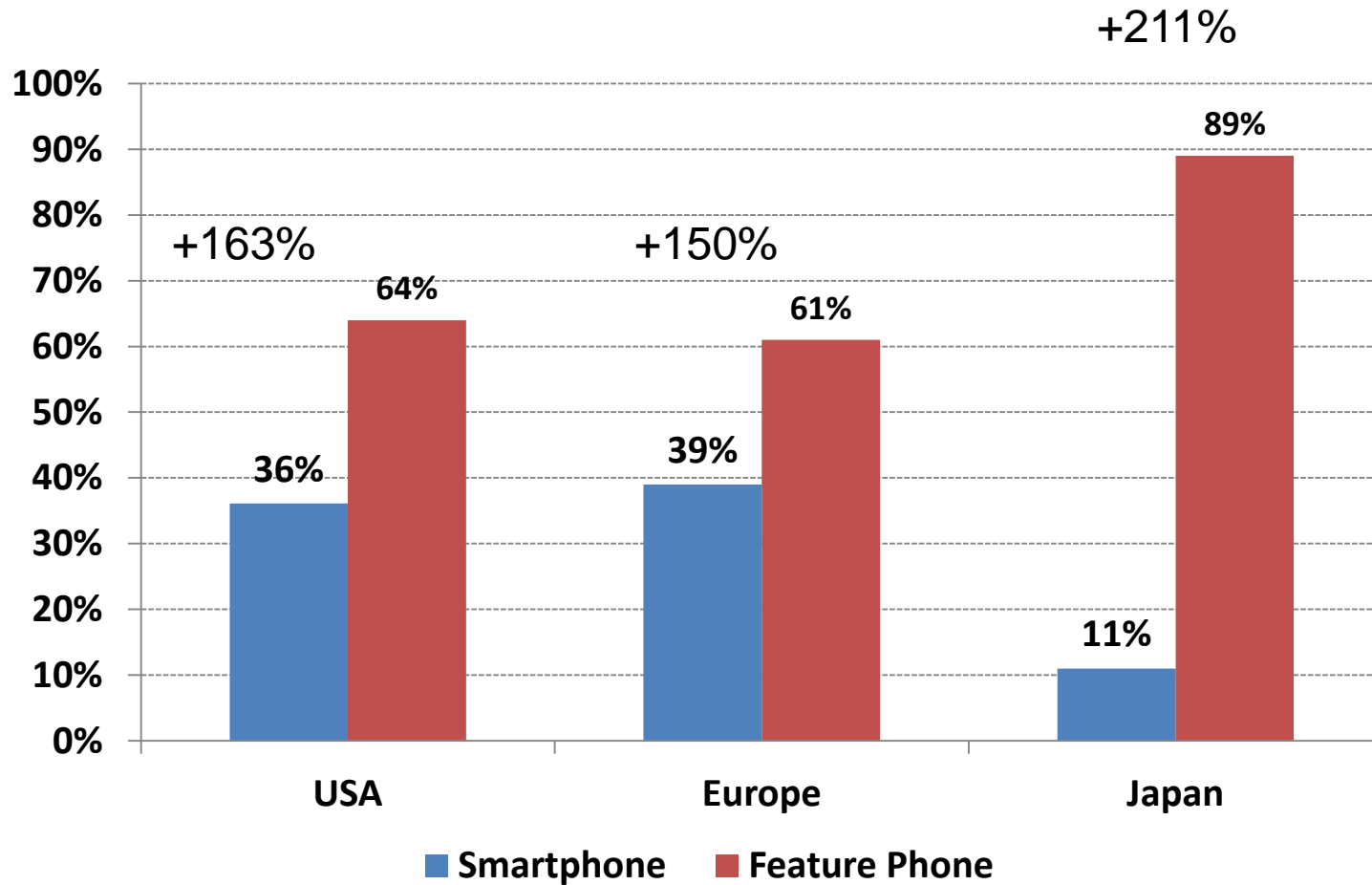


Mobile Data Nuggets from Around the World

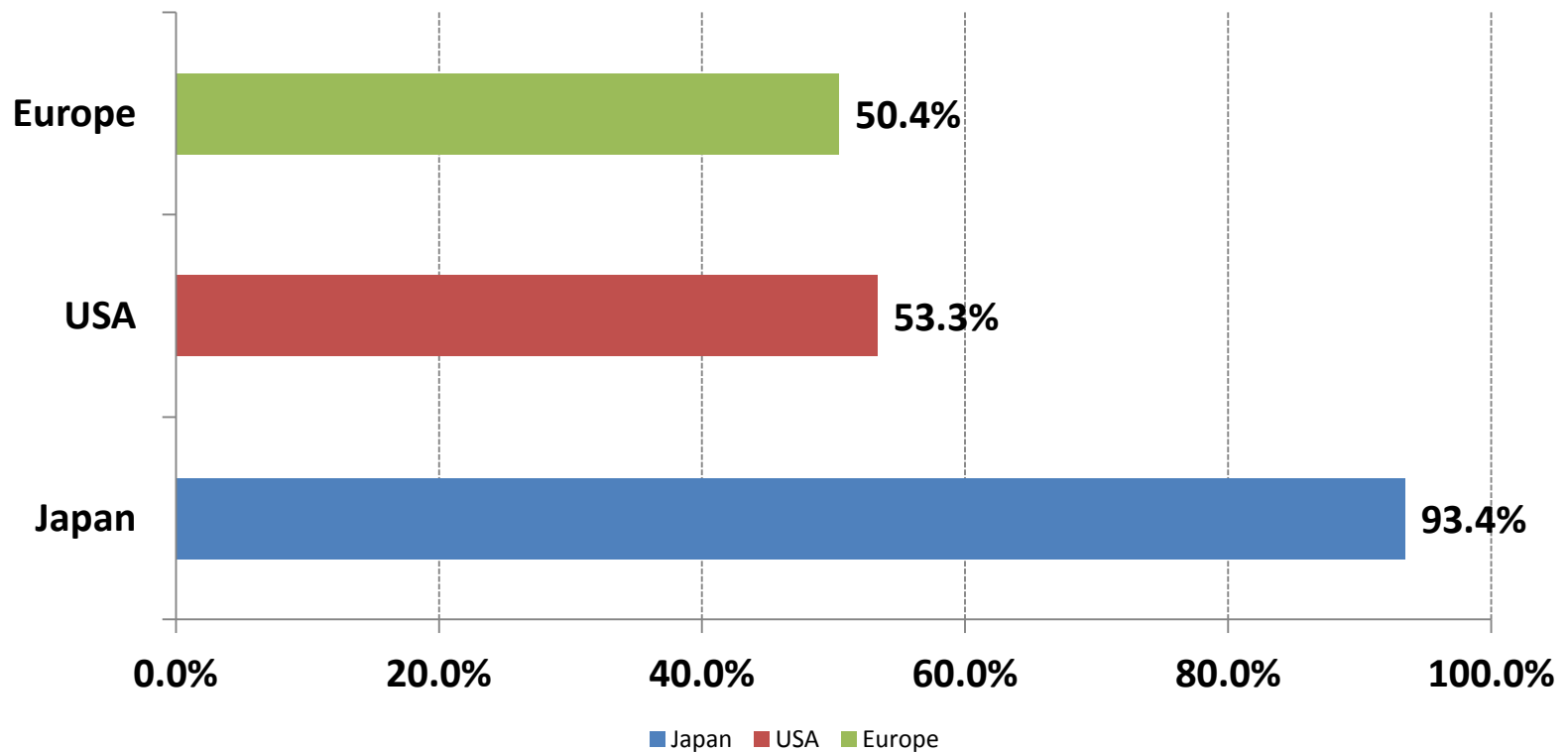
AdTech, October 2011

Smartphone Penetration By Country/Region



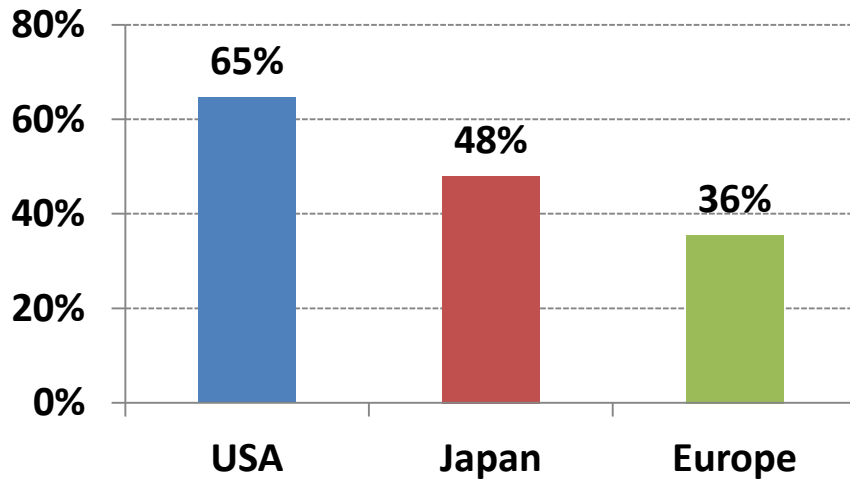
3G Subscribers

Subscriber Share of 3G by Country/Region
August, 2011

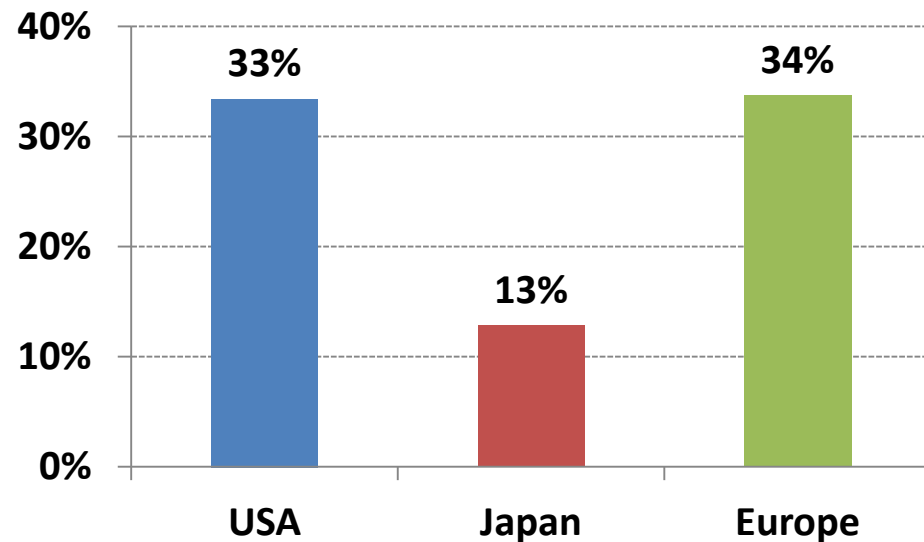


Usage of Advanced Services By Country/Region

Subscriber's Use of GPS Services
August, 2011

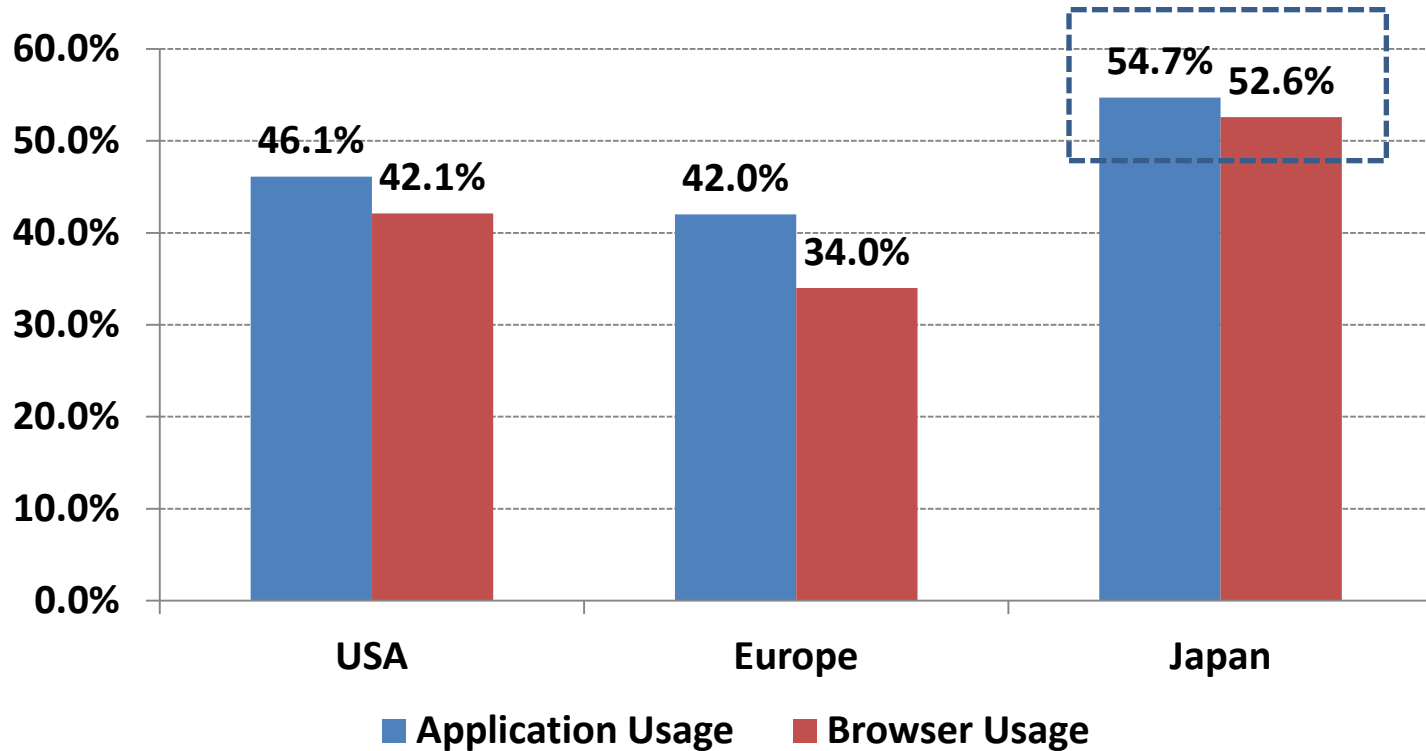


Subscriber's Use of WiFi Services
August, 2011



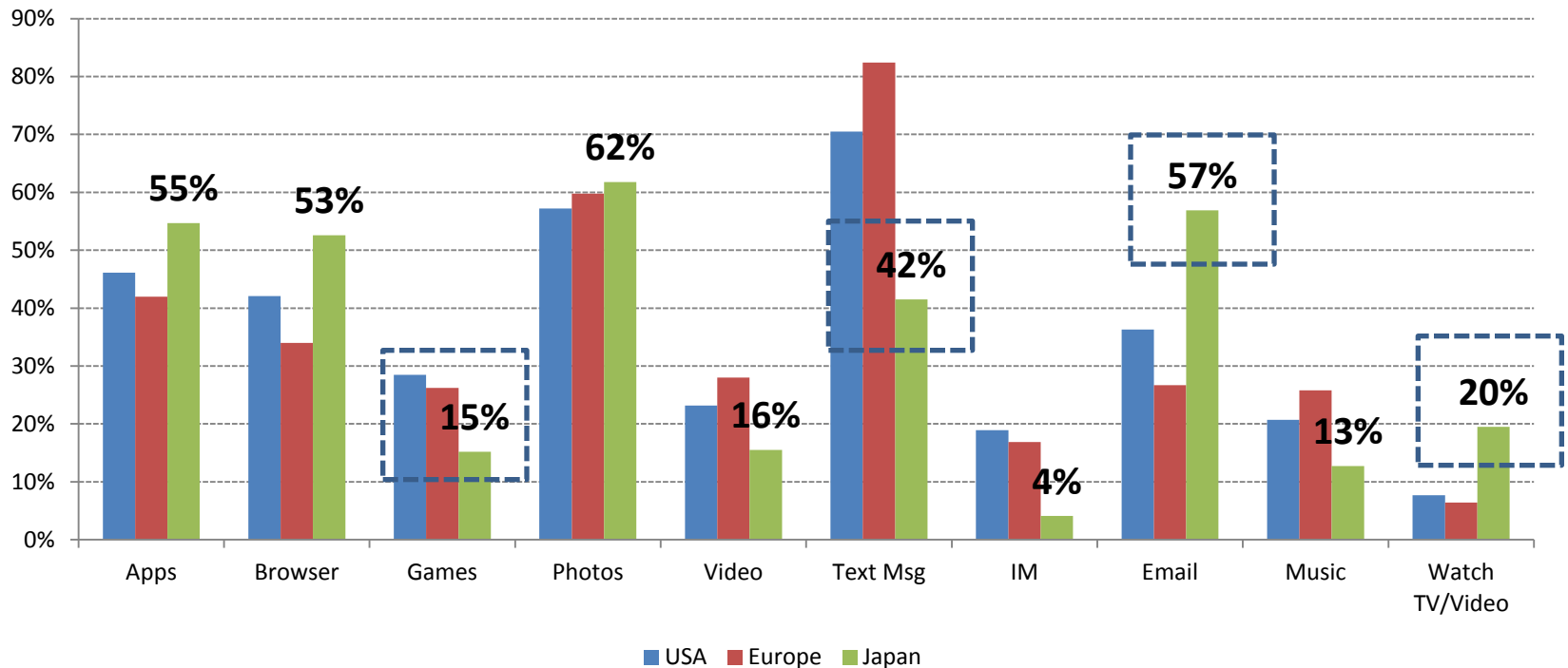
Access Usage

Access Usage By Country/Region
Aug, 2011



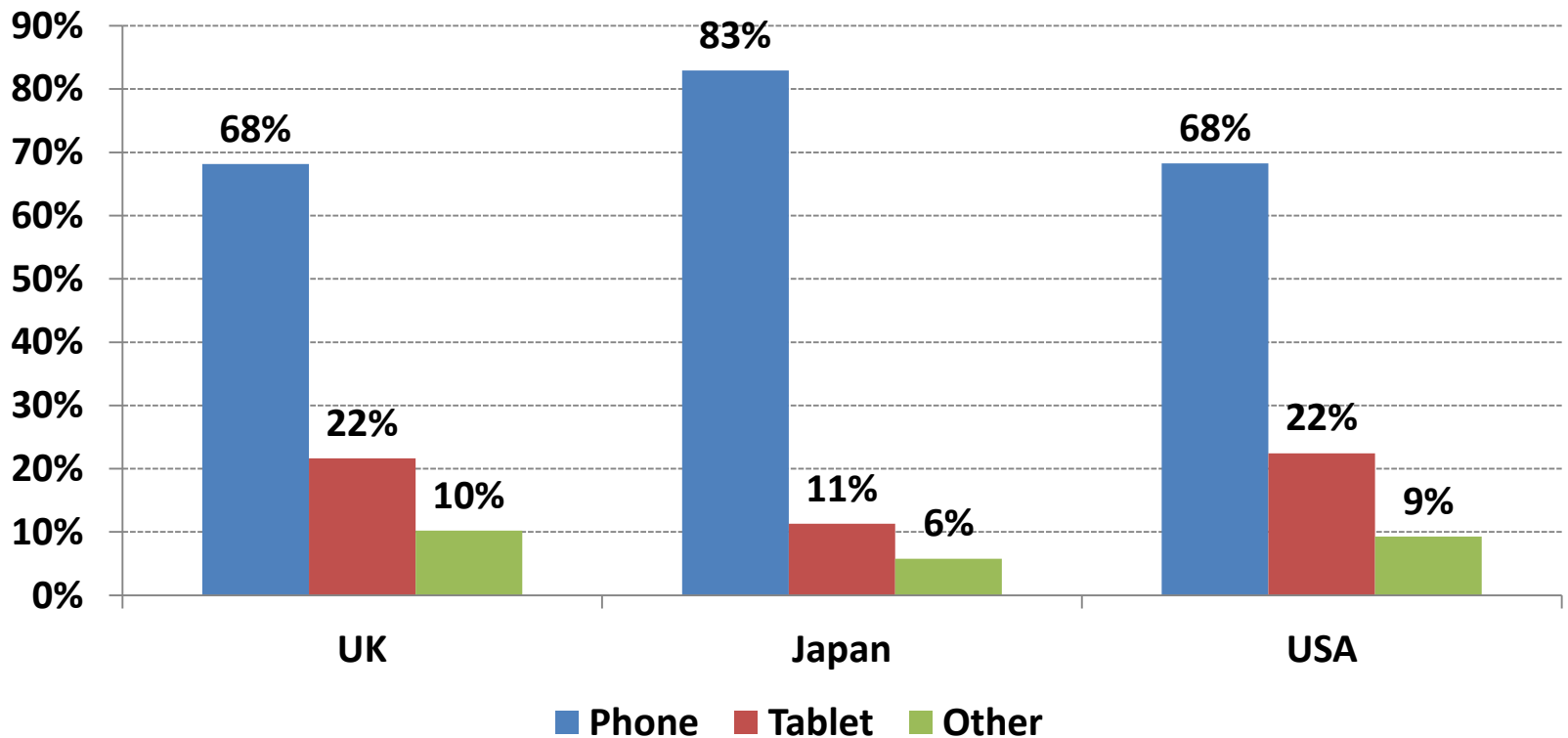
Key Top-Line Behaviors

Comparison of Top Line Behaviors Across Countries/Regions August, 2011



Connected Device Share of Digital Internet Content

Device Consumption by Device by Country
June, 2011



Quick Summary

- Japan is still the most advanced Mobile market in the world
- However, the global adoption of Smartphones , 3G and Connected devices is narrowing Japan's leadership
- The next 5 years will see revolutionary innovation in Smartphone capabilities, higher bandwidth (4G and LTE), and increasing use of connected devices
- Such innovations will press Japan's leadership in Mobile