

## NEWS RELEASE

## Content Business Lab analyzes reach and ability to drive spending: Ranking of hit content that defined 2016 in Japan Results from the Content Fan Consumer Behavior Survey 2017

The Content Business Lab<sup>1</sup>, a joint research project between Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima) and Hakuhodo Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Masayuki Mizushima), has conducted the 2017 edition of the nationwide Content Fan Consumer Behavior Survey<sup>2</sup> which is carried out every year, the results of which are used to calculate reach and ability to drive spending for a total of 832 updated content items across eleven categories.

### ■ Overview: Reach and ability to drive spending

Looking at the top ten content items for individual titles and artists analyzed in the 2017 survey (see table below), the hit contents and works that became social phenomena in 2016 occupied the top position, both in reach and ability to drive spending.

In terms of reach, *Your Name.*, released in 2016 to become the second-highest-grossing Japanese film of all time in Japan, took the number-one spot. Artists like Gen Hoshino and Hikaru Utada, who appeared in TV drama series and tie-ups, made the list—as did Pokémon, thanks to the Impact of the game “Pokémon GO”, which was launched in July 2016.

Looking at the ability to drive spending, we see the band EXILE coming in at number two. EXILE released a series of films that became a sensation with the appearance of its band members, and went on a related tour. Several other artist groups with active touring schedules made the list. Coming in fourth is the Final Fantasy series, which released a new installment in November 2016. In seventh place is the Godzilla series, thanks to the impact of the *Godzilla Resurgence (Shin Godzilla)* film released in July.

Top 10 overall results from the 2017 survey: Reach and ability to drive spending

Reach			Ability to drive spending		
NEW 1	Your Name.	10.97 million	1	Arashi	50.2 billion yen
2	Detective Conan	9.71 million	NEW 2	EXILE	46.0 billion yen
3	ONE PIECE	9.61 million	3	Love Live!	23.8 billion yen
NEW 4	Gen Hoshino	8.46 million	NEW 4	Final Fantasy series	19.9 billion yen
NEW 5	Hikaru Utada	8.25 million	NEW 4	Nogizaka46	19.9 billion yen
6	DRAGONBALL	8.09 million	6	Kanjani ∞	19.8 billion yen
NEW 7	Pokémon	7.96 million	NEW 7	Godzilla series	17.7 billion yen
8	Ikimonogakari	7.54 million	NEW 8	Hey! Say! JUMP!	16.0 billion yen
NEW 9	SMAP	7.43 million	NEW 9	NEWS	15.6 billion yen
10	Arashi	7.36 million	NEW 10	ONE PIECE	15.5 billion yen

Note: Items marked “NEW” did not appear on the top ten list from the 2016 survey.

### ■ Details: Reach and ability to drive spending

These are assessment indicators developed exclusively by the Content Business Lab to help

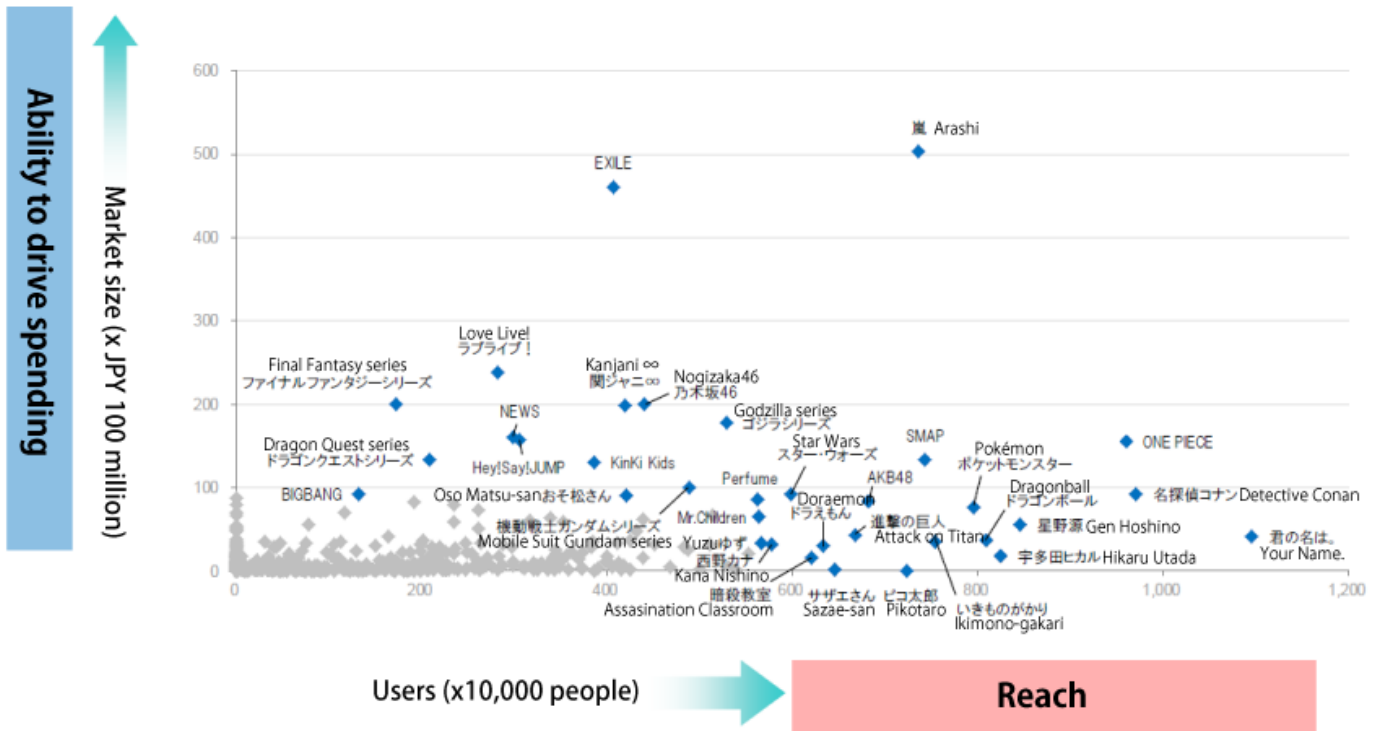
companies promote content utilization.

- Reach: This indicator represents the number of people that the content item can reach over the course of one year. Companies need this information when they want to use the power of content to inform a wide range of *sei-katsu-sha* about their products and services. If this indicator is high, it is suitable for utilization of character tie-ups, TV commercials, and PR campaigns.
- Ability to drive spending: This indicator represents the size of the market generated by brand loyalists (core fans) over the course of a year. This information can be used to estimate expected sales, and companies need it when they develop an original plan to incorporate content into their own products and services themselves, with the aim of driving fans of the content to make actual purchases.

■ Map of reach and ability to drive spending

Horizontal axis: Reach (x 10,000 people)  
Vertical axis: Ability to drive spending (x JPY 100 million)

Getting a clear overview of content reach and ability to drive spending makes it possible to selectively use content



Reference

1 Content Business Lab

We are a team of experts dedicated to supporting advertising communications and business design in a world where companies increasingly rely on content to meet their goals, based on the insights derived from our proprietary Content Fan Consumer Behavior Survey. Our exclusive Model of Content Fan Triggers helps companies and content holders design their advertising communications using their content as a starting point, while also providing marketing support to develop new businesses and services. Our knowledgeable, dedicated content specialists—including the marketing planners and R&D professionals at Hakuhodo and the content business experts at

HDYMP—are themselves avid fans in a diverse array of categories, including sports, drama, anime, video games, and music.

## 2 Content Fan Consumer Behavior Survey

Designed exclusively by the Content Business Lab, the Content Fan Consumer Behavior Survey is a national survey of sei-katsu-sha that targets a total of 5,000 men and women between the ages of 15 and 69 in order to identify actual content-related consumption behavior across eleven categories (entertainment, sports, etc.). Conducted every year since 2011, the survey results have been used by companies and content holders in a wide range of industries as a way of fully grasping the realities of content consumption among sei-katsu-sha—information that cannot be obtained through conventional content studies that only look at shipment or sales data in a particular industry.

- Method: Internet survey
- Target region/population: Men and women age 15–69 across Japan (distributed in seven areas according to national gender/age composition)
- Sample size (valid responses): 5,000
- Timeframe: February 10 (Friday) through February 27 (Monday), 2017
- Eleven categories: Drama/variety programs, anime/special effects, manga/young-adult fiction, fiction, movies, music, video games, art galleries and exhibitions, sports, leisure facilities and events, specific people/celebrities
- Information on specific television programs has also been collected since FY2014

Survey features:

- Content fan behavior identified in four action categories: interested, user, spender, fan
- Real-life spending data analyzes *who*, *what* and *How much*
- Survey distributed in seven areas according to national gender/age composition, making it possible to estimate market size
- Ability to drive spending takes the top five content items in terms of fan base for each category and totals them, listing only those items that have an estimated fan population of at least 300,000 and spending of at least ten times that number
- Collects spending information that goes beyond that of conventional shipment or sales data in a particular industry
- Single data source makes it possible to clearly analyze fan behavior across content genres
- Enables data calculation across content usage environments (e.g. devices/services used)
- Goes beyond content fan behavior to collect information on intentions/values as well as purchasing/interests of non-content goods and services

### ■ Content profiling sheet

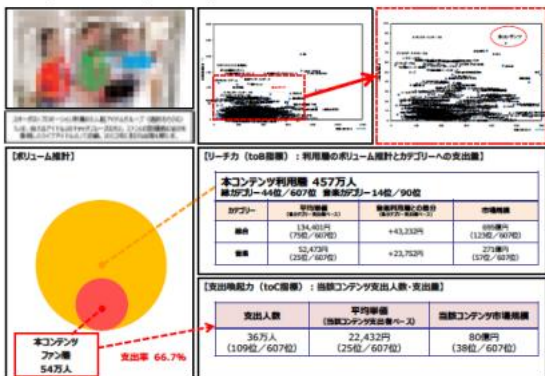
Content profiling sheets provide an information overview that brings together data on number of people, volume, and so on as well as specific characteristics of target fans (age, gender, life stage). The analysis incorporates several types of target fan information beyond content usage, including durable goods and services purchased in the last year, devices owned, online services used, frequently engaged media channels, and shops visited at least once a week. Companies can then

use this data in conjunction with reach and spending rankings to identify content potential and specific application methods.

The Content Business Lab uses this service to effectively link three poles: content, content fans, and corporate activity, and as such is designed to help invigorate the content business. For the last two years, we have also been offering content holders trend analysis reports for each content category (available for purchase), additional analysis services, study sessions, and more.

### (Content profiling sheets: visual overview)

Sample content profiling sheet



User profile: Demographic characteristics



■ To request Content Business Lab survey data or a consultation

### Sample report (free)

We offer free samples of our Content Fan Consumer Behavior Survey report.

Please visit the site below.

<http://contents.wizbiz.org/>

(Available from the HakuHodo Content Fan Consumer Behavior Survey page on the WizBiz business information portal site)

### Category-specific reports (paid)

Existing clients: Please contact your HakuHodo sales representative to order your category-specific report

New clients: Please request your report using the site below:

<http://contents.wizbiz.org/>

(Available from the HakuHodo Content Fan Consumer Behavior Survey page on the WizBiz business information portal site)

### Additional analysis surveys and study sessions

We can provide detailed, original analyses of all kinds of factors based on our survey data, including content fan characteristics (age, gender, etc.), fan spending items and detailed information on devices used, information sources, the compatibility of consumer goods and services that help companies make content tie-up decisions, and more. We offer additional analysis services and study sessions for companies interested in these kinds of information. Contact your HakuHodo

sales representative or contact us using the information below.

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