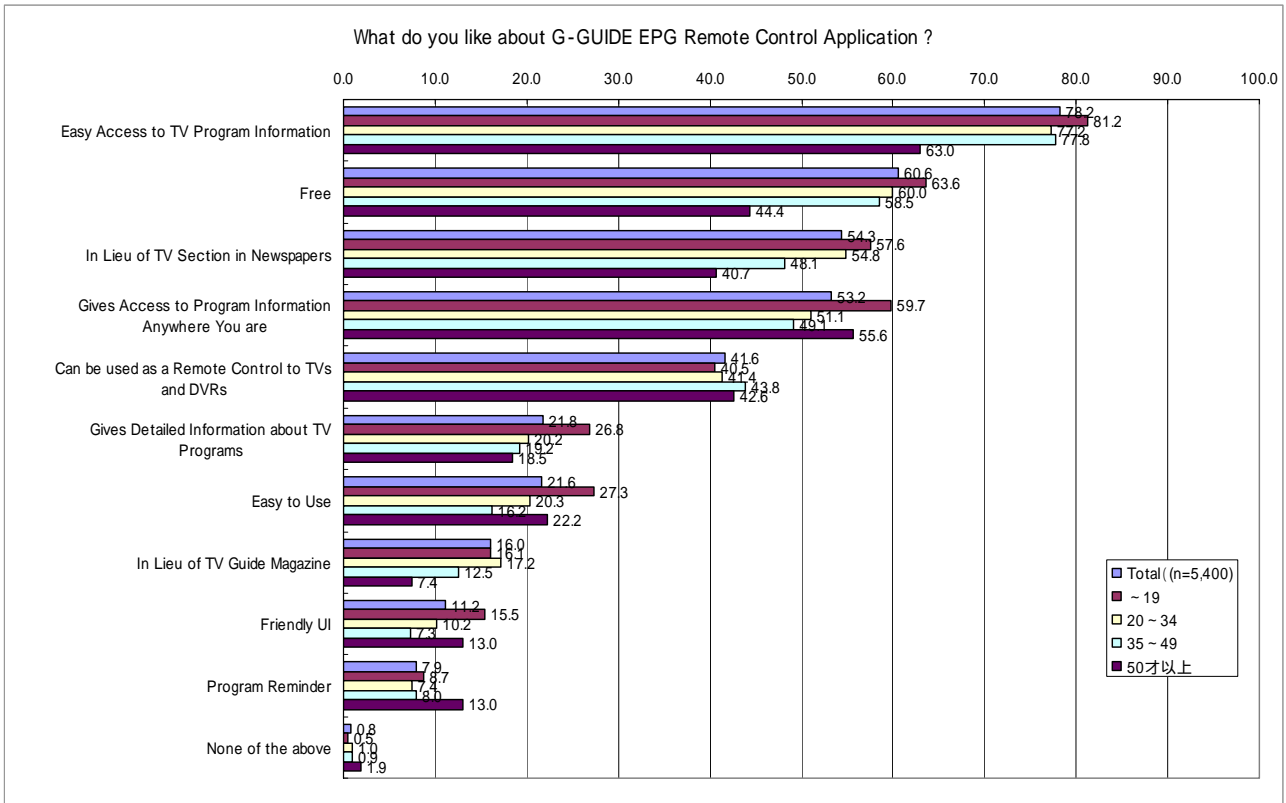


[Graph 2] How much do you watch TV on average on a weekday ?



(Translation)

[Graph 3] What do you like about G-GUIDE EPG Remote Control Application?



[Graph 4] How often would you use remote scheduling feature, in the event such feature becomes available?

