

Results of Consumer Questionnaire on Usage of Connected TV and Video On-Demand Services, etc.

Attributes of Survey Respondents (1) Individuals

Age	Applicable number	Male	Female
Ages 10-19	1,022	237	785
20s	2,313	1,068	1,245
30s	2,611	1,391	1,220
40s	2,612	1,315	1,297
50s	2,436	1,228	1,208
60s	2,269	1,098	1,171
70s	1,830	894	936
80s	838	557	281
90s	47	24	23
All	15,978	7,812	8,166

Marital status	Number of responses
Unmarried	6,533
Married (including separated or bereaved)	9,445
All	15,978

Occupation	Number of responses
Company employee (general employee)	3,806
Company employee (management)	662
Company management (owners/executives)	219
Civil servants, teachers and staff, non-profit organization employees	653
Temporary and contract employees	792
Self-employed (commercial and industrial services)	464
SOHO	123
Agricultural, forestry and fishing industries	55
Professionals (lawyers, tax accountants, etc., medical-related)	406
Part-time job	2,012
Housewife/Househusband	2,315
Student	1,174
Unemployed	2,973
Other occupations	324
All	15,978

Residence	Number of responses
Hokkaido	825
Aomori	151
Iwate	163
Miyagi	334
Akita	125
Yamagata	116
Fukushima	180
Ibaraki	323
Tochigi	181
Gunma	173
Saitama	1,042
Chiba	900
Tokyo	2,383
Kanagawa	1,382
Niigata	238
Toyama	121
Ishikawa	128
Fukui	64
Yamanashi	62
Nagano	230
Gifu	208
Shizuoka	348
Aichi	990
Mie	215
Shiga	177
Kyoto	362
Osaka	1,311
Hyogo	726
Nara	201
Wakayama	98
Tottori	48
Shimane	71
Okayama	199
Hiroshima	318
Yamaguchi	150
Tokushima	66
Kagawa	108
Ehime	121
Kochi	50
Fukuoka	508
Saga	57
Nagasaki	100
Kumamoto	110
Oita	75
Miyazaki	54
Kagoshima	100
Okinawa	86
All	15,978

Attributes of Survey Respondents (2) Household

Number of people in the household	Applicable number	Less than 1 million yen	1 million yen or more but less than 2 million yen	2 million yen or more but less than 3 million yen	3 million yen or more but less than 4 million yen	4 million yen or more but less than 5 million yen	5 million yen or more but less than 6 million yen	6 million yen or more but less than 7 million yen	7 million yen or more but less than 8 million yen	8 million yen or more but less than 9 million yen	9 million yen or more but less than 10 million yen	10 million yen or more but less than 11 million yen	11 million yen or more but less than 12 million yen	12 million yen or more but less than 13 million yen	13 million yen or more but less than 14 million yen	14 million yen or more but less than 15 million yen	15 million yen or more but less than 16 million yen	16 million yen or more but less than 17 million yen	17 million yen or more but less than 18 million yen	18 million yen or more but less than 19 million yen	19 million yen or more but less than 20 million yen	20 million yen or more	Don't know/ Don't want to answer
1 person	3,429	462	465	480	453	319	183	108	80	48	24	20	20	11	5	4	2	2	1	1	4	12	725
2 people	5,129	200	296	525	759	511	366	288	250	136	132	84	41	36	24	36	16	7	11	3	12	47	1,349
3 people	3,719	156	118	203	313	310	319	228	212	173	172	102	54	48	23	38	20	9	8	7	10	42	1,154
4 people	2,534	74	53	86	144	185	179	180	175	133	127	93	54	36	30	42	18	13	5	5	10	30	862
5 people	809	26	23	27	40	43	60	56	47	31	46	21	20	8	3	10	6	3	1	0	12	16	310
6 people	245	8	4	6	14	18	6	11	16	10	8	9	4	7	2	4	4	2	3	1	4	6	98
7 people	69	2	2	4	1	4	3	2	5	5	4	1	1	1	1	2	2	0	1	0	1	3	24
8 people	21	2	1	1	0	0	1	0	2	1	1	1	1	0	0	0	0	0	0	1	0	2	7
9 people	6	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4
10 people	16	2	0	2	3	1	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	3
11 people	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
All	15,978	933	962	1,334	1,727	1,391	1,120	874	787	539	514	331	195	147	88	136	68	36	30	18	53	159	4,536

Family living together	Number of responses
Living with spouse (partner)	8,040
Living with children	4,302
Living with parents	4,271
Live with siblings	1,467
Other	294
All	12,549

SQ4 Please tell us about your use of VOD. [Multiple responses allowed]

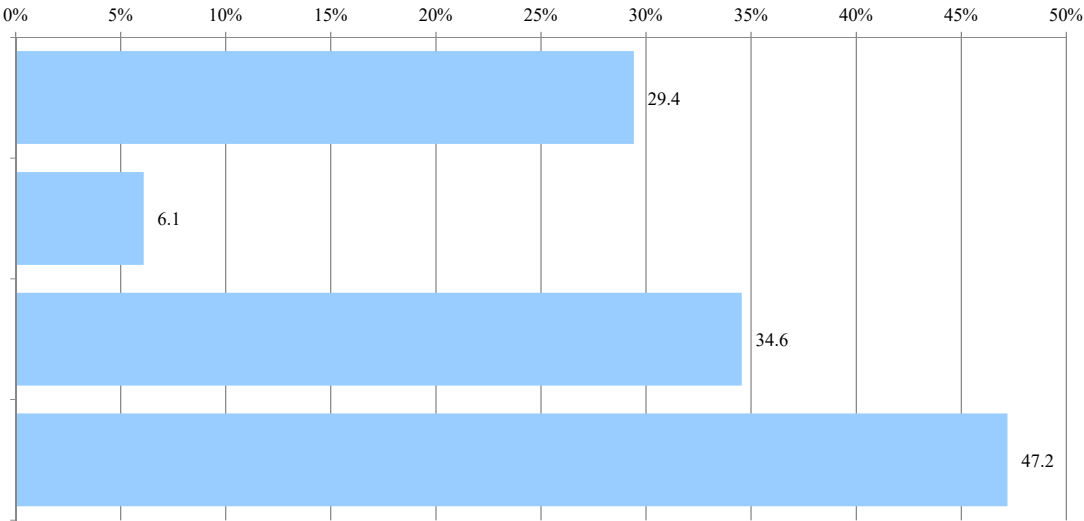
Currently (as of June 30, 2023), monthly and annual subscription-based paid VOD
(Netflix, U-NEXT, Amazon Prime Video, DAZN, Disney+, ABEMA Premium, YouTube Premium, etc.)
*Includes NHK On Demand, but not NHK Plus.

Pay-per-view (rental/purchase)-type paid VOD for each content during the most recent one-year period (July 2022 to June 2023)
(Have used (rental/purchase by content on Amazon Prime Video, U-NEXT, DMM.com, etc.)

Free VOD for the most recent one-year period (July 22 to June 2023) in exchange for advertisements being inserted into the content.
(TVer, YouTube, ABEMA (free plan), etc.)
*Excludes so-called vertical video sharing services such as TikTok and Instagram.

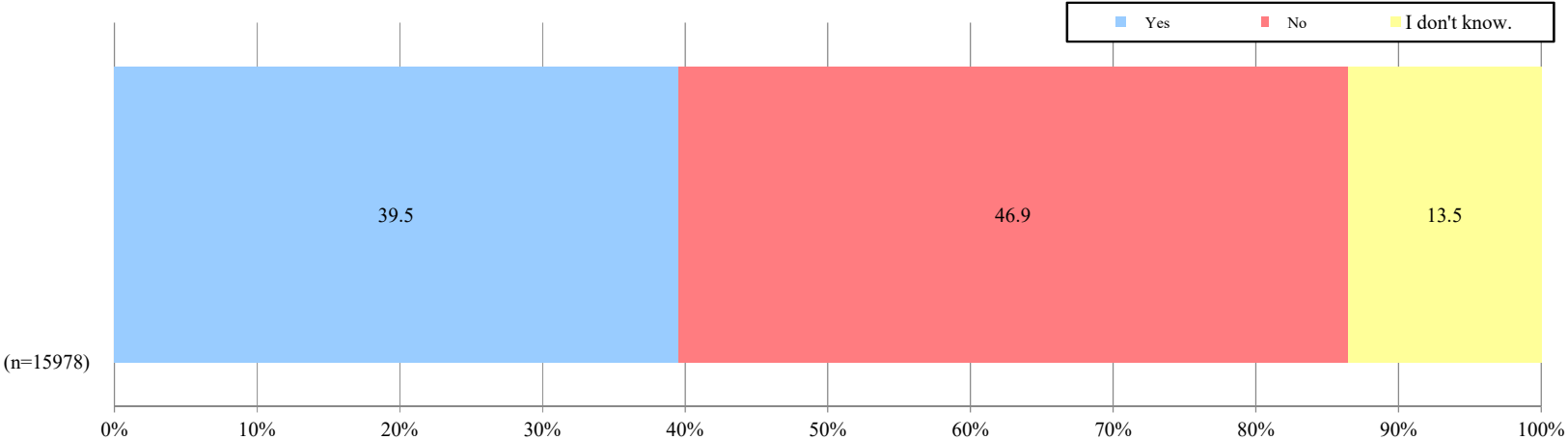
None of the above

(n=15,978)



Responses	Number of responses	proportion
Currently (as of June 30, 2023), monthly and annual subscription-based paid VOD (Netflix, U-NEXT, Amazon Prime Video, DAZN, Disney+, ABEMA Premium, YouTube Premium, etc.) *Includes NHK On Demand, but not NHK Plus.	4,701	29.4
Pay-per-view (rental/purchase)-type paid VOD for each content during the most recent one-year period (July 2022 to June 2023) (Have used (rental/purchase by content on Amazon Prime Video, U-NEXT, DMM.com, etc.)	974	6.1
Free VOD for the most recent one-year period (July 2022 to June 2023) in exchange for advertisements being inserted into the content. (TVer, YouTube, ABEMA (free plan), etc.) *Excludes so-called vertical video sharing services such as TikTok and Instagram.	5,521	34.6
None of the above	7,542	47.2
Number of Respondents	15,978	—

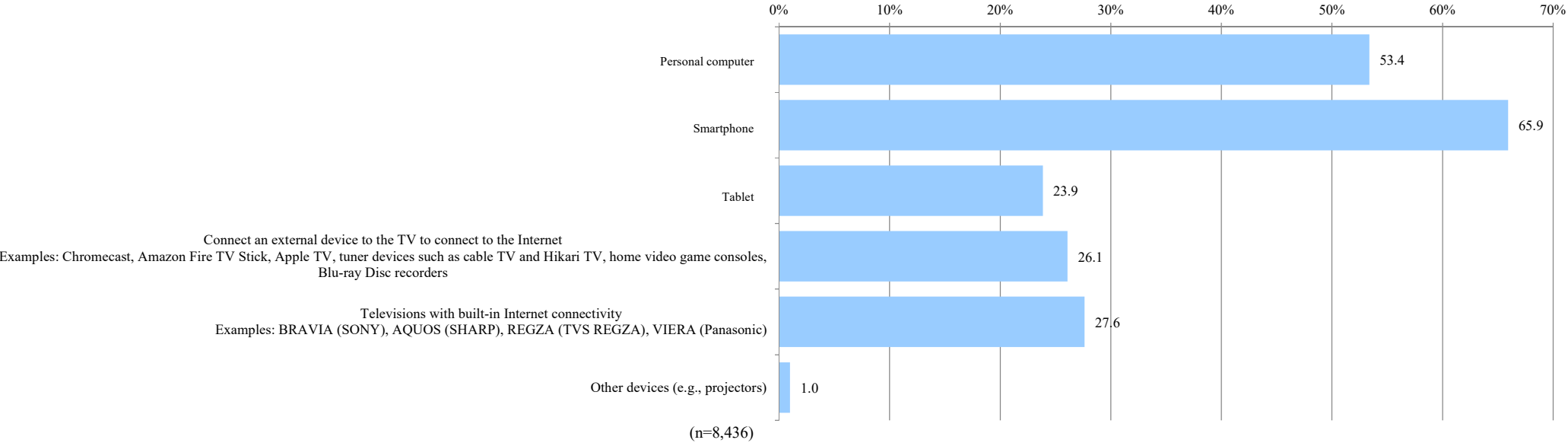
SQ5 Do you own a TV set that can connect to the Internet through its own functions or through other devices to access VOD? [Select one]



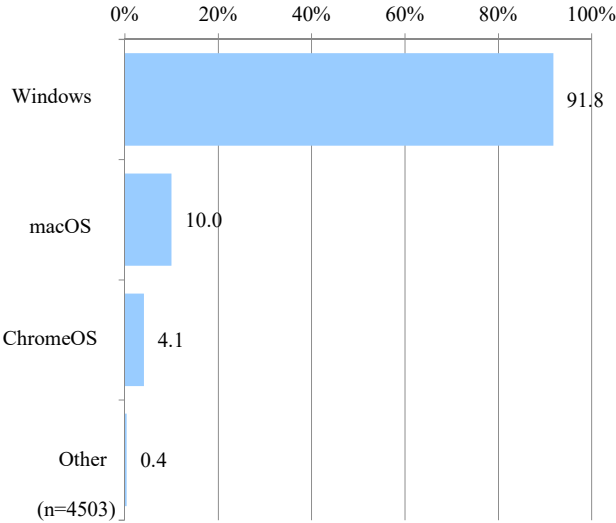
Responses	Number of responses	proportion
Yes	6,317	39.5
No	7,500	46.9
I don't know	2,161	13.5
Number of Respondents		15,978

SQ6 What devices do you use to watch VOD? [Multiple responses allowed]

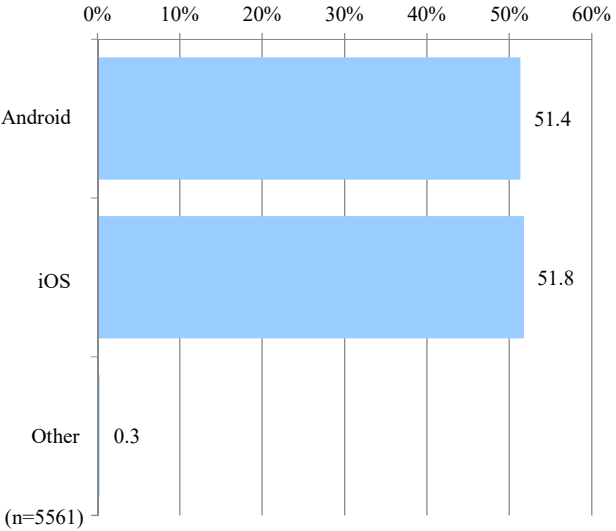
Responses	Number of responses	Share
Personal computer	4,503	53.4
Smartphone	5,561	65.9
Tablet	2,012	23.9
Connect an external device to the TV to connect to the Internet Examples: Chromecast, Amazon Fire TV Stick, Apple TV, tuner devices such as cable TV and Hikari TV, home video game consoles, Blu-ray Disc recorders	2,201	26.1
Televisions with built-in Internet connectivity Examples: BRAVIA (SONY), AQUOS (SHARP), REGZA (TVS REGZA), VIERA (Panasonic)	2,331	27.6
Other devices (e.g., projectors)	83	1.0
Number of Respondents	8,436	—



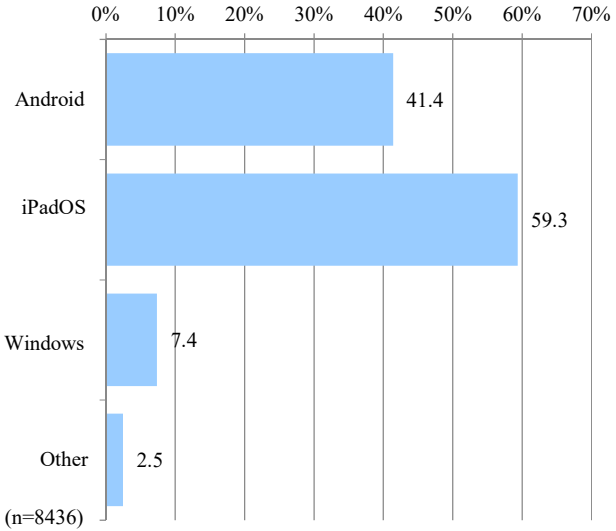
SQ6_2 Please also tell us about the OS of the device you use to watch the VOD. [Multiple responses allowed]



Response details (PC)	Number of responses	Proportion
Windows	4,134	91.8
macOS	450	10.0
ChromeOS	185	4.1
Other	17	0.4
Number of Respondents	4,503	—



Response details (Smartphone)	Number of responses	Proportion
Android	2,856	51.4
iOS	2,879	51.8
Other	17	0.3
Number of Respondents	5,561	—



Response details (Tablet)	Number of responses	Proportion
Android	833	41.4
iPadOS	1,194	59.3
Windows	148	7.4
Other	50	2.5
Number of Respondents	2,012	—

<Questionnaire Survey Summary>

The survey took the form of a questionnaire survey to consumer monitors of a research firm about consumer use of Connected TV(CTV)-related areas. A summary of the project is as follows.

Survey target: Consumers who use VOD

Survey method: Web-based survey (contracted survey)

Implementation date: July 10, 2023

Number of respondents: 4,000

2,000 Internet-connected TV owners (watching VOD on the same TV)




1,000 Internet-connected TV owners (watching VOD on other devices)

1,000 respondents who do not own an Internet-connected TV (watching VOD on other devices)

(Notes.)

The demographics of the 4,000 people selected are shown in the next slide.

The numbers in the table below, including those in parentheses, represent "percentages (real numbers)".

The cells in the table below that are color-coded are colored  ·  ·  in descending order of percentage.

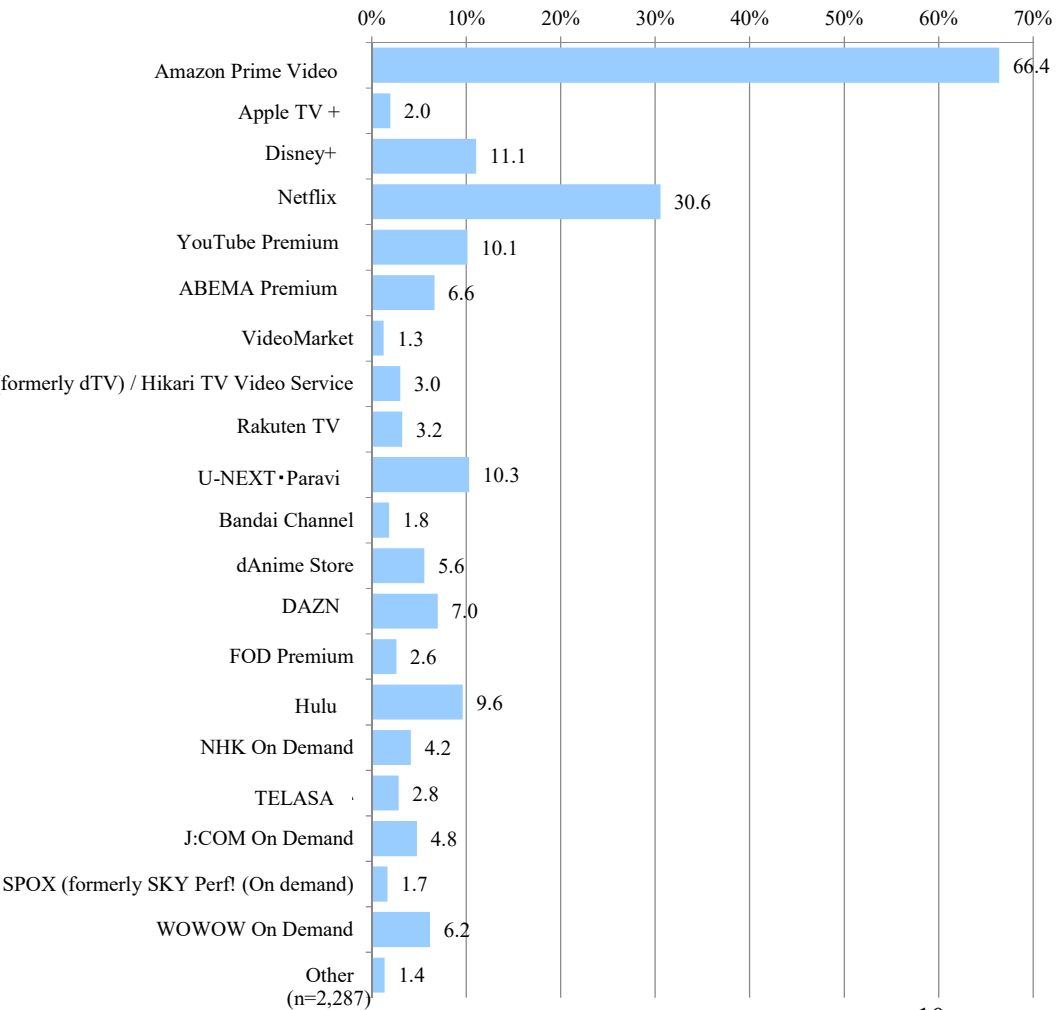
Attributes of selected survey respondents

Age	Applicable number	Male	Female
Ages 10-19	321	72	249
20s	656	296	360
30s	754	424	330
40s	674	373	301
50s	593	322	271
60s	546	306	240
70s	350	182	168
80s	104	80	24
90s	2	0	2
All	4,000	2,055	1,945

Number of people in the household	Applicable number	Less than 1 million yen	1 million yen or more but less than 2 million yen	2 million yen or more but less than 3 million yen	3 million yen or more but less than 4 million yen	4 million yen or more but less than 5 million yen	5 million yen or more but less than 6 million yen	6 million yen or more but less than 7 million yen	7 million yen or more but less than 8 million yen	8 million yen or more but less than 9 million yen	9 million yen or more but less than 10 million yen	10 million yen or more but less than 11 million yen	11 million yen or more but less than 12 million yen	12 million yen or more but less than 13 million yen	13 million yen or more but less than 14 million yen	14 million yen or more but less than 15 million yen	15 million yen or more but less than 16 million yen	16 million yen or more but less than 17 million yen	17 million yen or more but less than 18 million yen	18 million yen or more but less than 19 million yen	19 million yen or more but less than 20 million yen	20 million yen or more	Don't know/ Don't want to answer
1 person	800	98	116	120	122	90	60	29	18	19	6	8	9	2	1	2	1	0	0	0	0	4	95
2 people	1,155	38	68	93	193	125	95	72	71	36	40	25	13	14	9	13	3	2	3	3	4	13	222
3 people	1,002	29	22	52	81	86	103	68	65	54	54	38	19	14	11	11	8	4	1	3	3	13	263
4 people	724	18	9	18	45	54	52	51	66	47	41	31	18	14	10	18	9	3	1	2	6	16	195
5 people	223	7	7	10	15	10	16	19	11	13	20	10	6	2	0	4	2	0	0	0	0	5	66
6 people	68	0	0	1	2	4	2	4	7	0	4	5	0	4	0	2	1	2	0	1	1	5	23
7 people	17	1	0	1	0	1	0	0	2	1	1	1	1	0	0	1	0	0	0	0	0	0	7
8 people	8	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	2	3
9 people	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
10 people	2	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
All	4,000	191	222	296	459	370	329	243	241	171	166	118	66	50	31	51	24	11	5	10	14	58	874

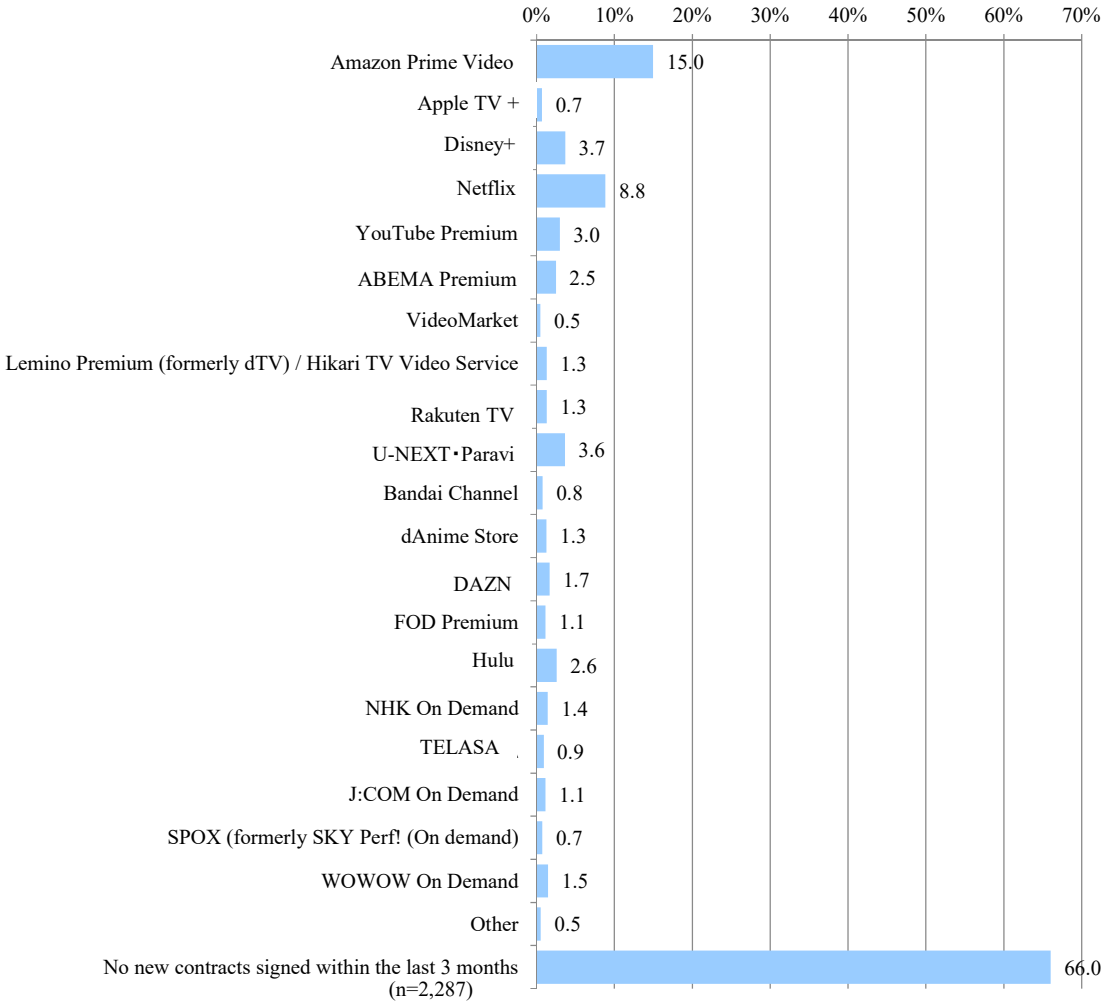
Q1_1_A (a) Please select all monthly/annual subscription-based paid VOD that you currently use (as of the end of June 2023). [Multiple responses allowed]

Responses	Number of responses	Share
Amazon Prime Video	1,519	66.4
Apple TV +	45	2.0
Disney+	253	11.1
Netflix	699	30.6
YouTube Premium	232	10.1
ABEMA Premium	152	6.6
VideoMarket	29	1.3
Lemino Premium (formerly dTV) / Hikari TV Video Service	69	3.0
Rakuten TV	74	3.2
U-NEXT・Paravi	236	10.3
Bandai Channel	42	1.8
dAnime Store	127	5.6
DAZN	160	7.0
FOD Premium	60	2.6
Hulu	220	9.6
NHK On Demand	95	4.2
TELASA	65	2.8
J:COM On Demand	109	4.8
SPOX (formerly SKY Perf! On demand)	38	1.7
WOWOW On Demand	141	6.2
Other	31	1.4
Number of Respondents	2,287	—



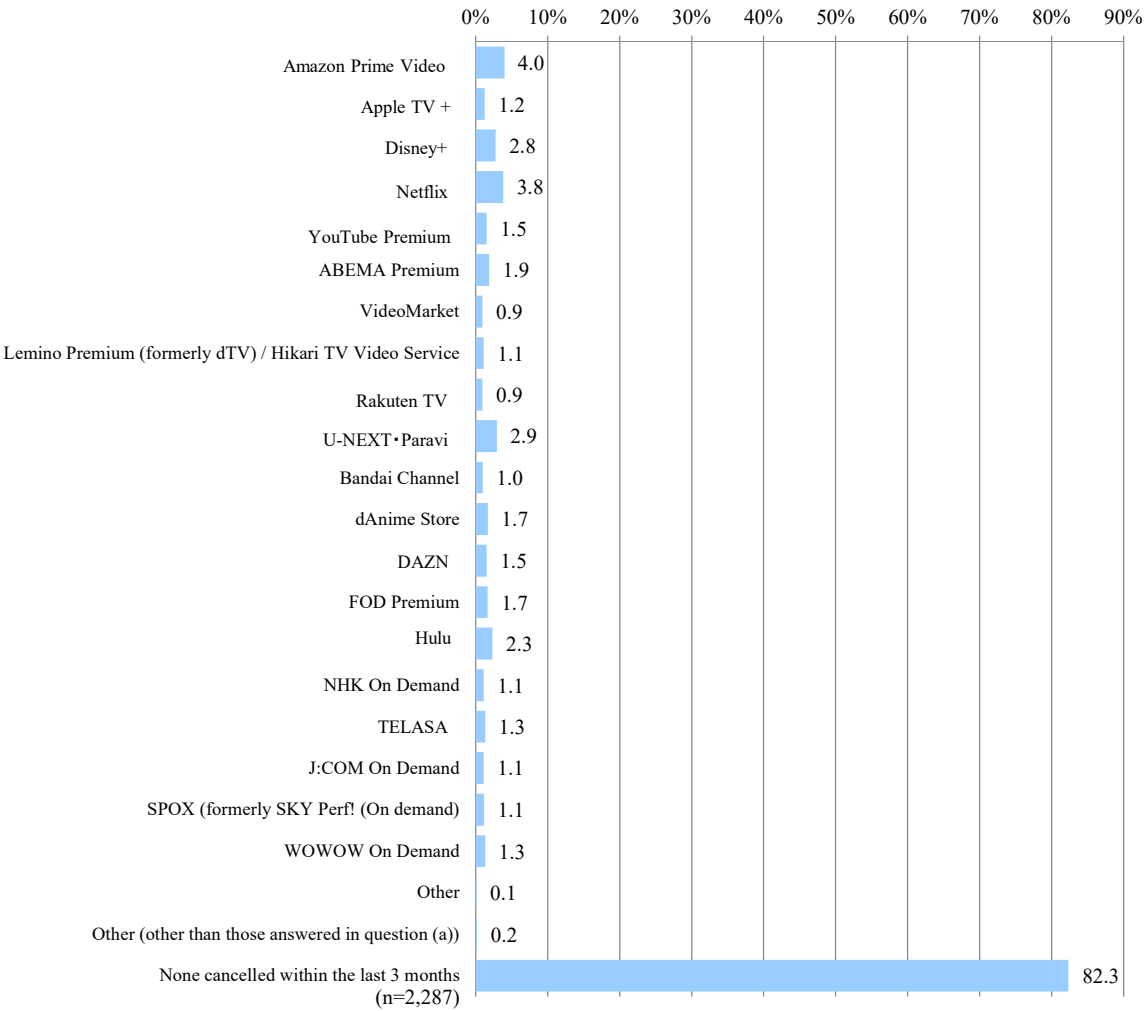
Q1_1_B1 (b-1) Of the services you answered "currently use" in the previous question (a), please select all new contracts within the last 3 months.
[Multiple responses allowed]

Responses	Number of responses	Share
Amazon Prime Video	342	15.0
Apple TV +	16	0.7
Disney+	84	3.7
Netflix	202	8.8
YouTube Premium	68	3.0
ABEMA Premium	57	2.5
VideoMarket	11	0.5
Lemino Premium (formerly dTV) / Hikari TV Video Service	30	1.3
Rakuten TV	30	1.3
U-NEXT・Paravi	83	3.6
Bandai Channel	18	0.8
dAnime Store	29	1.3
DAZN	38	1.7
FOD Premium	26	1.1
Hulu	59	2.6
NHK On Demand	33	1.4
TELASA	21	0.9
J:COM On Demand	26	1.1
SPOX (formerly SKY Perf! On demand)	17	0.7
WOWOW On Demand	34	1.5
Other	12	0.5
No new contracts signed within the last 3 months	1,510	66.0
Number of Respondents	2,287	—



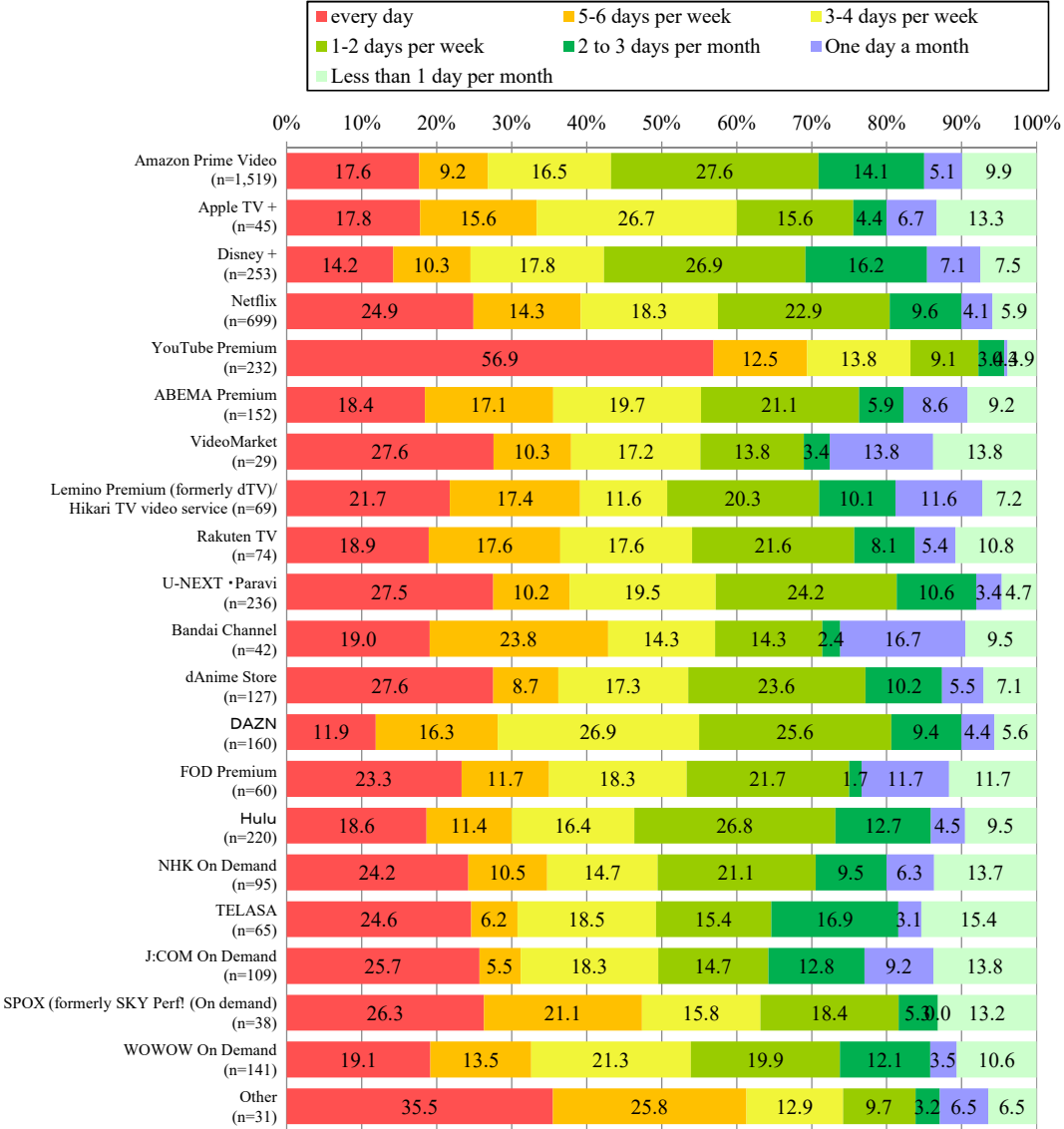
Q1_1_B2 (b-2) Please select all options from the previous question (a) that you have cancelled within the last 3 months. [Multiple responses allowed]

Responses	Number of responses	Share
Amazon Prime Video	91	4.0
Apple TV +	28	1.2
Disney+	63	2.8
Netflix	87	3.8
YouTube Premium	35	1.5
ABEMA Premium	43	1.9
VideoMarket	21	0.9
Lemino Premium (formerly dTV) / Hikari TV Video Service	25	1.1
Rakuten TV	21	0.9
U-NEXT・Paravi	67	2.9
Bandai Channel	22	1.0
dAnime Store	39	1.7
DAZN	35	1.5
FOD Premium	38	1.7
Hulu	53	2.3
NHK On Demand	25	1.1
TELASA	30	1.3
J:COM On Demand	25	1.1
SPOX (formerly SKY Perf! On demand)	26	1.1
WOWOW On Demand	30	1.3
Other	2	0.1
Other (other than those answered in question (a))	4	0.2
None cancelled within the last 3 months	1,883	82.3
Number of Respondents	2,287	—



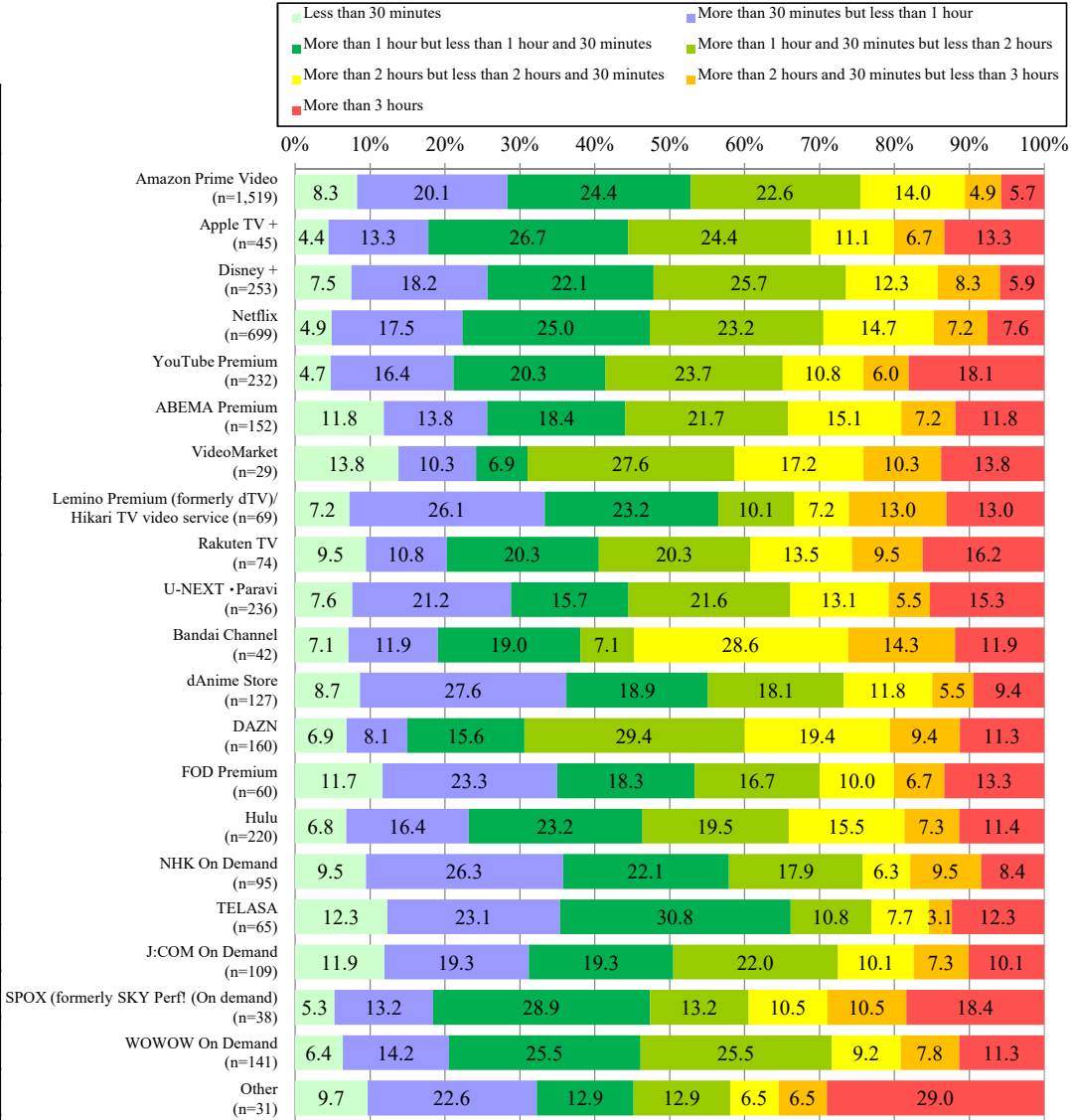
Q1_1_C (c) Please select the most applicable frequency of viewing the services you answered "currently use" in the previous question (a). [Select one]

Service name	Number of Respondents	Every day	5-6 days per week	3-4 days per week	1-2 days per week	2 to 3 days per month	One day a month	Less than 1 day per month
Amazon Prime Video	100. (1,519)	17.6(268)	9.2(139)	16.5(250)	27.6(420)	14.1(214)	5.1(77)	9.9(151)
Apple TV +	100. (45)	17.8(8)	15.6(7)	26.7(12)	15.6(7)	4.4(2)	6.7(3)	13.3(6)
Disney+	100. (253)	14.2(36)	10.3(26)	17.8(45)	26.9(68)	16.2(41)	7.1(18)	7.5(19)
Netflix	100. (699)	24.9(174)	14.3(100)	18.3(128)	22.9(160)	9.6(67)	4.1(29)	5.9(41)
YouTube Premium	100. (232)	56.9(132)	12.5(29)	13.8(32)	9.1(21)	3.4(8)	0.4(1)	3.9(9)
ABEMA Premium	100. (152)	18.4(28)	17.1(26)	19.7(30)	21.1(32)	5.9(9)	8.6(13)	9.2(14)
VideoMarket	100. (29)	27.6(8)	10.3(3)	17.2(5)	13.8(4)	3.4(1)	13.8(4)	13.8(4)
Lemino Premium (formerly dTV)/ Hikari TV Video Service	100. (69)	21.7(15)	17.4(12)	11.6(8)	20.3(14)	10.1(7)	11.6(8)	7.2(5)
Rakuten TV	100. (74)	18.9(14)	17.6(13)	17.6(13)	21.6(16)	8.1(6)	5.4(4)	10.8(8)
U-NEXT・Paravi	100. (236)	27.5(65)	10.2(24)	19.5(46)	24.2(57)	10.6(25)	3.4(8)	4.7(11)
Bandai Channel	100. (42)	19. (8)	23.8(10)	14.3(6)	14.3(6)	2.4(1)	16.7(7)	9.5(4)
dAnime Store	100. (127)	27.6(35)	8.7(11)	17.3(22)	23.6(30)	10.2(13)	5.5(7)	7.1(9)
DAZN	100. (160)	11.9(19)	16.3(26)	26.9(43)	25.6(41)	9.4(15)	4.4(7)	5.6(9)
FOD Premium	100. (60)	23.3(14)	11.7(7)	18.3(11)	21.7(13)	1.7(1)	11.7(7)	11.7(7)
Hulu	100. (220)	18.6(41)	11.4(25)	16.4(36)	26.8(59)	12.7(28)	4.5(10)	9.5(21)
NHK On Demand	100. (95)	24.2(23)	10.5(10)	14.7(14)	21.1(20)	9.5(9)	6.3(6)	13.7(13)
TELASA	100. (65)	24.6(16)	6.2(4)	18.5(12)	15.4(10)	16.9(11)	3.1(2)	15.4(10)
J:COM On Demand	100. (109)	25.7(28)	5.5(6)	18.3(20)	14.7(16)	12.8(14)	9.2(10)	13.8(15)
SPOX (formerly SKY Perf! On demand)	100. (38)	26.3(10)	21.1(8)	15.8(6)	18.4(7)	5.3(2)	0. (0)	13.2(5)
WOWOW On Demand	100. (141)	19.1(27)	13.5(19)	21.3(30)	19.9(28)	12.1(17)	3.5(5)	10.6(15)
Other	100. (31)	35.5(11)	25.8(8)	12.9(4)	9.7(3)	3.2(1)	6.5(2)	6.5(2)



Q1_1_D (d) For the service you answered "currently use" in the previous question (a), please select the most applicable average viewing time per day on the days you watch the service, assuming the viewing frequency you answered in the previous question (c). [Select one]

Service name	Number of Respondents	Less than 30 minutes	More than 30 minutes but less than 1 hour	More than 1 hour but less than 1 hour and 30 minutes	More than 1 hour and 30 minutes but less than 2 hours	More than 2 hours but less than 2 hours and 30 minutes	More than 2 hours and 30 minutes but less than 3 hours	More than 3 hours
Amazon Prime Video	100. (1,519)	8.3(126)	20.1(305)	24.4(371)	22.6(344)	14. (212)	4.9(74)	5.7(87)
Apple TV +	100. (45)	4.4(2)	13.3(6)	26.7(12)	24.4(11)	11.1(5)	6.7(3)	13.3(6)
Disney+	100. (253)	7.5(19)	18.2(46)	22.1(56)	25.7(65)	12.3(31)	8.3(21)	5.9(15)
Netflix	100. (699)	4.9(34)	17.5(122)	25. (175)	23.2(162)	14.7(103)	7.2(50)	7.6(53)
YouTube Premium	100. (232)	4.7(11)	16.4(38)	20.3(47)	23.7(55)	10.8(25)	6. (14)	18.1(42)
ABEMA Premium	100. (152)	11.8(18)	13.8(21)	18.4(28)	21.7(33)	15.1(23)	7.2(11)	11.8(18)
VideoMarket	100. (29)	13.8(4)	10.3(3)	6.9(2)	27.6(8)	17.2(5)	10.3(3)	13.8(4)
Lemino Premium (formerly dTV)/ Hikari TV Video Service	100. (69)	7.2(5)	26.1(18)	23.2(16)	10.1(7)	7.2(5)	13. (9)	13. (9)
Rakuten TV	100. (74)	9.5(7)	10.8(8)	20.3(15)	20.3(15)	13.5(10)	9.5(7)	16.2(12)
U-NEXT・Paravi	100. (236)	7.6(18)	21.2(50)	15.7(37)	21.6(51)	13.1(31)	5.5(13)	15.3(36)
Bandai Channel	100. (42)	7.1(3)	11.9(5)	19. (8)	7.1(3)	28.6(12)	14.3(6)	11.9(5)
dAnime Store	100. (127)	8.7(11)	27.6(35)	18.9(24)	18.1(23)	11.8(15)	5.5(7)	9.4(12)
DAZN	100. (160)	6.9(11)	8.1(13)	15.6(25)	29.4(47)	19.4(31)	9.4(15)	11.3(18)
FOD Premium	100. (60)	11.7(7)	23.3(14)	18.3(11)	16.7(10)	10. (6)	6.7(4)	13.3(8)
Hulu	100. (220)	6.8(15)	16.4(36)	23.2(51)	19.5(43)	15.5(34)	7.3(16)	11.4(25)
NHK On Demand	100. (95)	9.5(9)	26.3(25)	22.1(21)	17.9(17)	6.3(6)	9.5(9)	8.4(8)
TELASA	100. (65)	12.3(8)	23.1(15)	30.8(20)	10.8(7)	7.7(5)	3.1(2)	12.3(8)
J:COM On Demand	100. (109)	11.9(13)	19.3(21)	19.3(21)	22. (24)	10.1(11)	7.3(8)	10.1(11)
SPOX (formerly SKY Perf! On demand)	100. (38)	5.3(2)	13.2(5)	28.9(11)	13.2(5)	10.5(4)	10.5(4)	18.4(7)
WOWOW On Demand	100. (141)	6.4(9)	14.2(20)	25.5(36)	25.5(36)	9.2(13)	7.8(11)	11.3(16)
Other	100. (31)	9.7(3)	22.6(7)	12.9(4)	12.9(4)	6.5(2)	6.5(2)	29. (9)



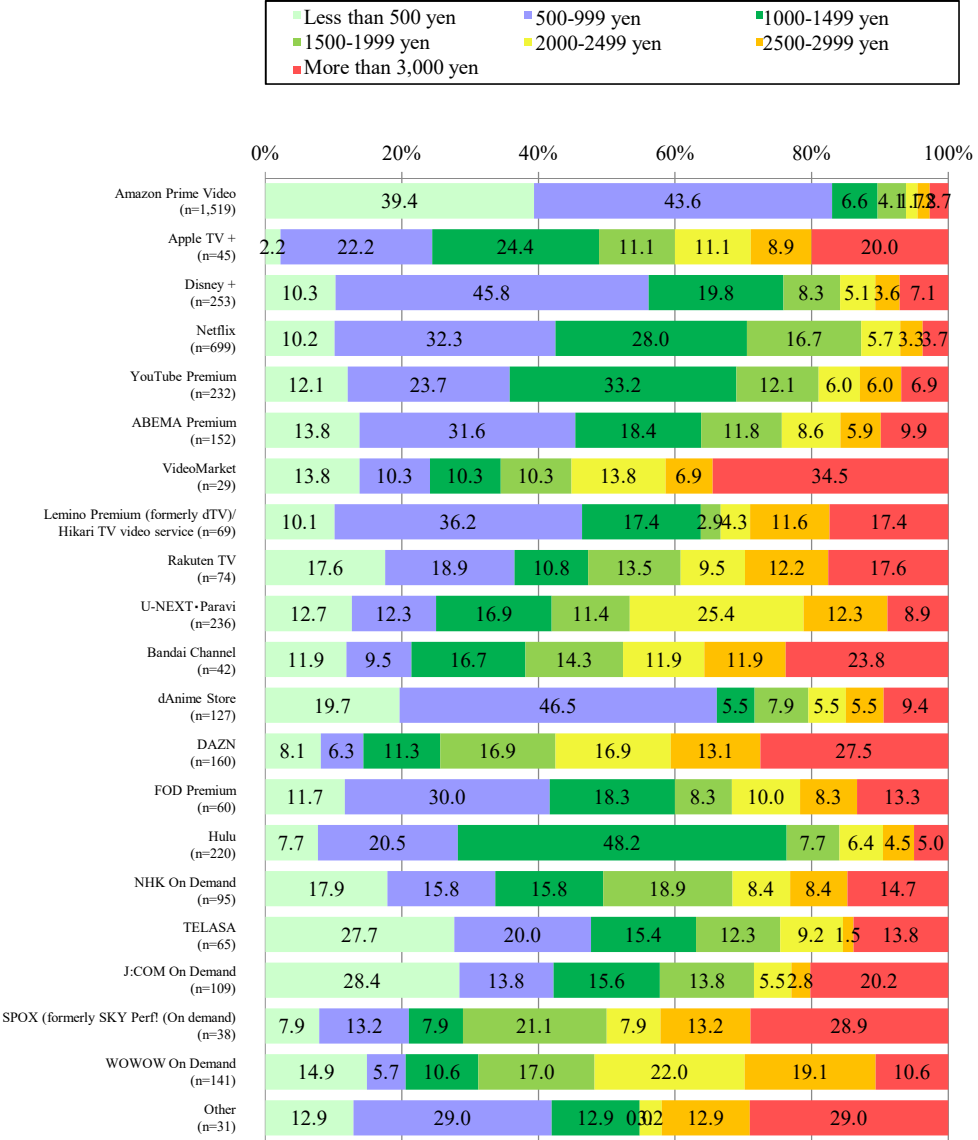
Q1_1_E (e) Please select all that apply to the content you watch on the service to which you answered "currently use" in the previous question (a). [Multiple responses allowed]

Service name	Number of Respondents	Drama	Movie	Animation	Sport	Music	Education and Culture	Other
Amazon Prime Video	100. (1,519)	54.8(832)	72.9(1,107)	47.4(720)	10.5(159)	15.7(239)	5.3(81)	2.4(36)
Apple TV +	100. (45)	37.8(17)	35.6(16)	26.7(12)	33.3(15)	28.9(13)	20. (9)	2.2(1)
Disney+	100. (253)	42.7(108)	67.6(171)	53.4(135)	4.3(11)	14.2(36)	6.7(17)	0. (0)
Netflix	100. (699)	65.7(459)	68.8(481)	41.1(287)	6.2(43)	12.7(89)	5.6(39)	1. (7)
YouTube Premium	100. (232)	24.1(56)	23.7(55)	32.3(75)	25.4(59)	56.5(131)	23.7(55)	11.2(26)
ABEMA Premium	100. (152)	39.5(60)	28.3(43)	37.5(57)	32.2(49)	18.4(28)	10.5(16)	8.6(13)
VideoMarket	100. (29)	31. (9)	20.7(6)	37.9(11)	31. (9)	44.8(13)	13.8(4)	0. (0)
Lemino Premium (formerly dTV) / Hikari TV Video Service	100. (69)	56.5(39)	42. (29)	37.7(26)	20.3(14)	26.1(18)	14.5(10)	0. (0)
Rakuten TV	100. (74)	31.1(23)	28.4(21)	12.2(9)	39.2(29)	21.6(16)	16.2(12)	4.1(3)
U-NEXT・Paravi	100. (236)	57.2(135)	55.1(130)	42.4(100)	15.3(36)	13.1(31)	8.1(19)	0.8(2)
Bandai Channel	100. (42)	23.8(10)	23.8(10)	38.1(16)	16.7(7)	26.2(11)	26.2(11)	0. (0)
dAnime Store	100. (127)	15.7(20)	18.9(24)	83.5(106)	7.9(10)	13.4(17)	6.3(8)	0.8(1)
DAZN	100. (160)	9.4(15)	11.3(18)	11.9(19)	81.9(131)	7.5(12)	5.6(9)	0. (0)
FOD Premium	100. (60)	43.3(26)	31.7(19)	31.7(19)	25. (15)	18.3(11)	15. (9)	5. (3)
Hulu	100. (220)	64.5(142)	53.2(117)	41.4(91)	12.7(28)	18.2(40)	7.3(16)	4.1(9)
NHK On Demand	100. (95)	57.9(55)	36.8(35)	30.5(29)	27.4(26)	25.3(24)	36.8(35)	2.1(2)
TELASA	100. (65)	47.7(31)	40. (26)	33.8(22)	13.8(9)	21.5(14)	15.4(10)	7.7(5)
J:COM On Demand	100. (109)	44. (48)	47.7(52)	31.2(34)	28.4(31)	22. (24)	13.8(15)	0. (0)
SPOX (formerly SKY Perf♪On demand)	100. (38)	31.6(12)	39.5(15)	39.5(15)	23.7(9)	15.8(6)	26.3(10)	2.6(1)
WOWOW On Demand	100. (141)	48.2(68)	61. (86)	24.1(34)	32.6(46)	33.3(47)	13.5(19)	0.7(1)
Other	100. (31)	51.6(16)	45.2(14)	38.7(12)	22.6(7)	25.8(8)	19.4(6)	12.9(4)

(n=2287)

Q1_1_F (f) Please select the amount of money that applies to the amount you spend per month on the services you answered "currently use" in the previous question (a). [Select one]

Service name	Number of respondents	Less than 500 yen	500-999 yen	1000-1499 yen	1500-1999 yen	2000-2499 yen	2500-2999 yen	More than 3,000 yen
Amazon Prime Video	100. (1,519)	39.4(598)	43.6(663)	6.6(101)	4.1(63)	1.7(26)	1.8(27)	2.7(41)
Apple TV +	100. (45)	2.2(1)	22.2(10)	24.4(11)	11.1(5)	11.1(5)	8.9(4)	20. (9)
Disney+	100. (253)	10.3(26)	45.8(116)	19.8(50)	8.3(21)	5.1(13)	3.6(9)	7.1(18)
Netflix	100. (699)	10.2(71)	32.3(226)	28. (196)	16.7(117)	5.7(40)	3.3(23)	3.7(26)
YouTube Premium	100. (232)	12.1(28)	23.7(55)	33.2(77)	12.1(28)	6. (14)	6. (14)	6.9(16)
ABEMA Premium	100. (152)	13.8(21)	31.6(48)	18.4(28)	11.8(18)	8.6(13)	5.9(9)	9.9(15)
VideoMarket	100. (29)	13.8(4)	10.3(3)	10.3(3)	10.3(3)	13.8(4)	6.9(2)	34.5(10)
Lemino Premium (formerly dTV)/ Hikari TV Video Service	100. (69)	10.1(7)	36.2(25)	17.4(12)	2.9(2)	4.3(3)	11.6(8)	17.4(12)
Rakuten TV	100. (74)	17.6(13)	18.9(14)	10.8(8)	13.5(10)	9.5(7)	12.2(9)	17.6(13)
U-NEXT・Paravi	100. (236)	12.7(30)	12.3(29)	16.9(40)	11.4(27)	25.4(60)	12.3(29)	8.9(21)
Bandai Channel	100. (42)	11.9(5)	9.5(4)	16.7(7)	14.3(6)	11.9(5)	11.9(5)	23.8(10)
dAnime Store	100. (127)	19.7(25)	46.5(59)	5.5(7)	7.9(10)	5.5(7)	5.5(7)	9.4(12)
DAZN	100. (160)	8.1(13)	6.3(10)	11.3(18)	16.9(27)	16.9(27)	13.1(21)	27.5(44)
FOD Premium	100. (60)	11.7(7)	30. (18)	18.3(11)	8.3(5)	10. (6)	8.3(5)	13.3(8)
Hulu	100. (220)	7.7(17)	20.5(45)	48.2(106)	7.7(17)	6.4(14)	4.5(10)	5. (11)
NHK On Demand	100. (95)	17.9(17)	15.8(15)	15.8(15)	18.9(18)	8.4(8)	8.4(8)	14.7(14)
TELASA	100. (65)	27.7(18)	20. (13)	15.4(10)	12.3(8)	9.2(6)	1.5(1)	13.8(9)
J:COM On Demand	100. (109)	28.4(31)	13.8(15)	15.6(17)	13.8(15)	5.5(6)	2.8(3)	20.2(22)
SPOX (formerly SKY Perf! On demand)	100. (38)	7.9(3)	13.2(5)	7.9(3)	21.1(8)	7.9(3)	13.2(5)	28.9(11)
WOWOW On Demand	100. (141)	14.9(21)	5.7(8)	10.6(15)	17. (24)	22. (31)	19.1(27)	10.6(15)
Other	100. (31)	12.9(4)	29. (9)	12.9(4)	0. (0)	3.2(1)	12.9(4)	29. (9)



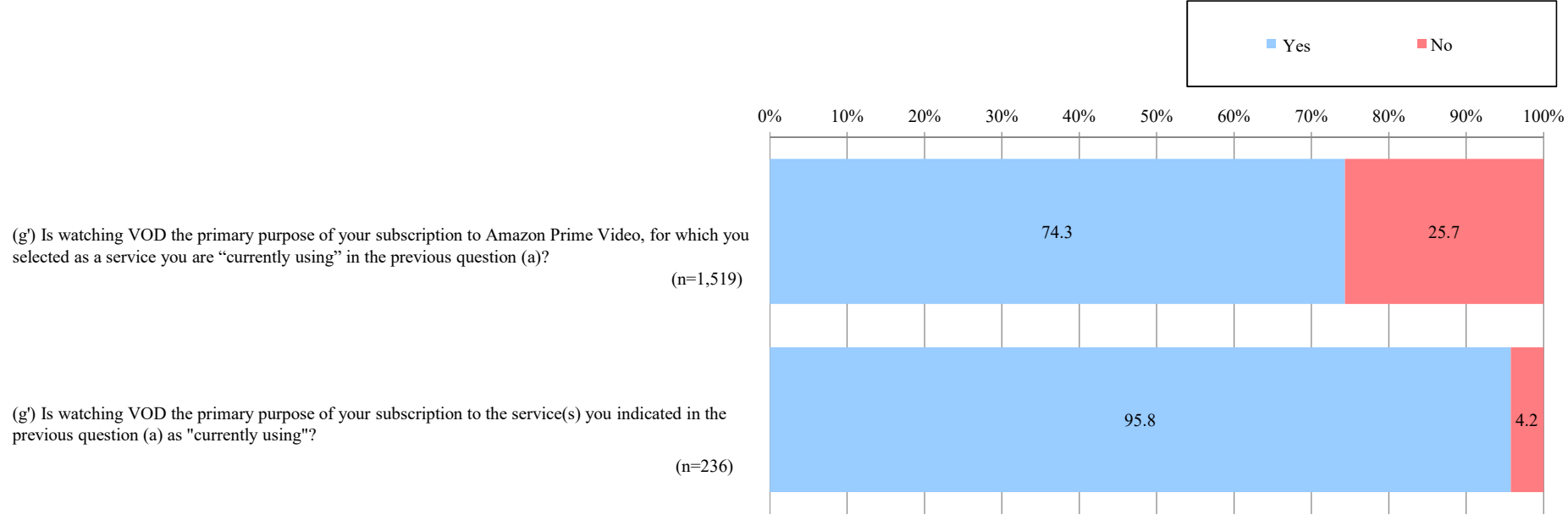
**Q1_1_G_1 (g) Please select all applicable factors you consider when selecting the services you answered that you "currently use" in the previous question (a).
[Multiple responses allowed]**

Service name	Number of Respondents	I have content I want to watch	There's an abundance of content	Because it was recommended by a friend/acquaintance/because it is a hot topic	There's no advertising	Because the fees are low	Exclusive and original content is attractive	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	I can look at it whenever I want	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, subtitles, etc.)	Because it's easy to search for content	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
Amazon Prime Video	100. (1,519)	33.9(515)	23.4(355)	5.7(87)	10.9(166)	43.2(656)	15.4(234)	9.7(148)	36. (547)	7. (106)	11.2(170)	5.5(83)	6.1(93)	4.7(72)	3.6(54)
Apple TV +	100. (45)	17.8(8)	15.6(7)	17.8(8)	17.8(8)	15.6(7)	11.1(5)	13.3(6)	26.7(12)	17.8(8)	13.3(6)	11.1(5)	13.3(6)	13.3(6)	0. (0)
Disney+	100. (253)	49. (124)	18.6(47)	6.3(16)	13.4(34)	11.5(29)	26.9(68)	14.2(36)	31.2(79)	6.3(16)	9.9(25)	8.3(21)	7.5(19)	7.1(18)	0.4(1)
Netflix	100. (699)	42.1(294)	29.8(208)	9. (63)	13.7(96)	12.3(86)	27. (189)	13.4(94)	32.6(228)	7.6(53)	10.4(73)	8. (56)	9.4(66)	6. (42)	1. (7)
YouTube Premium	100. (232)	34.1(79)	24.1(56)	6.9(16)	35.8(83)	16.4(38)	12.9(30)	14.7(34)	33.2(77)	13.8(32)	16.4(38)	11.2(26)	9.1(21)	9.9(23)	0.9(2)
ABEMA Premium	100. (152)	28.3(43)	15.1(23)	9.9(15)	13.8(21)	13.8(21)	16.4(25)	11.8(18)	19.7(30)	10.5(16)	13.8(21)	8.6(13)	11.8(18)	11.8(18)	0.7(1)
VideoMarket	100. (29)	10.3(3)	17.2(5)	13.8(4)	3.4(1)	17.2(5)	17.2(5)	20.7(6)	17.2(5)	24.1(7)	27.6(8)	20.7(6)	10.3(3)	27.6(8)	0. (0)
Lemino Premium (formerly dTV)/ Hikari TV Video Service	100. (69)	31.9(22)	27.5(19)	8.7(6)	13. (9)	20.3(14)	15.9(11)	15.9(11)	33.3(23)	11.6(8)	15.9(11)	14.5(10)	8.7(6)	10.1(7)	0. (0)
Rakuten TV	100. (74)	31.1(23)	16.2(12)	5.4(4)	8.1(6)	20.3(15)	8.1(6)	16.2(12)	18.9(14)	12.2(9)	21.6(16)	6.8(5)	4.1(3)	18.9(14)	0. (0)
U-NEXT・Paravi	100. (236)	38.1(90)	32.2(76)	8.1(19)	15.3(36)	7.6(18)	16.5(39)	12.7(30)	30.9(73)	8.5(20)	13.6(32)	6.8(16)	6.8(16)	8.9(21)	2.1(5)
Bandai Channel	100. (42)	11.9(5)	4.8(2)	11.9(5)	4.8(2)	11.9(5)	16.7(7)	21.4(9)	9.5(4)	16.7(7)	11.9(5)	16.7(7)	16.7(7)	16.7(7)	0. (0)
dAnime Store	100. (127)	40.9(52)	29.1(37)	7.1(9)	15. (19)	32.3(41)	13.4(17)	11.8(15)	31.5(40)	13.4(17)	19.7(25)	8.7(11)	6.3(8)	9.4(12)	0. (0)
DAZN	100. (160)	49.4(79)	12.5(20)	10. (16)	4.4(7)	7.5(12)	18.1(29)	6.9(11)	26.3(42)	9.4(15)	9.4(15)	6.3(10)	5. (8)	8.1(13)	0. (0)
FOD Premium	100. (60)	38.3(23)	13.3(8)	10. (6)	13.3(8)	10. (6)	10. (6)	13.3(8)	25. (15)	10. (6)	13.3(8)	10. (6)	10. (6)	11.7(7)	0. (0)
Hulu	100. (220)	45.5(100)	23.2(51)	9.1(20)	17.3(38)	13.6(30)	21.4(47)	11.8(26)	36.8(81)	10.9(24)	11.4(25)	7.7(17)	7.7(17)	8.6(19)	0.5(1)
NHK On Demand	100. (95)	40. (38)	13.7(13)	11.6(11)	20. (19)	13.7(13)	17.9(17)	10.5(10)	28.4(27)	12.6(12)	16.8(16)	12.6(12)	10.5(10)	12.6(12)	3.2(3)
TELASA	100. (65)	30.8(20)	15.4(10)	6.2(4)	13.8(9)	21.5(14)	13.8(9)	18.5(12)	21.5(14)	18.5(12)	13.8(9)	7.7(5)	7.7(5)	7.7(5)	6.2(4)
J:COM On Demand	100. (109)	25.7(28)	18.3(20)	4.6(5)	11.9(13)	14.7(16)	12.8(14)	10.1(11)	24.8(27)	5.5(6)	14.7(16)	8.3(9)	15.6(17)	11. (12)	0.9(1)
SPOX (formerly SKY Perf! On demand)	100. (38)	31.6(12)	15.8(6)	7.9(3)	10.5(4)	13.2(5)	18.4(7)	13.2(5)	23.7(9)	13.2(5)	18.4(7)	15.8(6)	10.5(4)	23.7(9)	0. (0)
WOWOW On Demand	100. (141)	42.6(60)	24.8(35)	4.3(6)	17. (24)	14.2(20)	17. (24)	12.1(17)	30.5(43)	14.9(21)	14.9(21)	9.2(13)	9.2(13)	12.1(17)	1.4(2)
Other	100. (31)	51.6(16)	29. (9)	0. (0)	12.9(4)	32.3(10)	16.1(5)	6.5(2)	25.8(8)	9.7(3)	6.5(2)	3.2(1)	6.5(2)	3.2(1)	0. (0)

**Q1_1_G_2 (g) Please select the most applicable factor you consider when selecting the services you answered "currently use" in the previous question (a).
[Select one]**

Service name	Number of Respondents	I have content I want to watch.	There's an abundance of content.	Because it was recommended by a friend/acquaintance/because it is a hot topic	There's no advertising	Because the fees are low	Exclusive and original content is attractive	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	I can look at it whenever I want.	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, subtitles, etc.)	Because it's easy to search for content.	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device.	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
Amazon Prime Video	100. (773)	16.8(130)	9.3(72)	1.8(14)	1.9(15)	33.1(256)	7.8(60)	1.9(15)	18.2(141)	1.3(10)	2.6(20)	1.6(12)	1.4(11)	0.8(6)	1.4(11)
Apple TV +	100. (13)	30.8(4)	7.7(1)	7.7(1)	0. (0)	7.7(1)	0. (0)	0. (0)	15.4(2)	0. (0)	0. (0)	0. (0)	7.7(1)	23.1(3)	0. (0)
Disney+	100. (111)	34.2(38)	6.3(7)	1.8(2)	2.7(3)	2.7(3)	16.2(18)	8.1(9)	17.1(19)	0. (0)	2.7(3)	1.8(2)	3.6(4)	2.7(3)	0. (0)
Netflix	100. (346)	26. (90)	14.7(51)	2.3(8)	3.5(12)	2.9(10)	19.4(67)	3.8(13)	14.2(49)	2.3(8)	2.3(8)	2.9(10)	3.8(13)	1.4(5)	0.6(2)
YouTube Premium	100. (104)	24. (25)	10.6(11)	2.9(3)	24. (25)	4.8(5)	2.9(3)	4.8(5)	8.7(9)	4.8(5)	2.9(3)	3.8(4)	1.9(2)	2.9(3)	1. (1)
ABEMA Premium	100. (54)	25.9(14)	7.4(4)	5.6(3)	5.6(3)	1.9(1)	11.1(6)	5.6(3)	14.8(8)	3.7(2)	3.7(2)	1.9(1)	7.4(4)	5.6(3)	0. (0)
VideoMarket	100. (12)	8.3(1)	0. (0)	8.3(1)	0. (0)	8.3(1)	0. (0)	0. (0)	0. (0)	25. (3)	8.3(1)	8.3(1)	8.3(1)	25. (3)	0. (0)
Lemino Premium (formerly dTV)/ Hikari TV Video Service	100. (30)	20. (6)	23.3(7)	3.3(1)	3.3(1)	10. (3)	0. (0)	6.7(2)	23.3(7)	0. (0)	3.3(1)	0. (0)	0. (0)	6.7(2)	0. (0)
Rakuten TV	100. (29)	20.7(6)	13.8(4)	3.4(1)	3.4(1)	13.8(4)	3.4(1)	3.4(1)	17.2(5)	3.4(1)	3.4(1)	3.4(1)	0. (0)	10.3(3)	0. (0)
U-NEXT・Paravi	100. (107)	29. (31)	17.8(19)	4.7(5)	0.9(1)	1.9(2)	10.3(11)	3.7(4)	14. (15)	2.8(3)	5.6(6)	3.7(4)	4.7(5)	0.9(1)	0. (0)
Bandai Channel	100. (6)	0. (0)	0. (0)	16.7(1)	0. (0)	0. (0)	16.7(1)	0. (0)	0. (0)	0. (0)	0. (0)	33.3(2)	16.7(1)	16.7(1)	0. (0)
dAnime Store	100. (64)	35.9(23)	12.5(8)	3.1(2)	3.1(2)	14.1(9)	6.3(4)	3.1(2)	10.9(7)	0. (0)	3.1(2)	0. (0)	3.1(2)	4.7(3)	0. (0)
DAZN	100. (53)	28.3(15)	5.7(3)	9.4(5)	0. (0)	3.8(2)	15.1(8)	1.9(1)	13.2(7)	5.7(3)	0. (0)	7.5(4)	5.7(3)	3.8(2)	0. (0)
FOD Premium	100. (20)	25. (5)	5. (1)	10. (2)	0. (0)	5. (1)	10. (2)	0. (0)	25. (5)	10. (2)	0. (0)	0. (0)	0. (0)	10. (2)	0. (0)
Hulu	100. (108)	34.3(37)	7.4(8)	3.7(4)	3.7(4)	7.4(8)	11.1(12)	6.5(7)	11.1(12)	0.9(1)	3.7(4)	2.8(3)	3.7(4)	3.7(4)	0. (0)
NHK On Demand	100. (37)	16.2(6)	0. (0)	8.1(3)	8.1(3)	0. (0)	13.5(5)	0. (0)	18.9(7)	0. (0)	10.8(4)	5.4(2)	8.1(3)	8.1(3)	2.7(1)
TELASA	100. (21)	19. (4)	9.5(2)	0. (0)	0. (0)	14.3(3)	4.8(1)	4.8(1)	23.8(5)	0. (0)	0. (0)	9.5(2)	4.8(1)	9.5(2)	0. (0)
J:COM On Demand	100. (38)	26.3(10)	10.5(4)	2.6(1)	2.6(1)	10.5(4)	5.3(2)	2.6(1)	10.5(4)	2.6(1)	5.3(2)	2.6(1)	10.5(4)	7.9(3)	0. (0)
SPOX (formerly SKY Perf! On demand)	100. (14)	21.4(3)	14.3(2)	0. (0)	0. (0)	7.1(1)	14.3(2)	7.1(1)	7.1(1)	0. (0)	0. (0)	0. (0)	0. (0)	28.6(4)	0. (0)
WOWOW On Demand	100. (61)	27.9(17)	11.5(7)	3.3(2)	3.3(2)	3.3(2)	9.8(6)	6.6(4)	11.5(7)	4.9(3)	6.6(4)	1.6(1)	3.3(2)	6.6(4)	0. (0)
Other	100. (13)	23.1(3)	23.1(3)	0. (0)	0. (0)	23.1(3)	0. (0)	7.7(1)	15.4(2)	7.7(1)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)

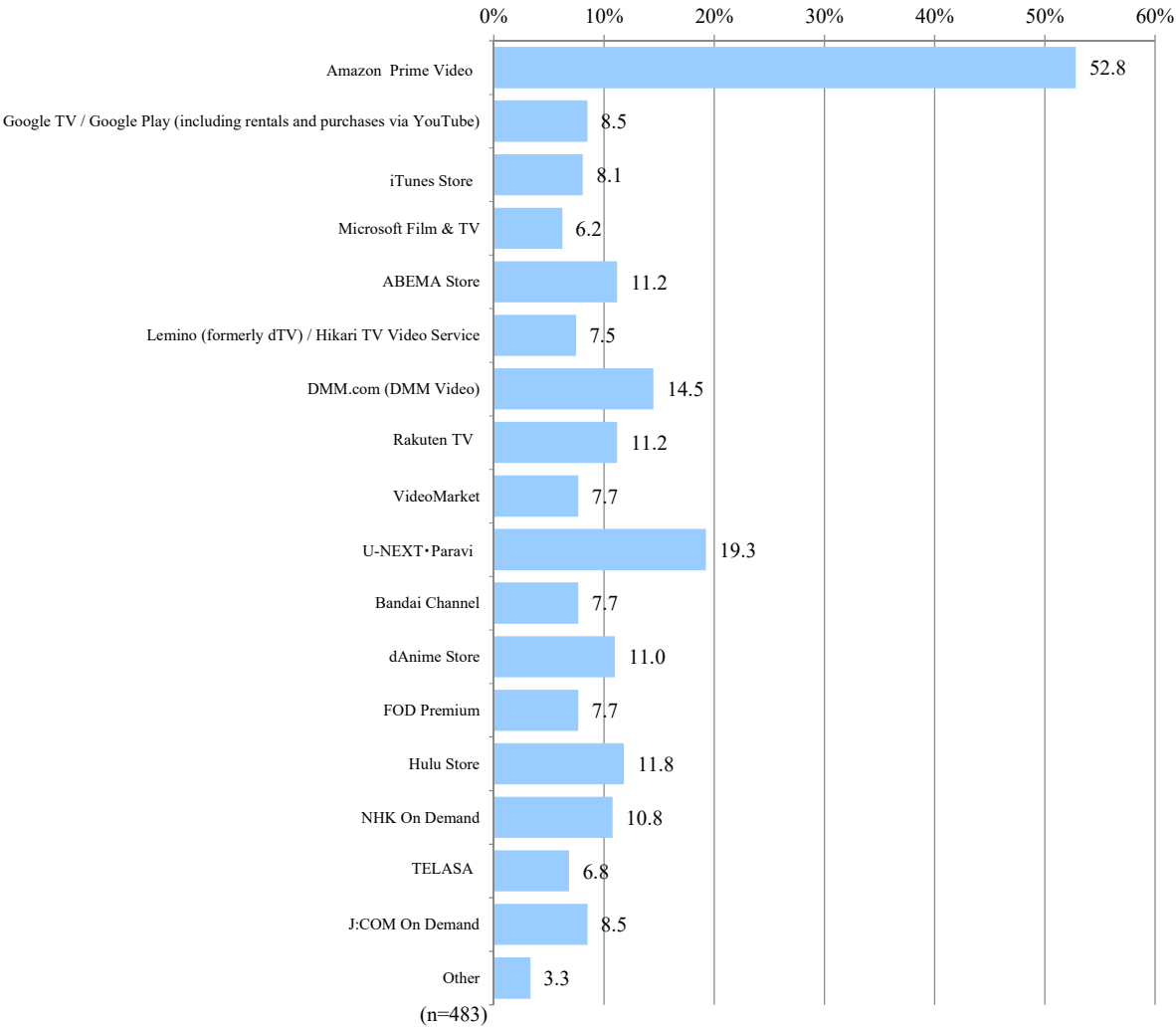
Q1_1_G_SQ (g') In the previous question (a), what is the primary purpose of your subscription to the service that you answered "currently use" in order to watch VOD? [Select one]



Questions	Number of Respondents	Yes	No
(g') What is the primary purpose of your Amazon Prime Video subscription that you indicated in the previous question (a) that you are currently using? Is it to watch a VOD?	100. (1,519)	74.3(1,129)	25.7(390)
(g') What is the primary purpose of your U-NEXT subscription that you answered "currently using" in the previous question (a)? Is it to watch VOD?	100. (236)	95.8(226)	4.2(10)

Q1_2_A (a) Please select all pay-per-use (rental/purchase)-type paid VOD for the content that you have used in the past year (July 2022 - June 2023). [Multiple responses allowed]

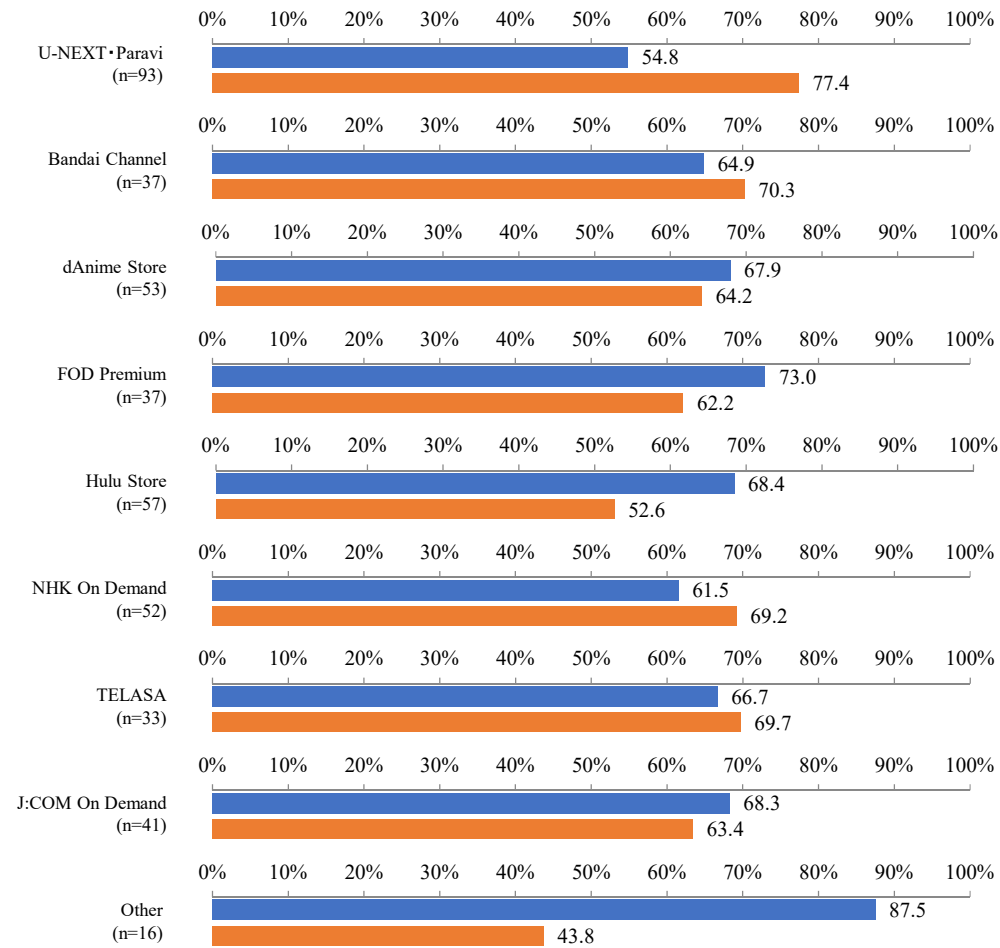
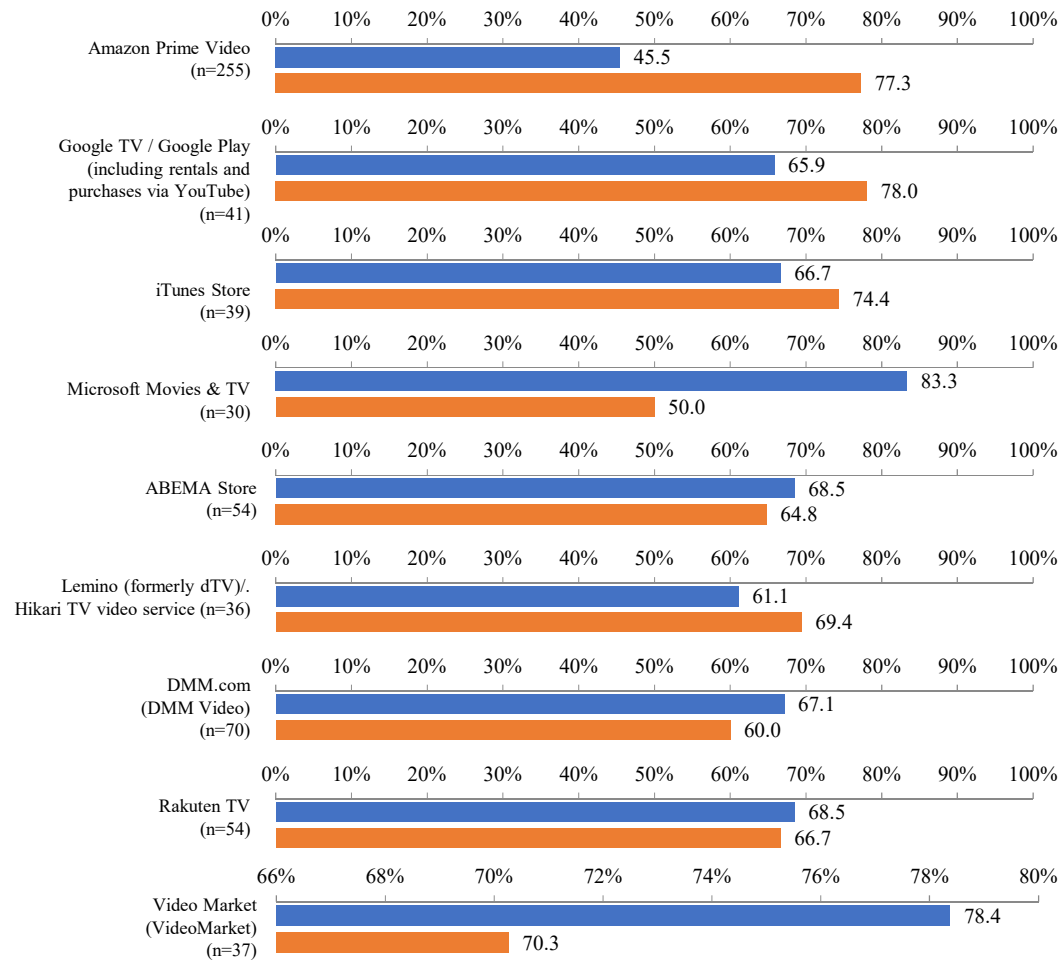
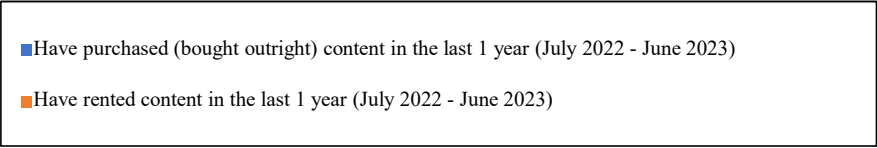
Responses	Number of responses	Share
Amazon Prime Video	255	52.8
Google TV / Google Play (including rentals and purchases via YouTube)	41	8.5
iTunes Store	39	8.1
Microsoft Film & TV	30	6.2
ABEMA Store	54	11.2
Lemino (formerly dTV) / Hikari TV Video Service	36	7.5
DMM.com (DMM Video)	70	14.5
Rakuten TV	54	11.2
VideoMarket	37	7.7
U-NEXT・Paravi	93	19.3
Bandai Channel	37	7.7
dAnime Store	53	11.0
FOD Premium	37	7.7
Hulu Store	57	11.8
NHK On Demand	52	10.8
TELASA	33	6.8
J:COM On Demand	41	8.5
Other	16	3.3
Number of Respondents	483	—



Q1_2_B (b) Please select all that apply to your use of the services you answered that you "have used" in the previous question (a). [Multiple responses allowed]

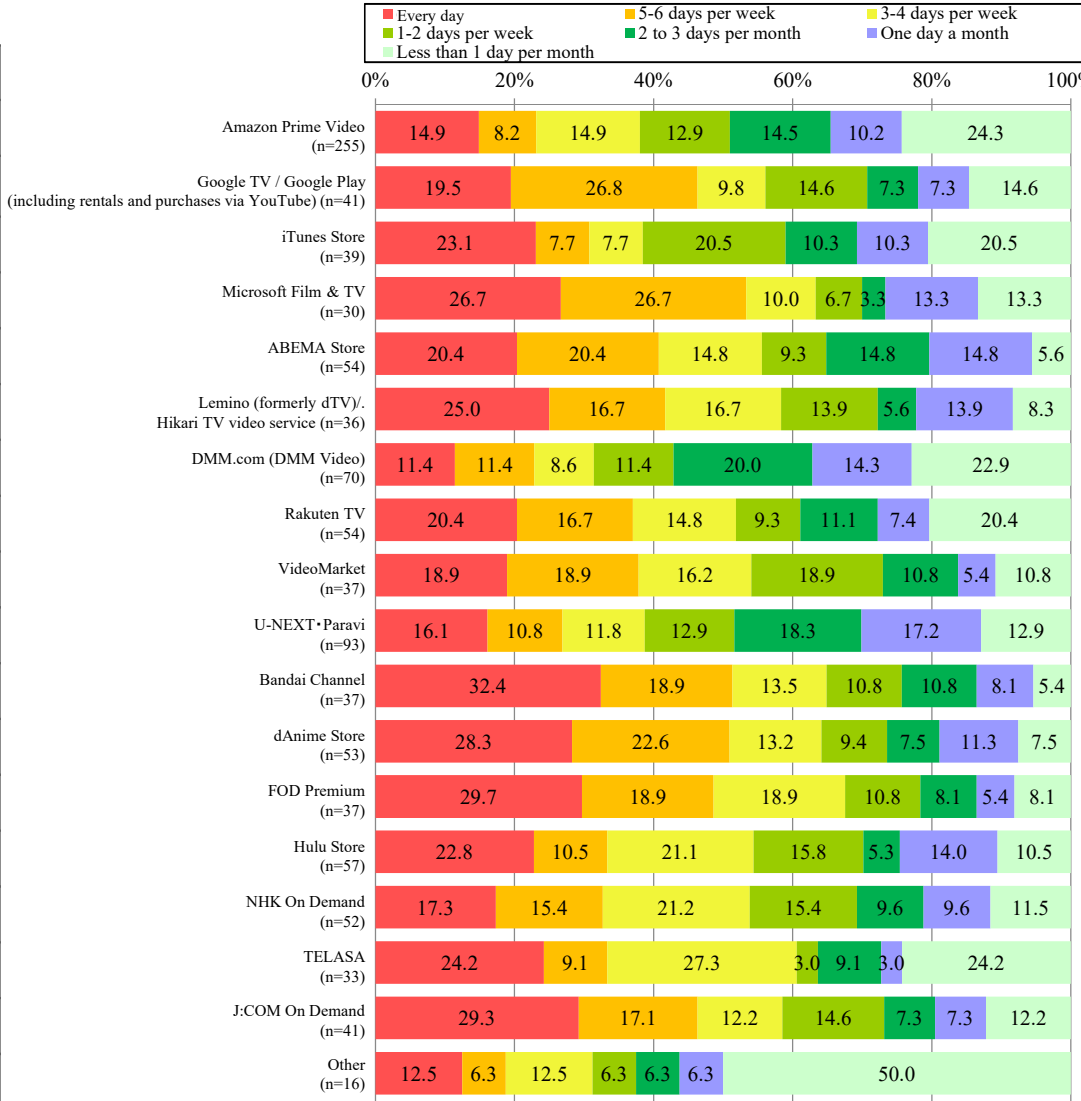
Service name	Number of Respondents	During the most recent one-year period (July 2022 to June 2023) have purchased (bought outright) content	During the most recent one-year period (July 2022 to June 2023) have rented content
Amazon Prime Video	100. (255)	45.5(116)	77.3(197)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	65.9(27)	78. (32)
iTunes Store	100. (39)	66.7(26)	74.4(29)
Microsoft Film & TV	100. (30)	83.3(25)	50. (15)
ABEMA Store	100. (54)	68.5(37)	64.8(35)
Lemino (formerly dTV) / Hikari TV Video Service	100. (36)	61.1(22)	69.4(25)
DMM.com (DMM Video)	100. (70)	67.1(47)	60. (42)
Rakuten TV	100. (54)	68.5(37)	66.7(36)
VideoMarket	100. (37)	78.4(29)	70.3(26)
U-NEXT・Paravi	100. (93)	54.8(51)	77.4(72)
Bandai Channel	100. (37)	64.9(24)	70.3(26)
dAnime Store	100. (53)	67.9(36)	64.2(34)
FOD Premium	100. (37)	73. (27)	62.2(23)
Hulu Store	100. (57)	68.4(39)	52.6(30)
NHK On Demand	100. (52)	61.5(32)	69.2(36)
TELASA	100. (33)	66.7(22)	69.7(23)
J:COM On Demand	100. (41)	68.3(28)	63.4(26)
Other	100. (16)	87.5(14)	43.8(7)

Q1_2_B (b) Please select all that apply to your use of the services you answered that you "have used" in the previous question (a). [Multiple responses allowed]



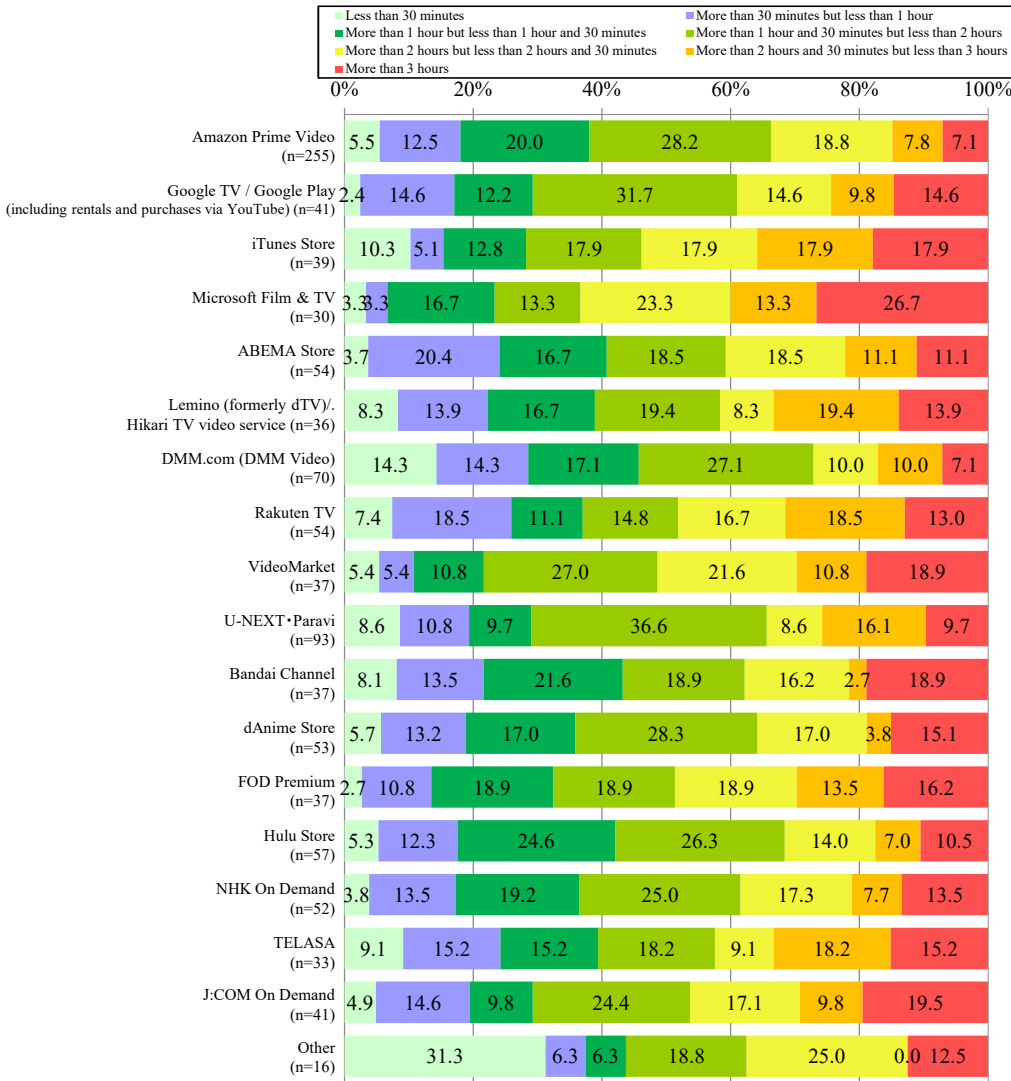
Q1_2_C (c) Please select the most applicable frequency of viewing the services you answered that you "have used" in the previous question (a). [Select one]

Service name	Number of Respondents	Every day	5-6 days per week	3-4 days per week	1-2 days per week	2 to 3 days per month	One day a month	Less than 1 day per month
Amazon Prime Video	100. (255)	14.9(38)	8.2(21)	14.9(38)	12.9(33)	14.5(37)	10.2(26)	24.3(62)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	19.5(8)	26.8(11)	9.8(4)	14.6(6)	7.3(3)	7.3(3)	14.6(6)
iTunes Store	100. (39)	23.1(9)	7.7(3)	7.7(3)	20.5(8)	10.3(4)	10.3(4)	20.5(8)
Microsoft Film & TV	100. (30)	26.7(8)	26.7(8)	10. (3)	6.7(2)	3.3(1)	13.3(4)	13.3(4)
ABEMA Store	100. (54)	20.4(11)	20.4(11)	14.8(8)	9.3(5)	14.8(8)	14.8(8)	5.6(3)
Lemino (formerly dTV)/. Hikari TV Video Service	100. (36)	25. (9)	16.7(6)	16.7(6)	13.9(5)	5.6(2)	13.9(5)	8.3(3)
DMM.com (DMM Video)	100. (70)	11.4(8)	11.4(8)	8.6(6)	11.4(8)	20. (14)	14.3(10)	22.9(16)
Rakuten TV	100. (54)	20.4(11)	16.7(9)	14.8(8)	9.3(5)	11.1(6)	7.4(4)	20.4(11)
VideoMarket	100. (37)	18.9(7)	18.9(7)	16.2(6)	18.9(7)	10.8(4)	5.4(2)	10.8(4)
U-NEXT・Paravi	100. (93)	16.1(15)	10.8(10)	11.8(11)	12.9(12)	18.3(17)	17.2(16)	12.9(12)
Bandai Channel	100. (37)	32.4(12)	18.9(7)	13.5(5)	10.8(4)	10.8(4)	8.1(3)	5.4(2)
dAnime Store	100. (53)	28.3(15)	22.6(12)	13.2(7)	9.4(5)	7.5(4)	11.3(6)	7.5(4)
FOD Premium	100. (37)	29.7(11)	18.9(7)	18.9(7)	10.8(4)	8.1(3)	5.4(2)	8.1(3)
Hulu Store	100. (57)	22.8(13)	10.5(6)	21.1(12)	15.8(9)	5.3(3)	14. (8)	10.5(6)
NHK On Demand	100. (52)	17.3(9)	15.4(8)	21.2(11)	15.4(8)	9.6(5)	9.6(5)	11.5(6)
TELASA	100. (33)	24.2(8)	9.1(3)	27.3(9)	3. (1)	9.1(3)	3. (1)	24.2(8)
J:COM On Demand	100. (41)	29.3(12)	17.1(7)	12.2(5)	14.6(6)	7.3(3)	7.3(3)	12.2(5)
Other	100. (16)	12.5(2)	6.3(1)	12.5(2)	6.3(1)	6.3(1)	6.3(1)	50. (8)



Q1_2_D (d) Regarding the services you answered that you "have used" in the previous question (a), please choose the one that best describes your average viewing time per day on the days you watch the service, assuming the viewing frequency you answered in the previous question (c). [Select one]

service name	Number of Respondents	Less than 30 minutes	More than 30 minutes Less than 1 hour	More than 1 hour Less than 1 hour and 30 minutes	More than 1 hour and 30 minutes Less than 2 hours	More than 2 hours Less than 2 hours and 30 minutes	More than 2 hours and 30 minutes Less than 3 hours	More than 3 hours
Amazon Prime Video	100. (255)	5.5(14)	12.5(32)	20. (51)	28.2(72)	18.8(48)	7.8(20)	7.1(18)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	2.4(1)	14.6(6)	12.2(5)	31.7(13)	14.6(6)	9.8(4)	14.6(6)
iTunes Store	100. (39)	10.3(4)	5.1(2)	12.8(5)	17.9(7)	17.9(7)	17.9(7)	17.9(7)
Microsoft Film & TV	100. (30)	3.3(1)	3.3(1)	16.7(5)	13.3(4)	23.3(7)	13.3(4)	26.7(8)
ABEMA Store	100. (54)	3.7(2)	20.4(11)	16.7(9)	18.5(10)	18.5(10)	11.1(6)	11.1(6)
Lemino (formerly dTV)/ Hikari TV Video Service	100. (36)	8.3(3)	13.9(5)	16.7(6)	19.4(7)	8.3(3)	19.4(7)	13.9(5)
DMM.com (DMM Video)	100. (70)	14.3(10)	14.3(10)	17.1(12)	27.1(19)	10. (7)	10. (7)	7.1(5)
Rakuten TV	100. (54)	7.4(4)	18.5(10)	11.1(6)	14.8(8)	16.7(9)	18.5(10)	13. (7)
VideoMarket	100. (37)	5.4(2)	5.4(2)	10.8(4)	27. (10)	21.6(8)	10.8(4)	18.9(7)
U-NEXT・Paravi	100. (93)	8.6(8)	10.8(10)	9.7(9)	36.6(34)	8.6(8)	16.1(15)	9.7(9)
Bandai Channel	100. (37)	8.1(3)	13.5(5)	21.6(8)	18.9(7)	16.2(6)	2.7(1)	18.9(7)
dAnime Store	100. (53)	5.7(3)	13.2(7)	17. (9)	28.3(15)	17. (9)	3.8(2)	15.1(8)
FOD Premium	100. (37)	2.7(1)	10.8(4)	18.9(7)	18.9(7)	18.9(7)	13.5(5)	16.2(6)
Hulu Store	100. (57)	5.3(3)	12.3(7)	24.6(14)	26.3(15)	14. (8)	7. (4)	10.5(6)
NHK On Demand	100. (52)	3.8(2)	13.5(7)	19.2(10)	25. (13)	17.3(9)	7.7(4)	13.5(7)
TELASA	100. (33)	9.1(3)	15.2(5)	15.2(5)	18.2(6)	9.1(3)	18.2(6)	15.2(5)
J:COM On Demand	100. (41)	4.9(2)	14.6(6)	9.8(4)	24.4(10)	17.1(7)	9.8(4)	19.5(8)
Other	100. (16)	31.3(5)	6.3(1)	6.3(1)	18.8(3)	25. (4)	0. (0)	12.5(2)



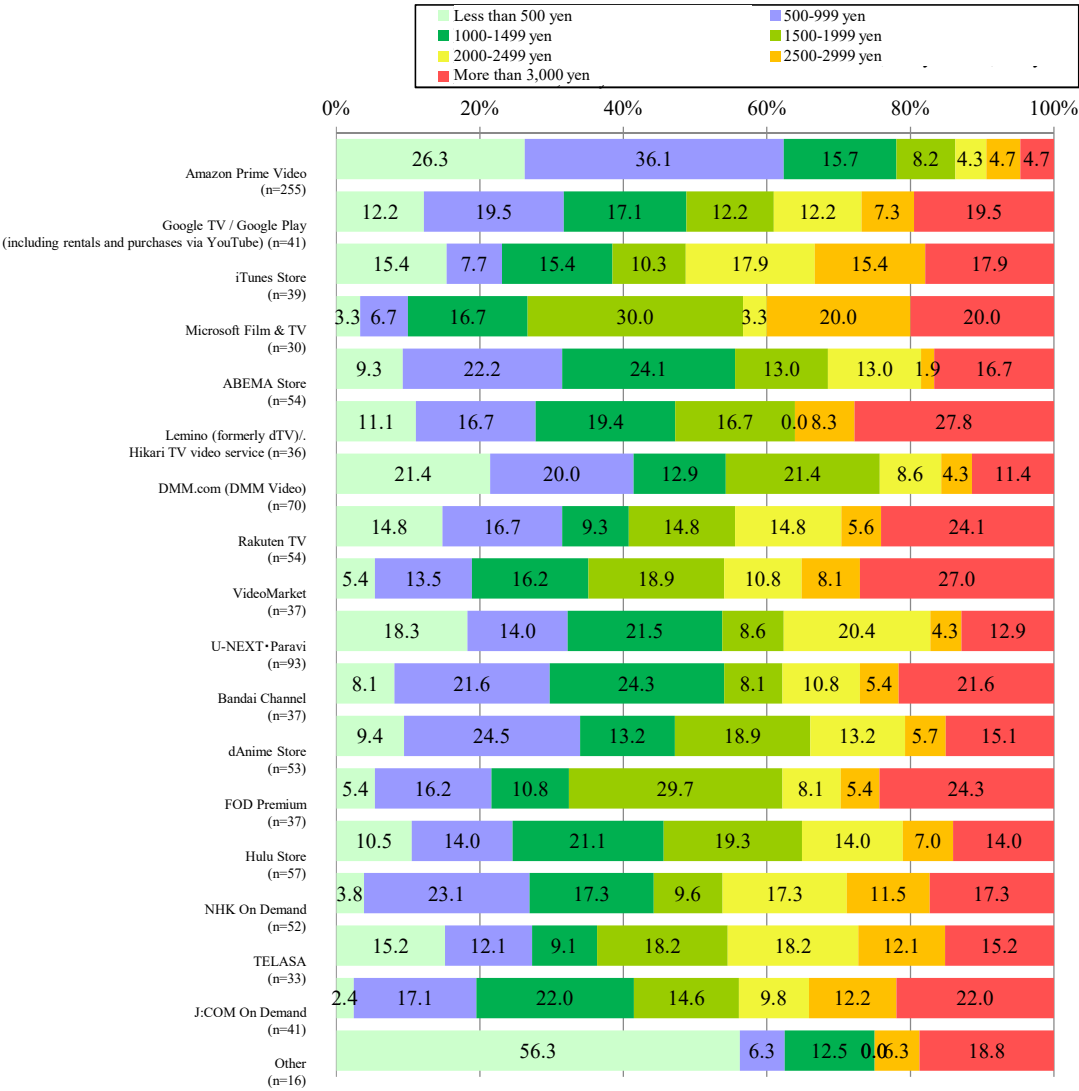
Q1_2_E (e) Please select all that apply to the content you watch on the service you answered that you have used" in the previous question (a). [Multiple responses allowed]

Service name	Number of Respondents	Drama	Movie	Animation	Sport	Music	Education and Culture	Other
Amazon Prime Video	100. (255)	45.5(116)	73.3(187)	33.7(86)	13.7(35)	19.6(50)	10.2(26)	0. (0)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	34.1(14)	51.2(21)	26.8(11)	22. (9)	26.8(11)	24.4(10)	0. (0)
iTunes Store	100. (39)	17.9(7)	28.2(11)	20.5(8)	20.5(8)	56.4(22)	15.4(6)	0. (0)
Microsoft Film & TV	100. (30)	36.7(11)	36.7(11)	40. (12)	43.3(13)	20. (6)	16.7(5)	0. (0)
ABEMA Store	100. (54)	33.3(18)	38.9(21)	27.8(15)	29.6(16)	18.5(10)	11.1(6)	3.7(2)
Lemino (formerly dTV) / Hikari TV Video Service	100. (36)	38.9(14)	44.4(16)	44.4(16)	38.9(14)	25. (9)	16.7(6)	0. (0)
DMM.com (DMM Video)	100. (70)	28.6(20)	31.4(22)	37.1(26)	20. (14)	22.9(16)	22.9(16)	12.9(9)
Rakuten TV	100. (54)	50. (27)	46.3(25)	25.9(14)	29.6(16)	22.2(12)	22.2(12)	1.9(1)
VideoMarket	100. (37)	27. (10)	37.8(14)	48.6(18)	43.2(16)	35.1(13)	24.3(9)	0. (0)
U-NEXT・Paravi	100. (93)	40.9(38)	54.8(51)	44.1(41)	15.1(14)	20.4(19)	11.8(11)	1.1(1)
Bandai Channel	100. (37)	24.3(9)	37.8(14)	45.9(17)	21.6(8)	16.2(6)	21.6(8)	0. (0)
dAnime Store	100. (53)	32.1(17)	26.4(14)	56.6(30)	30.2(16)	9.4(5)	22.6(12)	0. (0)
FOD Premium	100. (37)	43.2(16)	37.8(14)	43.2(16)	32.4(12)	32.4(12)	32.4(12)	0. (0)
Hulu Store	100. (57)	45.6(26)	40.4(23)	21.1(12)	29.8(17)	19.3(11)	22.8(13)	0. (0)
NHK On Demand	100. (52)	48.1(25)	40.4(21)	26.9(14)	26.9(14)	21.2(11)	40.4(21)	1.9(1)
TELASA	100. (33)	39.4(13)	36.4(12)	27.3(9)	42.4(14)	30.3(10)	12.1(4)	3. (1)
J-COM On Demand	100. (41)	36.6(15)	39. (16)	46.3(19)	31.7(13)	39. (16)	19.5(8)	0. (0)
Other	100. (16)	12.5(2)	25. (4)	18.8(3)	6.3(1)	18.8(3)	12.5(2)	31.3(5)

(n=483)

Q1_2_F (f) Please select the most applicable amount of money spent per month on the services you answered that you "have used" in the previous question (a).
[Select one]

Service name	Number of Respondents	Less than 500 yen	500 yen or more and less than 1000 yen	1000 yen or more and less than 1500 yen	1500 yen or more and less than 2000 yen	2000 yen or more and less than 2500 yen	2500 yen or more and less than 3000 yen	More than 3000 yen
Amazon Prime Video	100. (255)	26.3(67)	36.1(92)	15.7(40)	8.2(21)	4.3(11)	4.7(12)	4.7(12)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	12.2(5)	19.5(8)	17.1(7)	12.2(5)	12.2(5)	7.3(3)	19.5(8)
iTunes Store	100. (39)	15.4(6)	7.7(3)	15.4(6)	10.3(4)	17.9(7)	15.4(6)	17.9(7)
Microsoft Film & TV	100. (30)	3.3(1)	6.7(2)	16.7(5)	30. (9)	3.3(1)	20. (6)	20. (6)
ABEMA Store	100. (54)	9.3(5)	22.2(12)	24.1(13)	13. (7)	13. (7)	1.9(1)	16.7(9)
Lemino (formerly dTV)/. Hikari TV Video Service	100. (36)	11.1(4)	16.7(6)	19.4(7)	16.7(6)	0. (0)	8.3(3)	27.8(10)
DMM.com (DMM Video)	100. (70)	21.4(15)	20. (14)	12.9(9)	21.4(15)	8.6(6)	4.3(3)	11.4(8)
Rakuten TV	100. (54)	14.8(8)	16.7(9)	9.3(5)	14.8(8)	14.8(8)	5.6(3)	24.1(13)
VideoMarket	100. (37)	5.4(2)	13.5(5)	16.2(6)	18.9(7)	10.8(4)	8.1(3)	27. (10)
U-NEXT・Paravi	100. (93)	18.3(17)	14. (13)	21.5(20)	8.6(8)	20.4(19)	4.3(4)	12.9(12)
Bandai Channel	100. (37)	8.1(3)	21.6(8)	24.3(9)	8.1(3)	10.8(4)	5.4(2)	21.6(8)
dAnime Store	100. (53)	9.4(5)	24.5(13)	13.2(7)	18.9(10)	13.2(7)	5.7(3)	15.1(8)
FOD Premium	100. (37)	5.4(2)	16.2(6)	10.8(4)	29.7(11)	8.1(3)	5.4(2)	24.3(9)
Hulu Store	100. (57)	10.5(6)	14. (8)	21.1(12)	19.3(11)	14. (8)	7. (4)	14. (8)
NHK On Demand	100. (52)	3.8(2)	23.1(12)	17.3(9)	9.6(5)	17.3(9)	11.5(6)	17.3(9)
TELASA	100. (33)	15.2(5)	12.1(4)	9.1(3)	18.2(6)	18.2(6)	12.1(4)	15.2(5)
J:COM On Demand	100. (41)	2.4(1)	17.1(7)	22. (9)	14.6(6)	9.8(4)	12.2(5)	22. (9)
Other	100. (16)	56.3(9)	6.3(1)	12.5(2)	0. (0)	0. (0)	6.3(1)	18.8(3)



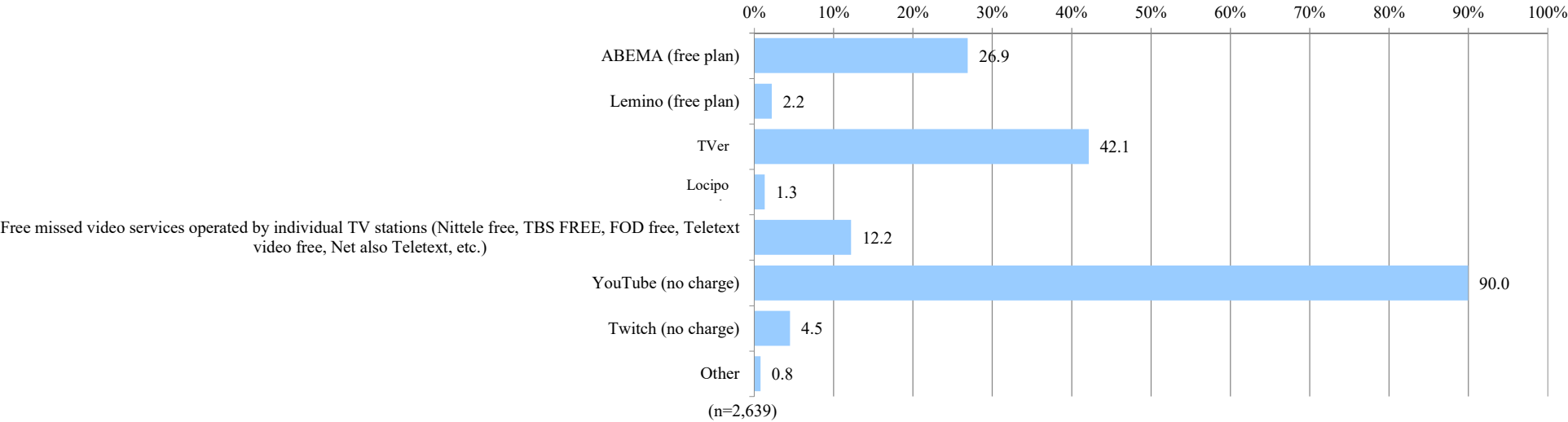
**Q1_2_G_1 (g) Please select all applicable factors you consider when selecting the services you answered that you "have used" in the previous question (a).
[Multiple responses allowed]**

Service name	Number of Respondents	I have content I want to watch	There's an abundance of content	Because it was recommended by a friend/acquaintance/ because it is a hot topic	There's no advertising	Because the fees are low	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, subtitles, etc.)	Because it's easy to search for content	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
Amazon Prime Video	100. (255)	43.9(112)	26.3(67)	9.8(25)	13.7(35)	33.3(85)	15.3(39)	11. (28)	15.7(40)	11.8(30)	8.2(21)	7.5(19)	1.2(3)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (41)	39. (16)	9.8(4)	14.6(6)	24.4(10)	22. (9)	26.8(11)	17.1(7)	14.6(6)	7.3(3)	9.8(4)	12.2(5)	0. (0)
iTunes Store	100. (39)	28.2(11)	15.4(6)	20.5(8)	17.9(7)	12.8(5)	20.5(8)	12.8(5)	20.5(8)	10.3(4)	15.4(6)	12.8(5)	0. (0)
Microsoft Film & TV	100. (30)	26.7(8)	23.3(7)	23.3(7)	26.7(8)	23.3(7)	33.3(10)	20. (6)	26.7(8)	10. (3)	23.3(7)	16.7(5)	0. (0)
ABEMA Store	100. (54)	24.1(13)	14.8(8)	13. (7)	11.1(6)	22.2(12)	14.8(8)	25.9(14)	25.9(14)	18.5(10)	11.1(6)	14.8(8)	1.9(1)
Lemino (formerly dTV)/. Hikari TV Video Service	100. (36)	36.1(13)	16.7(6)	33.3(12)	19.4(7)	27.8(10)	22.2(8)	22.2(8)	13.9(5)	16.7(6)	19.4(7)	13.9(5)	2.8(1)
DMM.com (DMM Video)	100. (70)	38.6(27)	28.6(20)	8.6(6)	21.4(15)	22.9(16)	17.1(12)	14.3(10)	17.1(12)	11.4(8)	8.6(6)	8.6(6)	4.3(3)
Rakuten TV	100. (54)	35.2(19)	14.8(8)	14.8(8)	13. (7)	20.4(11)	20.4(11)	14.8(8)	18.5(10)	13. (7)	11.1(6)	14.8(8)	3.7(2)
VideoMarket	100. (37)	24.3(9)	18.9(7)	27. (10)	24.3(9)	27. (10)	29.7(11)	21.6(8)	32.4(12)	13.5(5)	18.9(7)	18.9(7)	0. (0)
U-NEXT・Paravi	100. (93)	48.4(45)	26.9(25)	10.8(10)	18.3(17)	17.2(16)	19.4(18)	16.1(15)	16.1(15)	15.1(14)	10.8(10)	6.5(6)	1.1(1)
Bandai Channel	100. (37)	29.7(11)	16.2(6)	18.9(7)	21.6(8)	10.8(4)	21.6(8)	24.3(9)	21.6(8)	13.5(5)	16.2(6)	13.5(5)	0. (0)
dAnime Store	100. (53)	34. (18)	20.8(11)	13.2(7)	22.6(12)	15.1(8)	17. (9)	22.6(12)	20.8(11)	13.2(7)	22.6(12)	18.9(10)	0. (0)
FOD Premium	100. (37)	32.4(12)	18.9(7)	16.2(6)	29.7(11)	21.6(8)	21.6(8)	18.9(7)	27. (10)	16.2(6)	16.2(6)	13.5(5)	0. (0)
Hulu Store	100. (57)	35.1(20)	17.5(10)	10.5(6)	19.3(11)	19.3(11)	21.1(12)	12.3(7)	22.8(13)	15.8(9)	10.5(6)	12.3(7)	0. (0)
NHK On Demand	100. (52)	28.8(15)	21.2(11)	19.2(10)	19.2(10)	23.1(12)	26.9(14)	23.1(12)	25. (13)	11.5(6)	19.2(10)	15.4(8)	1.9(1)
TELASA	100. (33)	30.3(10)	15.2(5)	24.2(8)	24.2(8)	15.2(5)	21.2(7)	33.3(11)	21.2(7)	21.2(7)	12.1(4)	18.2(6)	0. (0)
J-COM On Demand	100. (41)	34.1(14)	19.5(8)	24.4(10)	17.1(7)	22. (9)	24.4(10)	22. (9)	24.4(10)	22. (9)	19.5(8)	17.1(7)	0. (0)
Other	100. (16)	25. (4)	31.3(5)	0. (0)	37.5(6)	25. (4)	0. (0)	0. (0)	0. (0)	12.5(2)	6.3(1)	0. (0)	25. (4)

Q1_2_G_2 (g) Please select the most applicable factor you consider when selecting the services you answered that you "have used" in the previous question (a). [Select one]

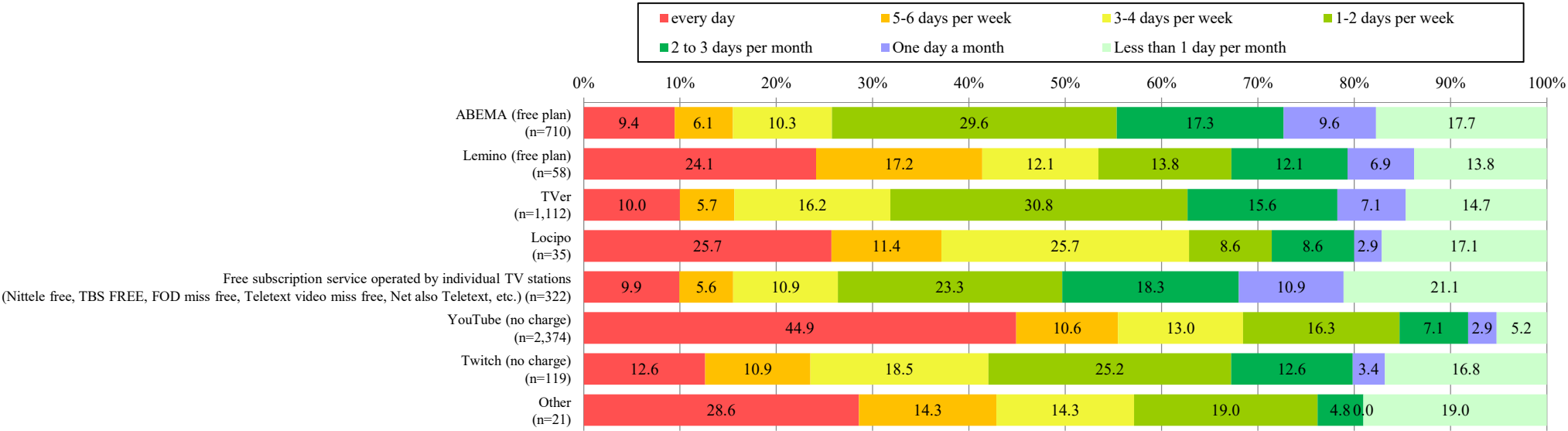
Service name	Number of Respondents	I have content I want to watch	There's an abundance of content	Because it was recommended by a friend/acquaintance/ because it is a hot topic	There's no advertising	Because the fees are low	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, subtitles, etc.)	Because it's easy to search for content	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
Amazon Prime Video	100. (115)	39.1(45)	11.3(13)	3.5(4)	4.3(5)	15.7(18)	5.2(6)	3.5(4)	6.1(7)	7. (8)	1.7(2)	2.6(3)	0. (0)
Google TV / Google Play (including rentals and purchases via YouTube)	100. (13)	0. (0)	7.7(1)	7.7(1)	15.4(2)	30.8(4)	15.4(2)	15.4(2)	0. (0)	7.7(1)	0. (0)	0. (0)	0. (0)
iTunes Store	100. (8)	25. (2)	12.5(1)	0. (0)	0. (0)	0. (0)	25. (2)	25. (2)	12.5(1)	0. (0)	0. (0)	0. (0)	0. (0)
Microsoft Film & TV	100. (12)	16.7(2)	25. (3)	0. (0)	0. (0)	8.3(1)	8.3(1)	16.7(2)	8.3(1)	8.3(1)	0. (0)	8.3(1)	0. (0)
ABEMA Store	100. (16)	12.5(2)	12.5(2)	0. (0)	0. (0)	12.5(2)	12.5(2)	37.5(6)	0. (0)	6.3(1)	6.3(1)	0. (0)	0. (0)
Lemino (formerly dTV)/. Hikari TV Video Service	100. (13)	7.7(1)	7.7(1)	15.4(2)	0. (0)	23.1(3)	0. (0)	15.4(2)	15.4(2)	7.7(1)	0. (0)	0. (0)	7.7(1)
DMM.com (DMM Video)	100. (28)	32.1(9)	17.9(5)	0. (0)	14.3(4)	10.7(3)	0. (0)	10.7(3)	3.6(1)	7.1(2)	0. (0)	0. (0)	3.6(1)
Rakuten TV	100. (18)	27.8(5)	16.7(3)	0. (0)	5.6(1)	5.6(1)	11.1(2)	11.1(2)	0. (0)	5.6(1)	0. (0)	16.7(3)	0. (0)
VideoMarket	100. (16)	6.3(1)	12.5(2)	6.3(1)	6.3(1)	6.3(1)	6.3(1)	12.5(2)	25. (4)	0. (0)	6.3(1)	12.5(2)	0. (0)
U-NEXT・Paravi	100. (34)	26.5(9)	20.6(7)	2.9(1)	2.9(1)	8.8(3)	17.6(6)	2.9(1)	8.8(3)	2.9(1)	2.9(1)	2.9(1)	0. (0)
Bandai Channel	100. (13)	15.4(2)	15.4(2)	0. (0)	7.7(1)	7.7(1)	7.7(1)	23.1(3)	7.7(1)	7.7(1)	7.7(1)	0. (0)	0. (0)
dAnime Store	100. (22)	18.2(4)	18.2(4)	0. (0)	9.1(2)	13.6(3)	0. (0)	13.6(3)	9.1(2)	4.5(1)	4.5(1)	9.1(2)	0. (0)
FOD Premium	100. (15)	0. (0)	20. (3)	6.7(1)	13.3(2)	6.7(1)	13.3(2)	13.3(2)	6.7(1)	13.3(2)	0. (0)	6.7(1)	0. (0)
Hulu Store	100. (15)	13.3(2)	6.7(1)	0. (0)	13.3(2)	13.3(2)	20. (3)	13.3(2)	6.7(1)	6.7(1)	0. (0)	6.7(1)	0. (0)
NHK On Demand	100. (24)	12.5(3)	16.7(4)	4.2(1)	4.2(1)	4.2(1)	20.8(5)	8.3(2)	4.2(1)	4.2(1)	8.3(2)	8.3(2)	4.2(1)
TELASA	100. (11)	9.1(1)	18.2(2)	9.1(1)	0. (0)	18.2(2)	9.1(1)	18.2(2)	0. (0)	18.2(2)	0. (0)	0. (0)	0. (0)
J-COM On Demand	100. (17)	11.8(2)	11.8(2)	5.9(1)	0. (0)	5.9(1)	11.8(2)	17.6(3)	5.9(1)	17.6(3)	5.9(1)	5.9(1)	0. (0)
Other	100. (6)	33.3(2)	0. (0)	0. (0)	50. (3)	16.7(1)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)

Q1_3_A (a) Please select all VOD that you currently use (as of the end of June 2023) that offer free viewing instead of advertising being inserted into the content.[Multiple responses allowed]



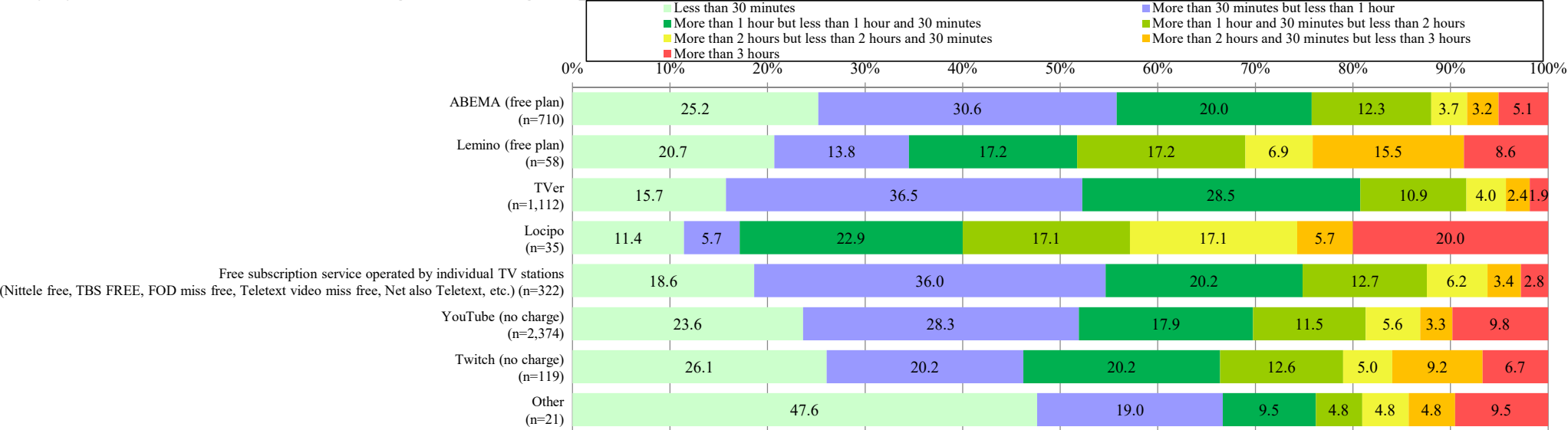
Service name	Number of responses	Share
ABEMA (free plan)	710	26.9
Lemino (free plan)	58	2.2
TVer	1,112	42.1
Locipo	35	1.3
Free missed video services operated by individual TV stations (Nittete free, TBS FREE, FOD free, Teletext video free, Net also Teletext, etc.)	322	12.2
YouTube (no charge)	2,374	90.0
Twitch (no charge)	119	4.5
Other	21	0.8
Number of Respondents	2,639	—

Q1_3_B (b) Please select the most applicable frequency of viewing the services you answered that you "have used" in the previous question (a). [Select one]



Service name	Number of Respondents	Every day	5-6 days per week	3-4 days per week	1-2 days per week	2 to 3 days per month	One day a month	Less than 1 day per month
ABEMA (free plan)	100. (710)	9.4(67)	6.1(43)	10.3(73)	29.6(210)	17.3(123)	9.6(68)	17.7(126)
Lemino (free plan)	100. (58)	24.1(14)	17.2(10)	12.1(7)	13.8(8)	12.1(7)	6.9(4)	13.8(8)
TVer	100. (1,112)	10. (111)	5.7(63)	16.2(180)	30.8(343)	15.6(173)	7.1(79)	14.7(163)
Locipo	100. (35)	25.7(9)	11.4(4)	25.7(9)	8.6(3)	8.6(3)	2.9(1)	17.1(6)
Free missed video service operated by individual TV stations (Nittele free, TBS FREE, FOD miss free, Teletext video miss free, Net also Teletext, etc.)	100. (322)	9.9(32)	5.6(18)	10.9(35)	23.3(75)	18.3(59)	10.9(35)	21.1(68)
YouTube (no charge)	100. (2,374)	44.9(1,066)	10.6(251)	13. (308)	16.3(386)	7.1(169)	2.9(70)	5.2(124)
Twitch (no charge)	100. (119)	12.6(15)	10.9(13)	18.5(22)	25.2(30)	12.6(15)	3.4(4)	16.8(20)
Other	100. (21)	28.6(6)	14.3(3)	14.3(3)	19. (4)	4.8(1)	. (0)	19. (4)

Q1_3_C (c) Regarding the services you answered "have used" in the previous question (a), please select the most applicable average viewing time per day on the days you watch the service, assuming the viewing frequency that you answered in the previous question (b). [Select one]



Service name	Number of Respondents	Less than 30 minutes	More than 30 minutes Less than 1 hour	More than 1 hour Less than 1 hour and 30 minutes	More than 1 hour and 30 minutes Less than 2 hours	More than 2 hours Less than 2 hours and 30 minutes	More than 2 hours and 30 minutes Less than 3 hours	More than 3 hours
ABEMA (free plan)	100. (710)	25.2(179)	30.6(217)	20. (142)	12.3(87)	3.7(26)	3.2(23)	5.1(36)
Lemino (free plan)	100. (58)	20.7(12)	13.8(8)	17.2(10)	17.2(10)	6.9(4)	15.5(9)	8.6(5)
TVer	100. (1,112)	15.7(175)	36.5(406)	28.5(317)	10.9(121)	4. (45)	2.4(27)	1.9(21)
Locipo	100. (35)	11.4(4)	5.7(2)	22.9(8)	17.1(6)	17.1(6)	5.7(2)	20. (7)
Free missed video service operated by individual TV stations (Nittele free, TBS FREE, FOD miss free, Teletext video miss free, Net also Teletext, etc.)	100. (322)	18.6(60)	36. (116)	20.2(65)	12.7(41)	6.2(20)	3.4(11)	2.8(9)
YouTube (no charge)	100. (2,374)	23.6(561)	28.3(671)	17.9(424)	11.5(274)	5.6(133)	3.3(78)	9.8(233)
Twitch (no charge)	100. (119)	26.1(31)	20.2(24)	20.2(24)	12.6(15)	5. (6)	9.2(11)	6.7(8)
Other	100. (21)	47.6(10)	19. (4)	9.5(2)	4.8(1)	4.8(1)	4.8(1)	9.5(2)

Q1_3_D (d) Please select all that apply to the content you watch on the service answered that you "have used" in the previous question (a). [Multiple responses allowed]

Service name	Number of Respondents	Drama	Movie	Animation	Sport	Music	Education and Culture	Creator Submitted Videos	Other
ABEMA (free plan)	100. (710)	25.1(178)	14.9(106)	39. (277)	30.3(215)	12. (85)	10.6(75)	5.1(36)	13.7(97)
Lemino (free plan)	100. (58)	25.9(15)	31. (18)	24.1(14)	31. (18)	27.6(16)	15.5(9)	20.7(12)	6.9(4)
TVer	100. (1,112)	71. (790)	10.1(112)	21. (233)	6.8(76)	9.4(105)	8.9(99)	3.1(34)	14.3(159)
Locipo	100. (35)	25.7(9)	22.9(8)	28.6(10)	28.6(10)	20. (7)	20. (7)	25.7(9)	11.4(4)
Free missed video service operated by individual TV stations (Nittele free, TBS FREE, FOD miss free, Teletext video miss free, Net also Teletext, etc.)	100. (322)	55.6(179)	17.7(57)	26.1(84)	17.1(55)	18.3(59)	16.8(54)	9.6(31)	8.7(28)
YouTube (no charge)	100. (2,374)	10.8(256)	9.2(218)	18.8(447)	20.3(481)	52.6(1248)	17.6(417)	51.1(1213)	8.2(195)
Twitch (no charge)	100. (119)	13.4(16)	16.8(20)	19.3(23)	21.8(26)	17.6(21)	10.1(12)	45.4(54)	9.2(11)
Other	100. (21)	19. (4)	14.3(3)	38.1(8)	4.8(1)	14.3(3)	14.3(3)	33.3(7)	28.6(6)

(n=2639)

Q1_3_E_1 (e) Please select all applicable factors that you consider when selecting the services you answered that you "have used" in the previous question (a). [Multiple responses allowed]

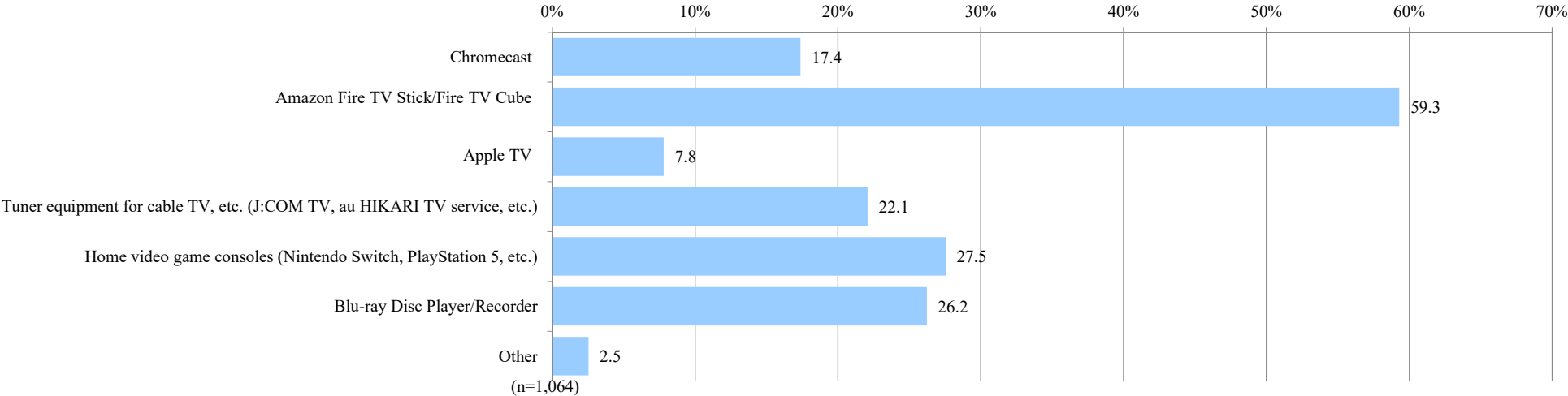
Service name	Number of Respondents	I have content I want to watch	There's an abundance of content	Because it was recommended by a friend/acquaintance/because it is a hot topic	It's free	Exclusive and original content is attractive	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	I can look at it whenever I want	It's convenient to miss out	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, subtitles, etc.)	Because it's easy to search for content	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
ABEMA (free plan)	100. (710)	43.1(306)	11.7(83)	5.5(39)	60.4(429)	9.9(70)	4.5(32)	27.9(198)	13.4(95)	6.1(43)	6.5(46)	4.8(34)	3.5(25)	3.7(26)	0.1(1)
Lemino (free plan)	100. (58)	20.7(12)	17.2(10)	19. (11)	29.3(17)	17.2(10)	22.4(13)	20.7(12)	15.5(9)	15.5(9)	10.3(6)	10.3(6)	15.5(9)	12.1(7)	1.7(1)
TVer	100. (1,112)	34.4(382)	9.7(108)	2.6(29)	62.3(693)	4.8(53)	4.7(52)	32.2(358)	48. (534)	5.9(66)	6.5(72)	3. (33)	1.6(18)	2.3(26)	0.1(1)
Locipo	100. (35)	25.7(9)	11.4(4)	20. (7)	22.9(8)	17.1(6)	14.3(5)	22.9(8)	20. (7)	17.1(6)	11.4(4)	14.3(5)	20. (7)	20. (7)	2.9(1)
Free missed video service operated by individual TV stations (Nittele free, TBS FREE, FOD miss free, Teletext video miss free, Net also Teletext, etc.)	100. (322)	28.9(93)	11.2(36)	4.3(14)	51.6(166)	8.1(26)	7.5(24)	29.2(94)	32.3(104)	8.1(26)	5. (16)	7.5(24)	5. (16)	5.6(18)	0.3(1)
YouTube (no charge)	100. (2,374)	44.9(1067)	27.1(644)	3.4(81)	68.4(1625)	4.8(115)	4.7(112)	46. (1092)	3.9(93)	7.4(175)	15.7(373)	5.6(132)	3.4(80)	2.9(70)	0.3(8)
Twitch (no charge)	100. (119)	33.6(40)	11.8(14)	8.4(10)	42.9(51)	9.2(11)	7.6(9)	21.8(26)	9.2(11)	9.2(11)	8.4(10)	6.7(8)	6.7(8)	5.9(7)	2.5(3)
Other	100. (21)	38.1(8)	14.3(3)	4.8(1)	71.4(15)	0. (0)	4.8(1)	23.8(5)	4.8(1)	0. (0)	33.3(7)	9.5(2)	4.8(1)	0. (0)	9.5(2)

(n=2639)

Q1_3_E_2 (e) Please select the most applicable factor you consider when selecting the services you answered that you "have used" in the previous question (a). [Select one]

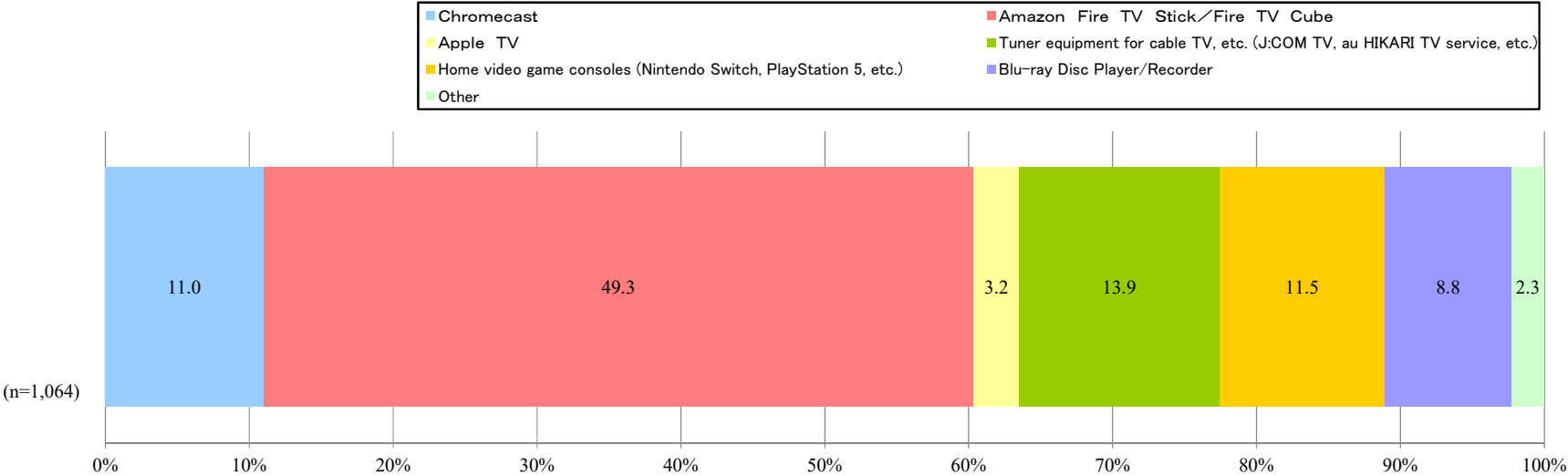
Service name	Number of Respondents	I have content I want to watch	There's an abundance of content	Because it was recommended by a friend/acquaintance/because it is a hot topic	It's free	Exclusive and original content is attractive	Because new content is added more frequently/content that has already been released in theaters or broadcast is added more quickly	I can look at it whenever I want	It's convenient to miss out	Because you can choose the video playback environment (double-speed viewing, multiple simultaneous viewing, etc.)	Because it's easy to search for content	Because of the excellent content recommendation feature	I have a dedicated button on the remote control of my TV or streaming device	I've had the icon on the home screen of TVs and streaming devices from the beginning	Other
ABEMA (free plan)	100. (375)	27.2(102)	1.9(7)	1.6(6)	44.5(167)	4.5(17)	1.9(7)	8.8(33)	4.3(16)	1.6(6)	0.3(1)	0.3(1)	1.6(6)	1.6(6)	0. (0)
Lemino (free plan)	100. (25)	16. (4)	12. (3)	12. (3)	16. (4)	0. (0)	16. (4)	8. (2)	4. (1)	8. (2)	0. (0)	0. (0)	8. (2)	0. (0)	0. (0)
TVer	100. (662)	13.1(87)	1.5(10)	0.6(4)	40.8(270)	1.1(7)	1.4(9)	7.3(48)	30.5(202)	0.8(5)	1.2(8)	0.8(5)	0.5(3)	0.6(4)	0. (0)
Locipo	100. (16)	12.5(2)	12.5(2)	18.8(3)	0. (0)	0. (0)	12.5(2)	6.3(1)	0. (0)	0. (0)	0. (0)	12.5(2)	6.3(1)	18.8(3)	0. (0)
Free subscription service operated by individual TV stations (Nittele free, TBS FREE, FOD miss free, Teletext video misses free, internet also teletext, etc.)	100. (174)	10.3(18)	5.7(10)	0.6(1)	38.5(67)	4. (7)	3.4(6)	10.3(18)	19.5(34)	2.3(4)	0. (0)	1.1(2)	2.3(4)	1.7(3)	0. (0)
YouTube (no charge)	100. (1,450)	23.8(345)	8.3(121)	0.2(3)	48.6(704)	1.2(18)	0.6(8)	12.4(180)	0.6(9)	0.9(13)	1.5(22)	0.7(10)	0.7(10)	0.3(5)	0.1(2)
Twitch (no charge)	100. (51)	47.1(24)	7.8(4)	0. (0)	13.7(7)	3.9(2)	0. (0)	13.7(7)	2. (1)	2. (1)	2. (1)	0. (0)	3.9(2)	3.9(2)	0. (0)
Other	100. (11)	36.4(4)	0. (0)	0. (0)	45.5(5)	0. (0)	9.1(1)	0. (0)	9.1(1)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)	0. (0)

Q2_1_1 Please select all that apply regarding the external devices you use to connect your TV to the Internet. [Multiple responses allowed]



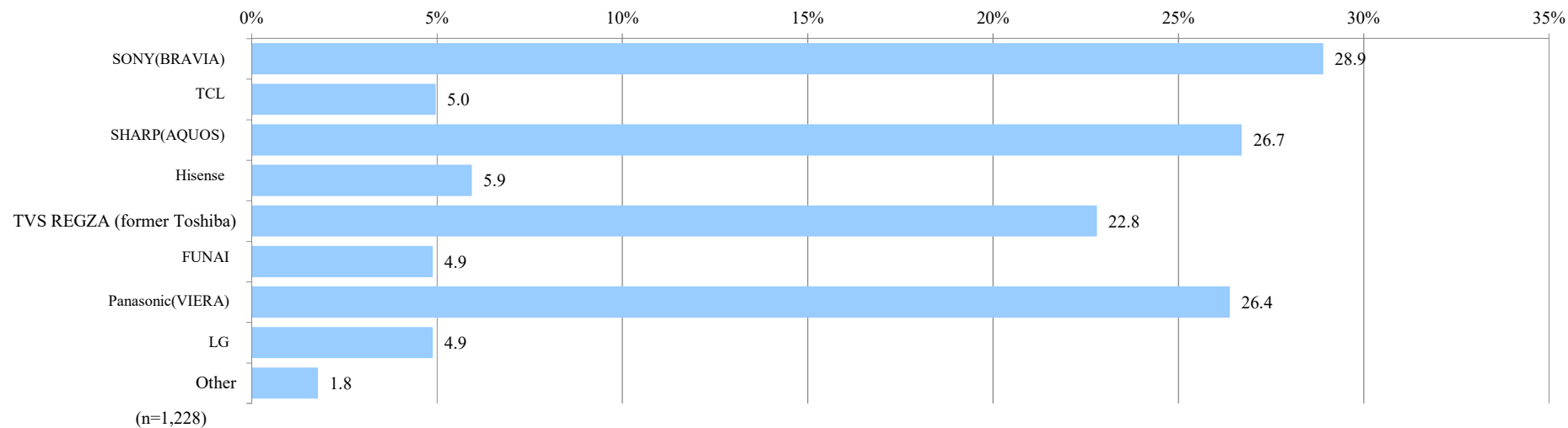
Device	Number of responses	Share
Chromecast	185	17.4
Amazon Fire TV Stick/Fire TV Cube	631	59.3
Apple TV	83	7.8
Tuner equipment for cable TV, etc. (J:COM TV, au HIKARI TV service, etc.)	235	22.1
Home video game consoles (Nintendo Switch, PlayStation 5, etc.)	293	27.5
Blu-ray Disc Player/Recorder	279	26.2
Other	27	2.5
Number of Respondents	1,064	—

Q2_1_2 Regarding the external devices you use to connect your TV to the Internet, which one do you mainly use? [Select one]



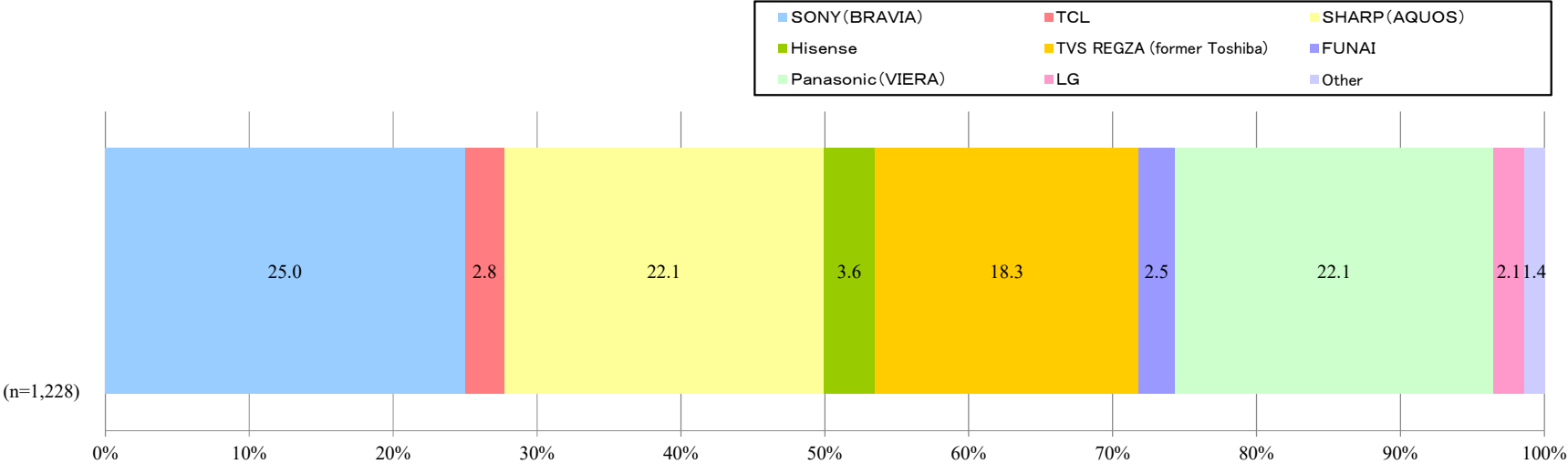
Device	Number of responses	Share
Chromecast	117	11.0
Amazon Fire TV Stick/Fire TV Cube	525	49.3
Apple TV	34	3.2
Tuner equipment for cable TV, etc. (J:COM TV, au HIKARI TV service, etc.)	148	13.9
Home video game consoles (Nintendo Switch, PlayStation 5, etc.)	122	11.5
Blu-ray Disc Player/Recorder	94	8.8
Other	24	2.3
Number of Respondents	1,064	100

Q2_2_1 Please select all that apply regarding the manufacturer of your TV with built-in Internet access. [Multiple responses allowed]



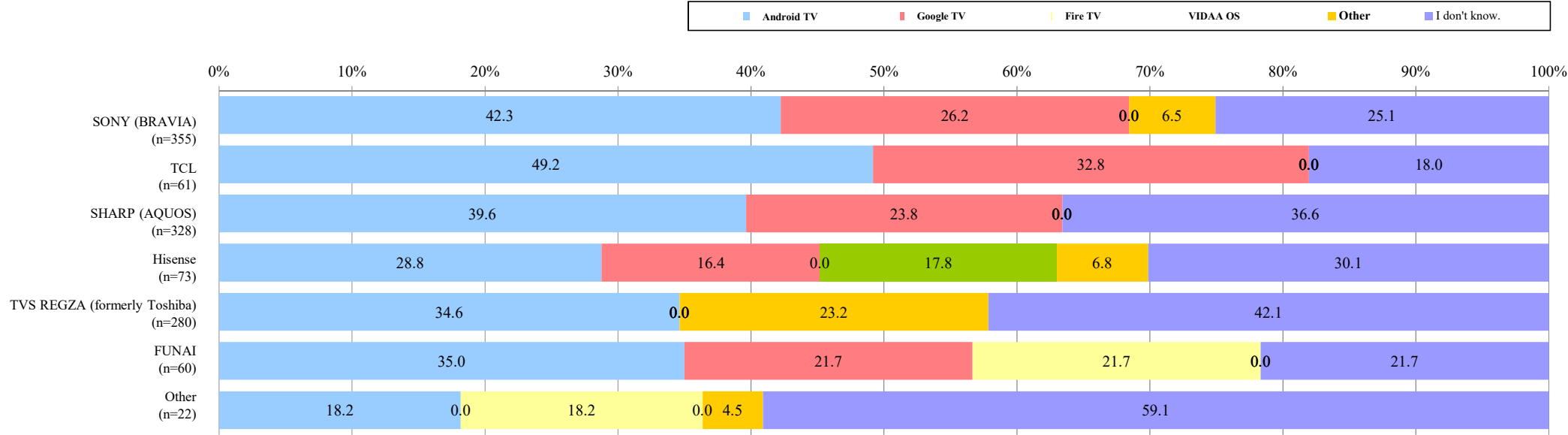
TV manufacturer	Number of responses	Share
SONY(BRAVIA)	355	28.9
TCL	61	5.0
SHARP(AQUOS)	328	26.7
Hisense	73	5.9
TVS REGZA (formerly Toshiba)	280	22.8
FUNAI	60	4.9
Panasonic(VIERA)	324	26.4
LG	60	4.9
Other	22	1.8
Number of Respondents	1,228	—

Q2_2_1_2 Please answer the following questions regarding the manufacturer of the TV set you use that has built-in Internet access, and which you mainly use.
[Select one]



TV manufacturer	Number of responses	Share
SONY(BRAVIA)	307	25.0
TCL	34	2.8
SHARP(AQUOS)	272	22.1
Hisense	44	3.6
TVS REGZA (formerly Toshiba)	225	18.3
FUNAI	31	2.5
Panasonic(VIERA)	272	22.1
LG	26	2.1
Other	17	1.4
Number of Respondents	1,228	100

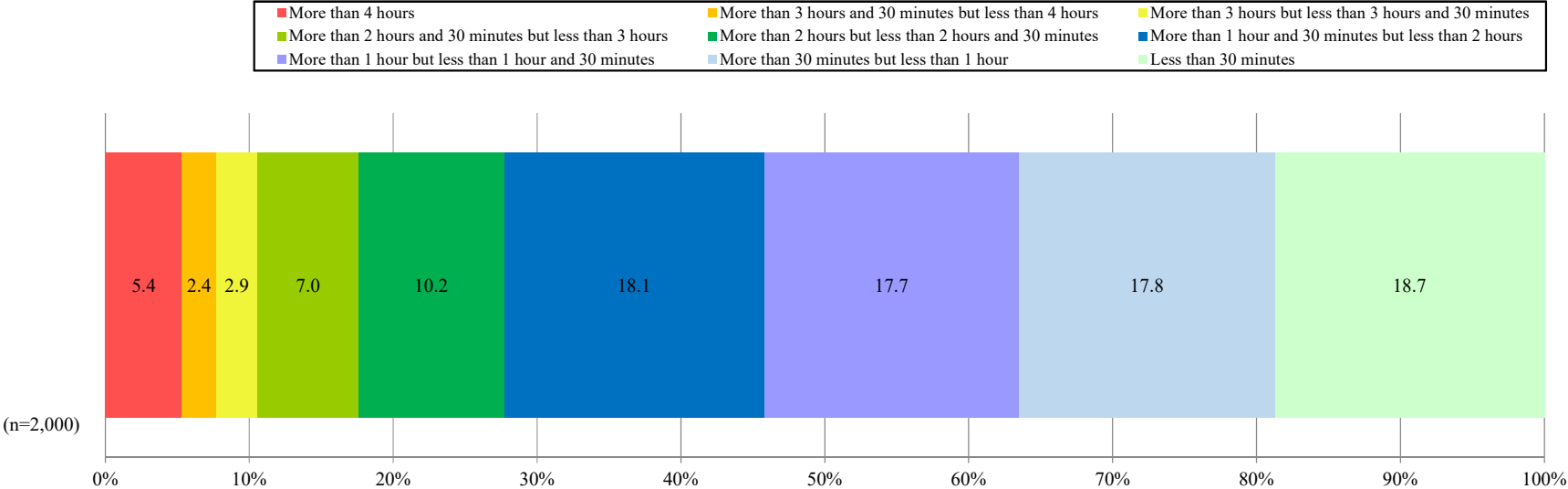
Q2_2_2 When you start up a TV with a built-in Internet connection, please select one of the following home screens that applies to your TV. [Select one]



Responses	Number of Respondents	Android TV	Google TV	Fire TV	VIDAA OS	Other	I don't know.
SONY(BRAVIA)	100. (355)	42.3(150)	26.2(93)	0. (0)	0. (0)	6.5(23)	25.1(89)
TCL	100. (61)	49.2(30)	32.8(20)	0. (0)	0. (0)	0. (0)	18. (11)
SHARP(AQUOS)	100. (328)	39.6(130)	23.8(78)	0. (0)	0. (0)	0. (0)	36.6(120)
Hisense	100. (73)	28.8(21)	16.4(12)	0. (0)	17.8(13)	6.8(5)	30.1(22)
TVS REGZA (formerly Toshiba)	100. (280)	34.6(97)	0. (0)	0. (0)	0. (0)	23.2(65)	42.1(118)
FUNAI	100. (60)	35. (21)	21.7(13)	21.7(13)	0. (0)	0. (0)	21.7(13)
Other	100. (22)	18.2(4)	0. (0)	18.2(4)	0. (0)	4.5(1)	59.1(13)

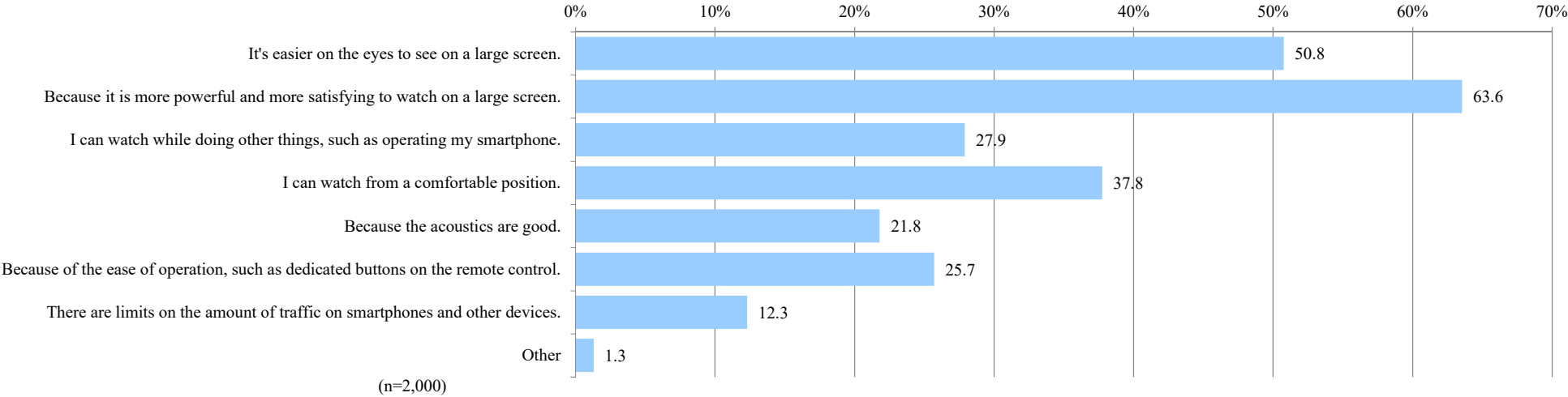
※Panasonic (VIERA) and LG were excluded from this question because they have a single OS installed.

Q3_1 Please select the most applicable time (per day) that you watch VOD from your TV screen. [Select one]



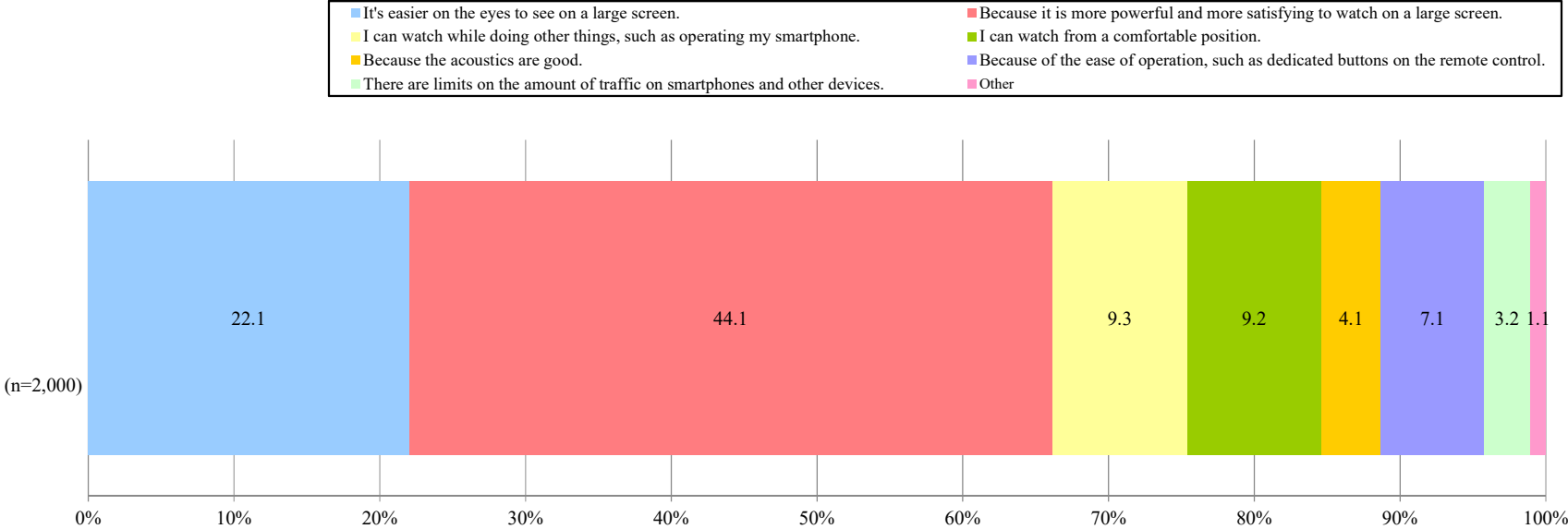
Responses	Number of responses	Share
More than 4 hours	107	5.4
More than 3 hours and 30 minutes but less than 4 hours	47	2.4
More than 3 hours but less than 3 hours and 30 minutes	58	2.9
More than 2 hours and 30 minutes but less than 3 hours	140	7.0
More than 2 hours but less than 2 hours and 30 minutes	203	10.2
More than 1 hour and 30 minutes but less than 2 hours	361	18.1
More than 1 hour but less than 1 hour and 30 minutes	354	17.7
More than 30 minutes but less than 1 hour	356	17.8
Less than 30 minutes	374	18.7
Number of Respondents	2,000	100

Q3_2_1 Please select the reason(s) why you use VOD from your TV screen. [Multiple responses allowed]



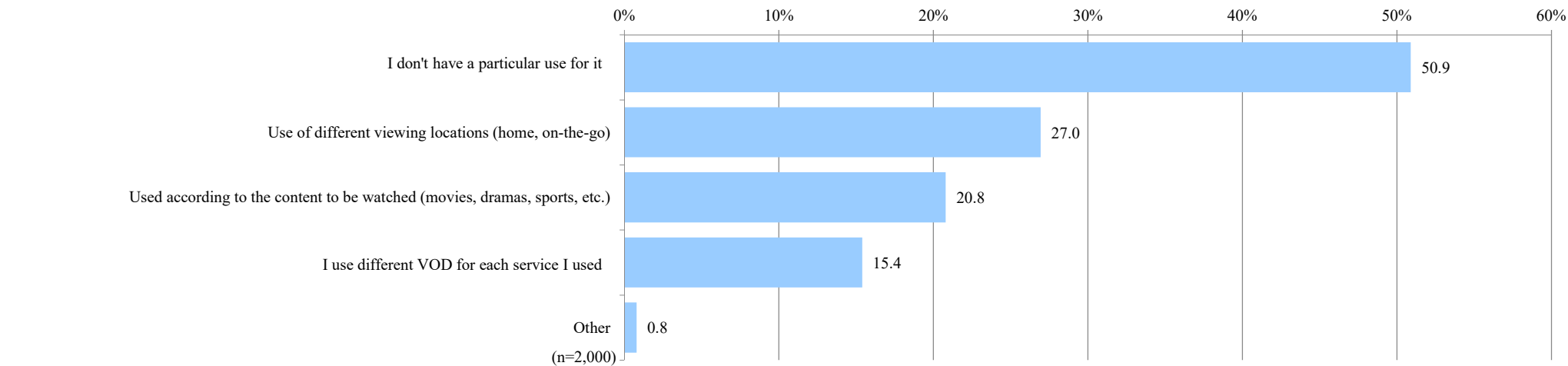
Responses	Number of responses	Share
It's easier on the eyes to see on a large screen	1,015	50.8
Because it is more powerful and more satisfying to watch on a large screen	1,271	63.6
I can watch while doing other things, such as operating my smartphone	558	27.9
I can watch from a comfortable position	755	37.8
Because the acoustics are good	436	21.8
Because of the ease of operation, such as dedicated buttons on the remote control	514	25.7
There are limits on the amount of traffic on smartphones and other devices	246	12.3
Other	26	1.3
Number of Respondents	2,000	—

Q3_2_2 Please select the most important reason why you use VOD from your TV screen. [Select one]



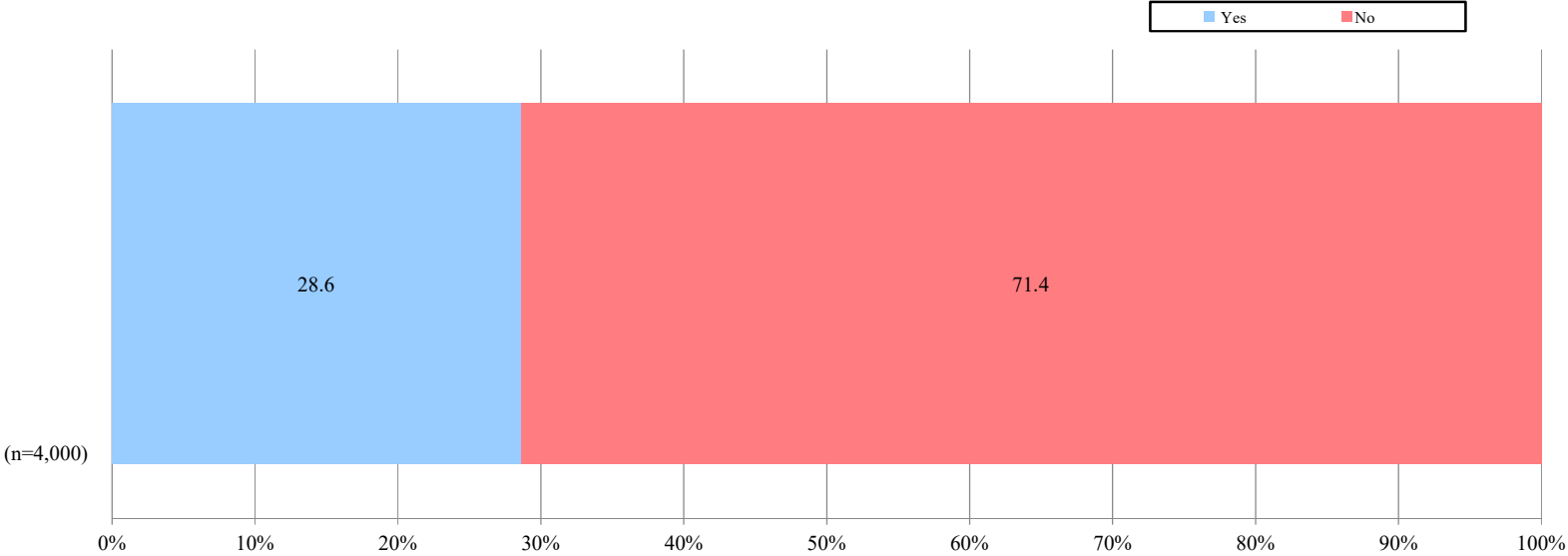
Responses	Number of responses	Share
It's easier on the eyes to see on a large screen	441	22.1
Because it is more powerful and more satisfying to watch on a large screen	882	44.1
I can watch while doing other things, such as operating my smartphone	185	9.3
I can watch from a comfortable position	184	9.2
Because the acoustics are good	82	4.1
Because of the ease of operation, such as dedicated buttons on the remote control	141	7.1
There are limits on the amount of traffic on smartphones and other devices	64	3.2
Other	21	1.1
Number of Respondents	2,000	100

Q3_3 Please choose one answer that best describes how you use the VOD on a TV screen and how you use it on a device other than a TV screen, such as a smartphone or PC. [Multiple responses allowed]



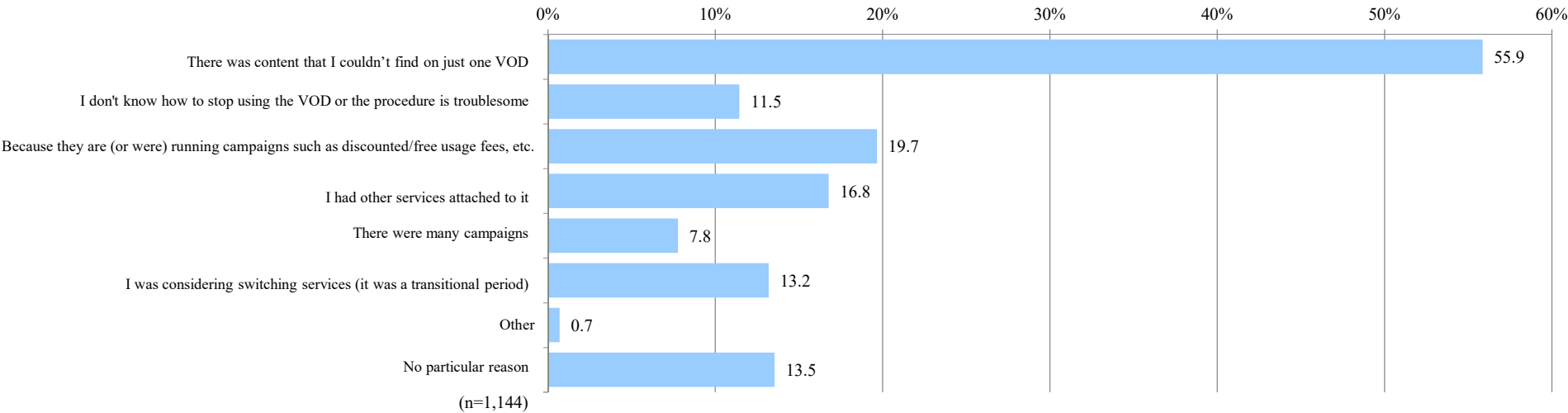
Responses	Number of responses	Share
I don't have a particular use for it	1,018	50.9
Use of different viewing locations (home, on-the-go)	539	27.0
Used according to the content to be watched (movies, dramas, sports, etc.)	416	20.8
I use different VOD for each service I used	308	15.4
Other	16	0.8
Number of Respondents	2,000	—

Q4_1 Do you use (or have you ever used) multiple paid VOD in parallel? [Select one]



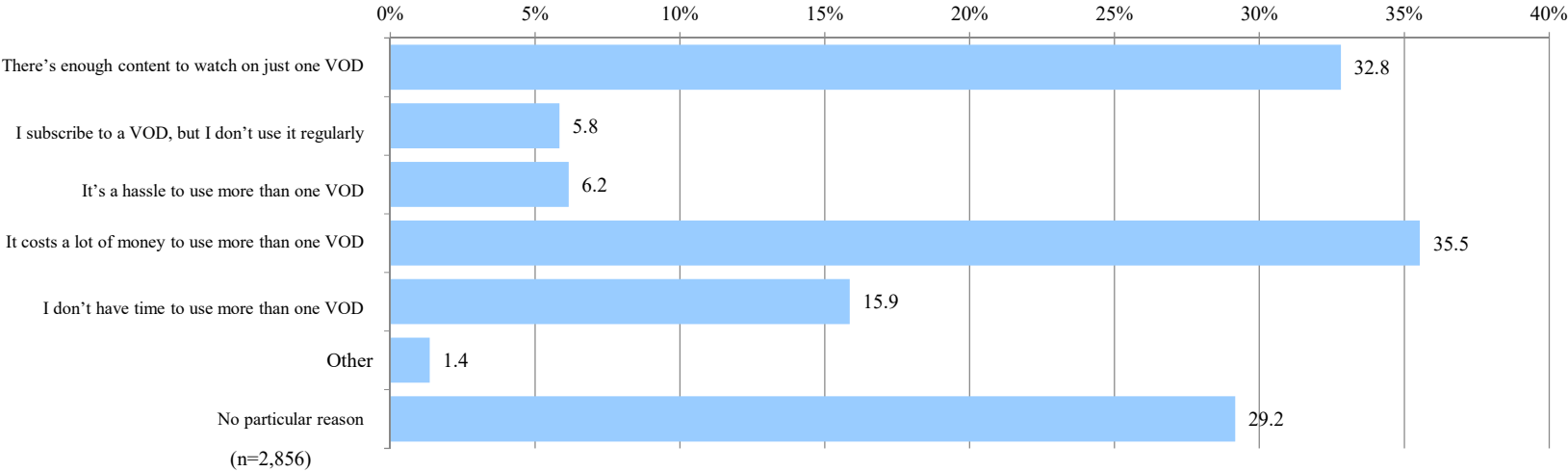
Responses	Number of responses	Share
Yes	1,144	28.6
No	2,856	71.4
Number of Respondents	4,000	100

Q4_1_A Please select the most applicable reason why you use (have used) paid VOD in parallel.
[Multiple responses allowed]



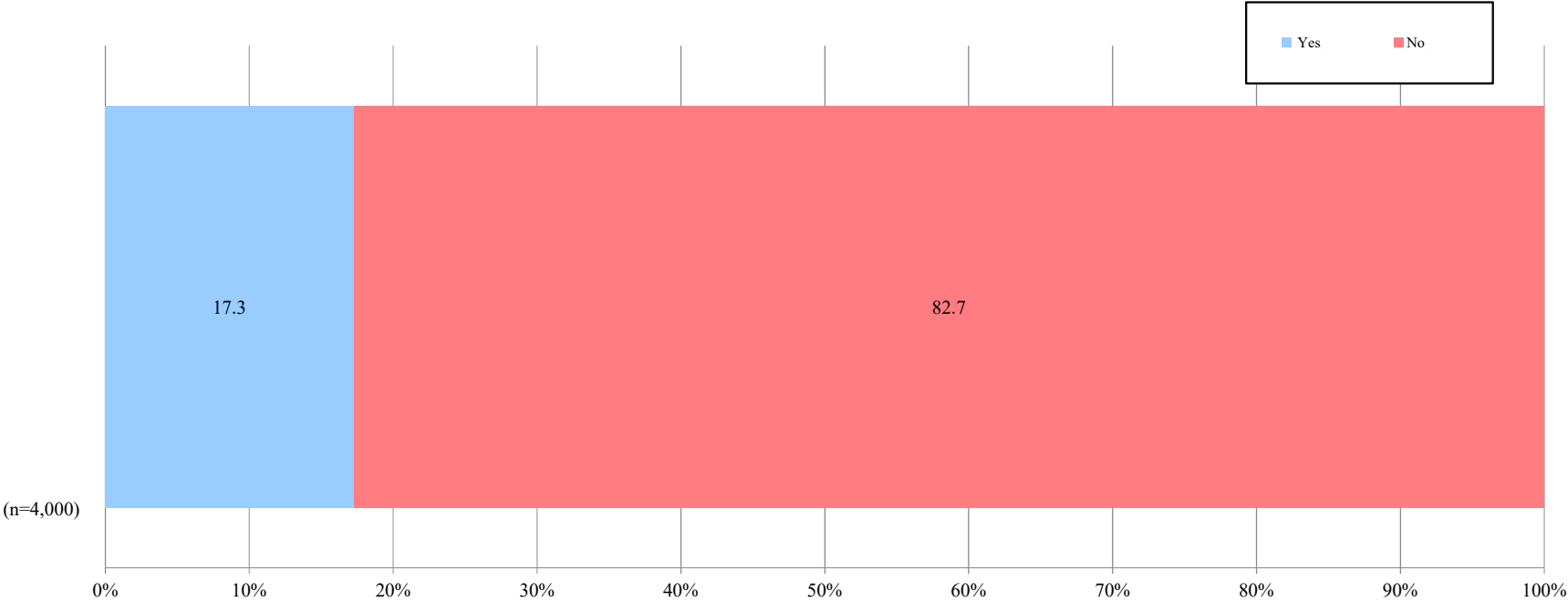
Responses	Number of responses	Share
There was content I couldn't find on just one VOD	639	55.9
I don't know how to stop using the VOD or the procedure is troublesome	131	11.5
Because they are (or were) running campaigns such as discounted/free usage fees, etc.	225	19.7
I had other services attached to it	192	16.8
There were many campaigns	89	7.8
I was considering switching services (it was a transitional period)	151	13.2
Other	8	0.7
No particular reason	155	13.5
Number of Respondents	1,144	–

Q4_1_B Please select the most applicable reason why you do not (have not) use multiple paid VOD in parallel. [Multiple responses allowed]



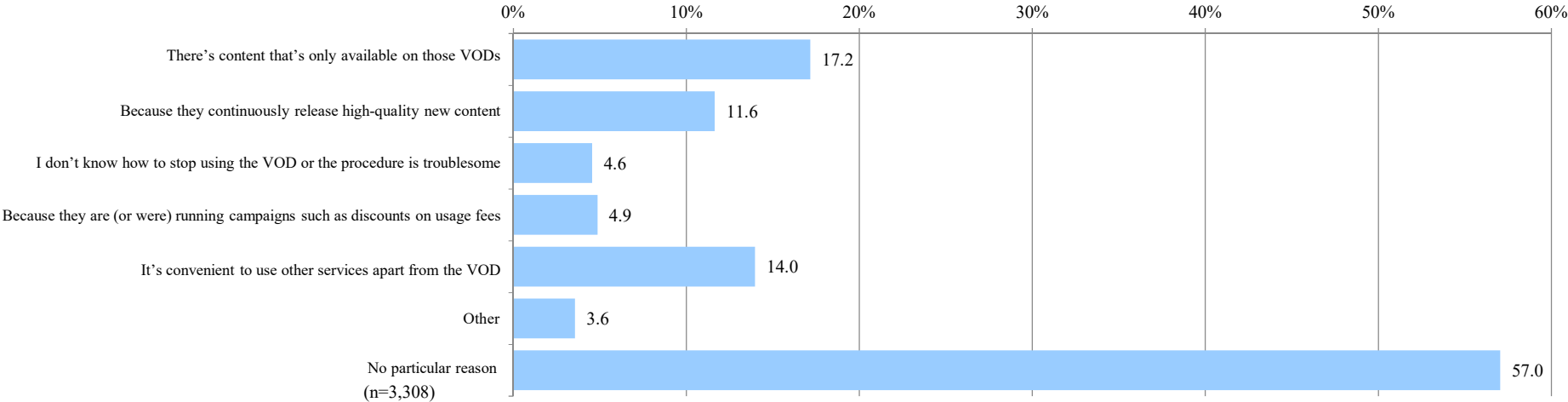
Responses	Number of responses	Share
There's enough content to watch on just one VOD	937	32.8
I subscribe to a video on-demand, but I don't use it regularly	167	5.8
It's a hassle to use more than one VOD	176	6.2
It costs a lot of money to use more than one VOD	1,015	35.5
I don't have time to use more than one VOD	453	15.9
Other	39	1.4
No particular reason	833	29.2
Number of Respondents	2,856	—

Q4_2 Have you ever stopped using paid VOD and switched to another paid VOD? [Select one]



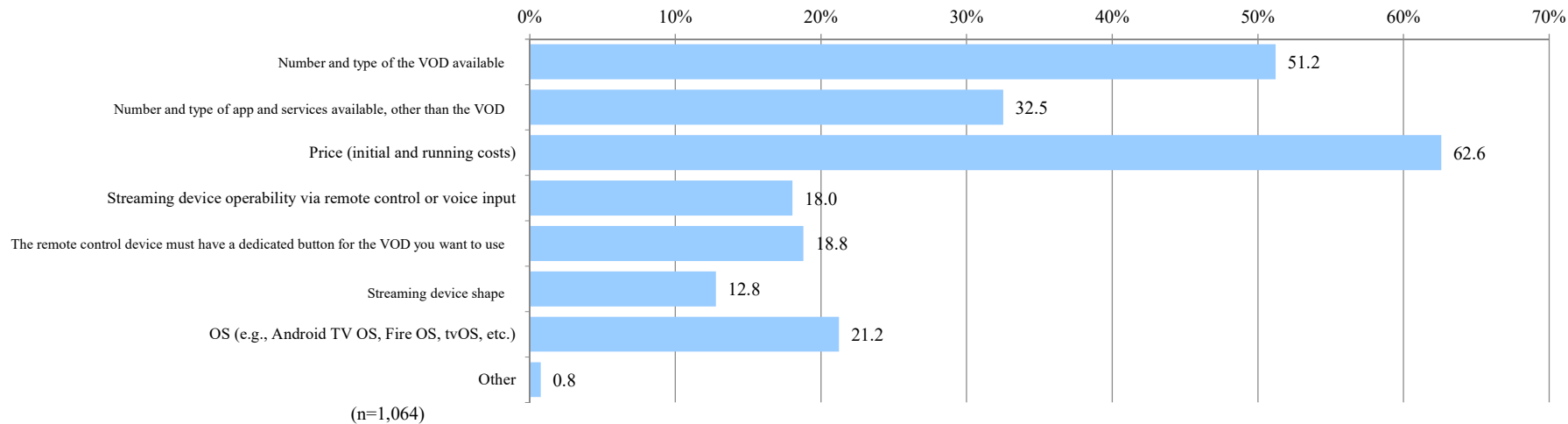
Responses	Number of responses	Share
Yes	692	17.3
No	3,308	82.7
Number of Respondents	4,000	100

Q4_2_B Please select the most applicable reason why you continue to use your current paid VOD [Multiple responses allowed]



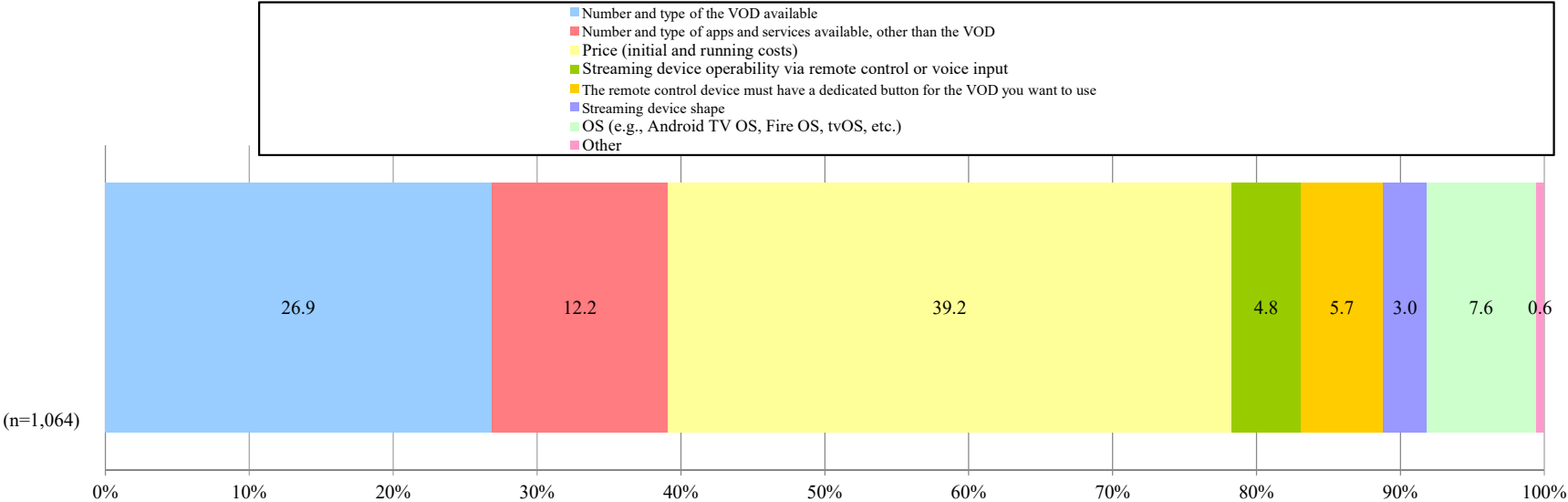
Responses	Number of responses	Share
There's content that's only available on those VOD	568	17.2
Because they continuously release high-quality new content	385	11.6
I don't know how to stop using the VOD or the procedure is troublesome	151	4.6
Because they are (or were) running campaigns such as discounts on usage fees	161	4.9
It's convenient to use other services apart from the VOD	462	14.0
Other	118	3.6
No particular reason	1,887	57.0
Number of Respondents	3,308	—

Q5_1_1 Please select all applicable factors you consider when selecting a streaming device. [Multiple responses allowed]



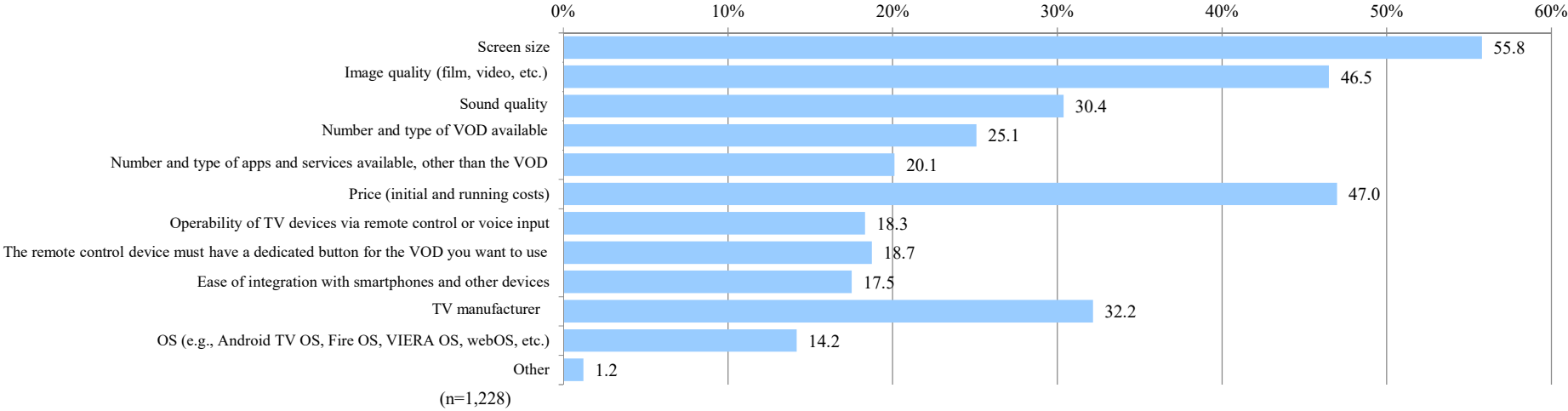
Responses	Number of responses	Share
Number and type of VOD available	545	51.2
Number and type of apps and services available, other than VOD	346	32.5
Price (initial and running costs)	666	62.6
Streaming device operability via remote control or voice input	192	18.0
The remote control must have a dedicated button for the VOD you want to use	200	18.8
Streaming device shape	136	12.8
OS (e.g., Android TV OS, Fire OS, tvOS, etc.)	226	21.2
Other	8	0.8
Number of Respondents	1,064	—

Q5_1_2 Please select the most important factor you consider when selecting a streaming device. [Select one]



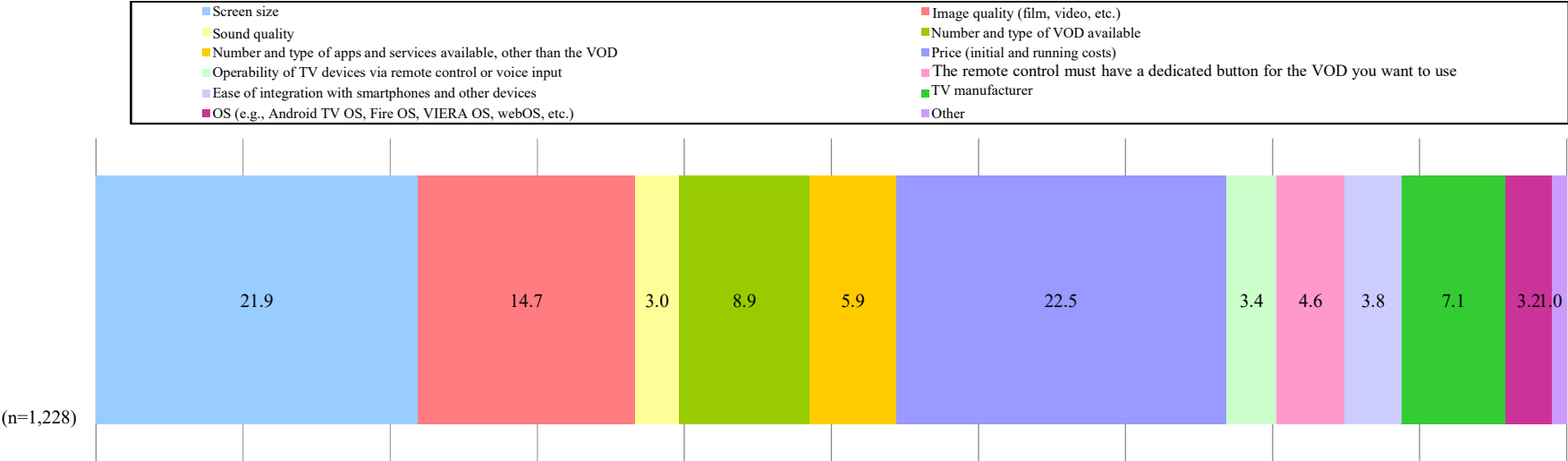
Responses	Number of responses	Share
Number and type of VOD available	286	26.9
Number and type of apps and services available, other than VOD	130	12.2
Price (initial and running costs)	417	39.2
Streaming device operability via remote control or voice input	51	4.8
The remote control must have a dedicated button for the VOD you want to use	61	5.7
Streaming device shape	32	3.0
OS (e.g., Android TV OS, Fire OS, tvOS, etc.)	81	7.6
Other	6	0.6
Number of Respondents	1,064	100

Q5_2_1 Please select all applicable factors you consider when selecting a TV. [Multiple responses allowed]



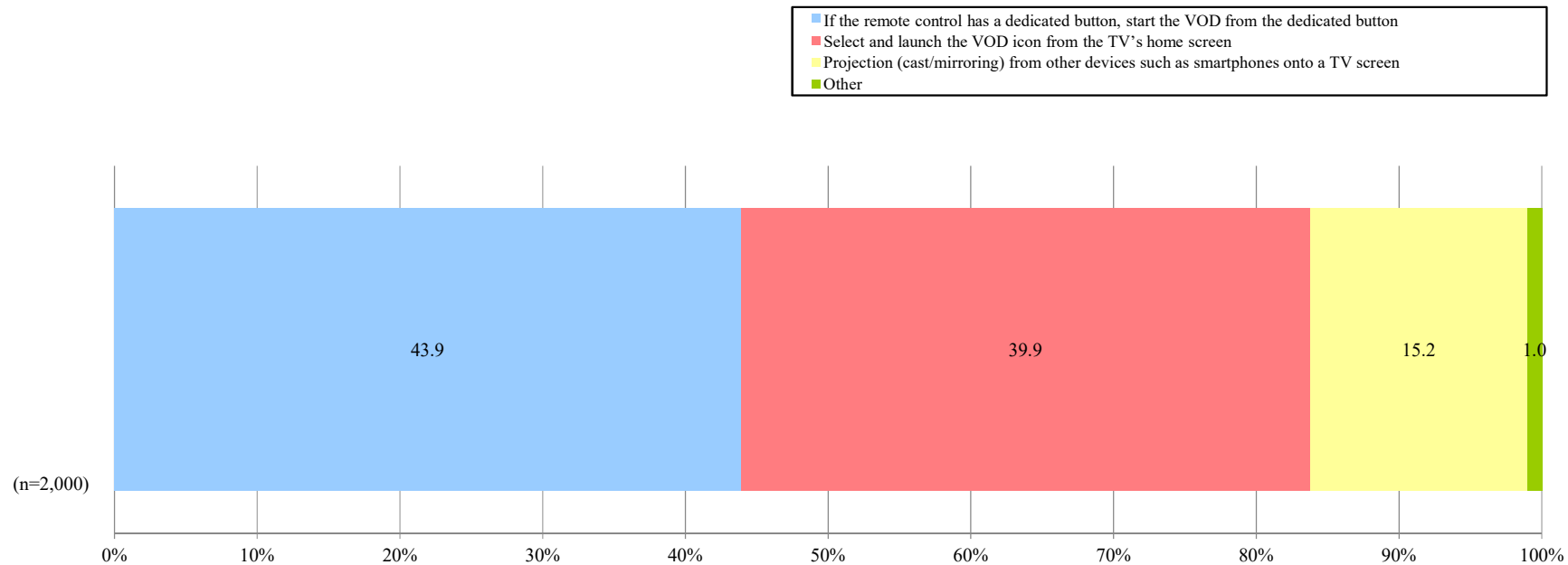
Responses	Number of responses	Share
Screen size	685	55.8
Image quality (film, video, etc.)	571	46.5
Sound quality	373	30.4
Number and type of VOD available	308	25.1
Number and type of apps and services available, other than VOD	247	20.1
Price (initial and running costs)	577	47.0
Operability of TV devices via remote control or voice input	225	18.3
The remote control must have a dedicated button for the VOD you want to use	230	18.7
Ease of integration with smartphones and other devices	215	17.5
TV manufacturer	395	32.2
OS (e.g., Android TV OS, Fire OS, VIERA OS, webOS, etc.)	174	14.2
Other	15	1.2
Number of Respondents	1,228	—

Q5_2_2 Please select the most important factor you consider when selecting a TV. [Select one]



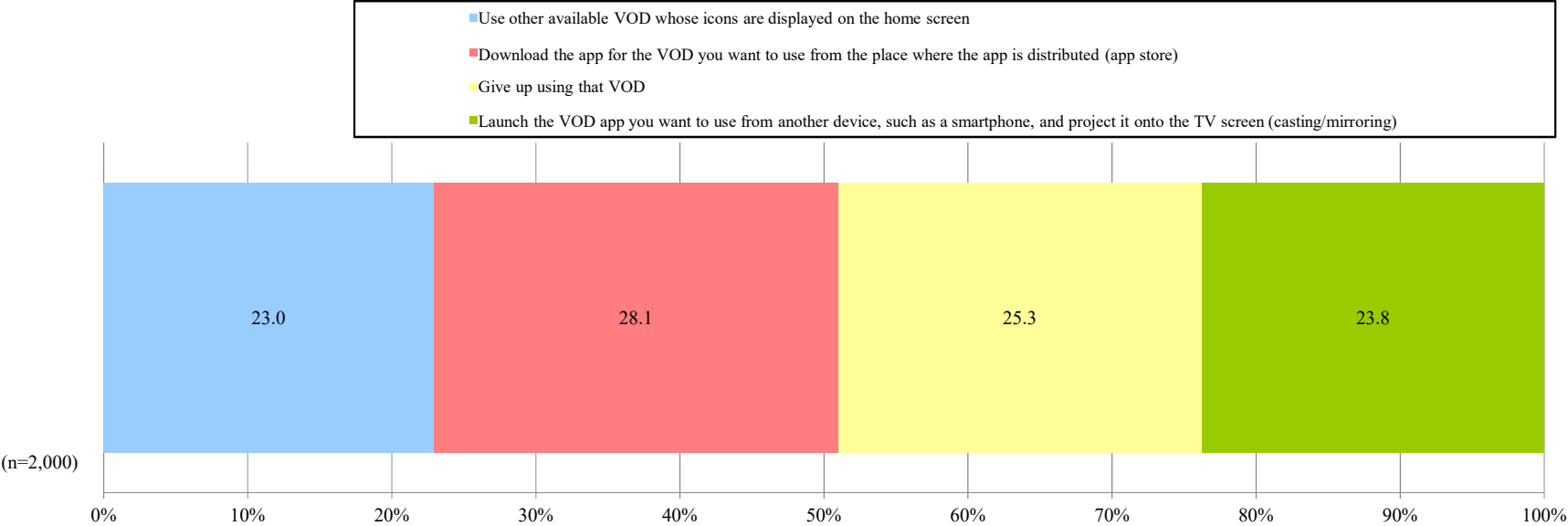
Responses	Number of responses	Share
Screen size	269	21.9
Image quality (film, video, etc.)	181	14.7
Sound quality	37	3.0
Number and type of VOD available	109	8.9
Number and type of apps and services available, other than VOD	72	5.9
Price (initial and running costs)	276	22.5
Operability of TV devices via remote control or voice input	42	3.4
The remote control must have a dedicated button for the VOD you want to use	57	4.6
Ease of integration with smartphones and other devices	47	3.8
TV manufacturer	87	7.1
OS (e.g., Android TV OS, Fire OS, VIERA OS, webOS, etc.)	39	3.2
Other	12	1.0
Number of Respondents	1,228	100

Q6_1 When you use video streaming services on your TV, how do you mainly start the VOD? [Select one]



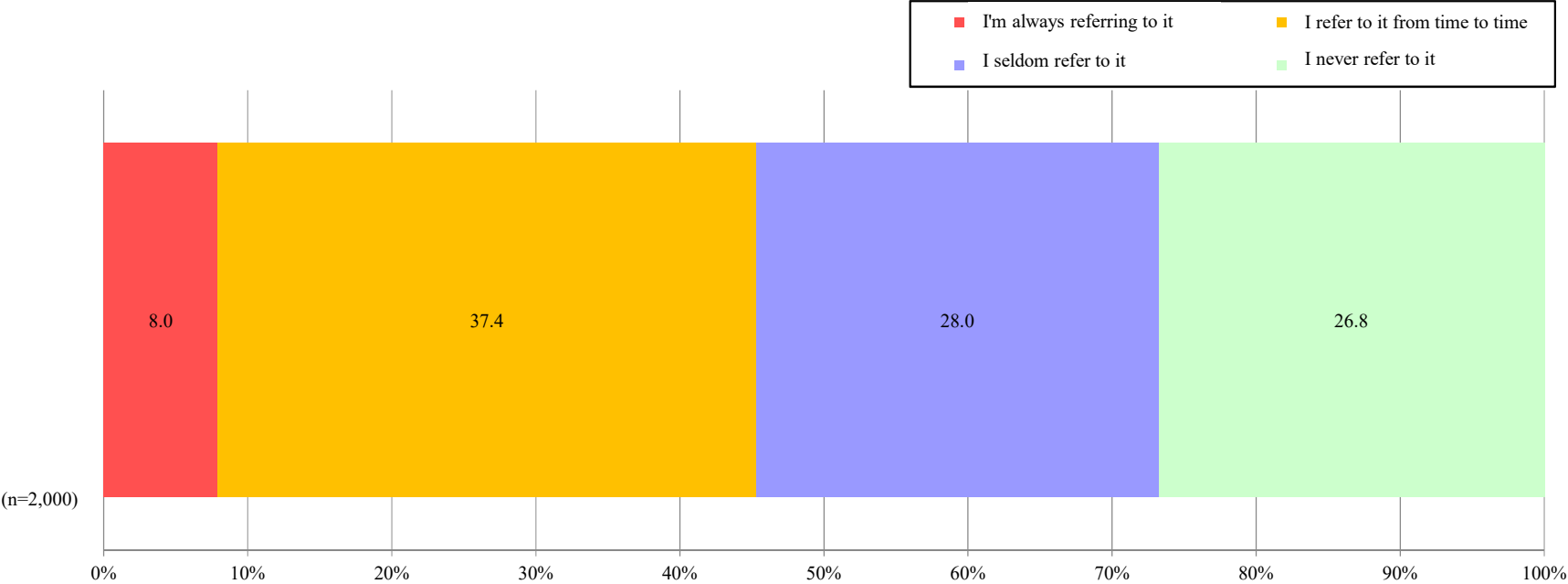
Responses	Number of responses	Share
If the remote control has a dedicated button, start the VOD from that dedicated button	878	43.9
Select and launch the VOD icon from the TV's home screen	798	39.9
Projection (cast/mirroring) from other devices such as smartphones onto a TV screen	304	15.2
Other	20	1.0
Number of Respondents	2,000	100

Q6_2 What would you do if you cannot find the icon for the VOD you were going to use, either on the TV's home screen or on the remote control button?
Please select the most applicable one. [Select one]



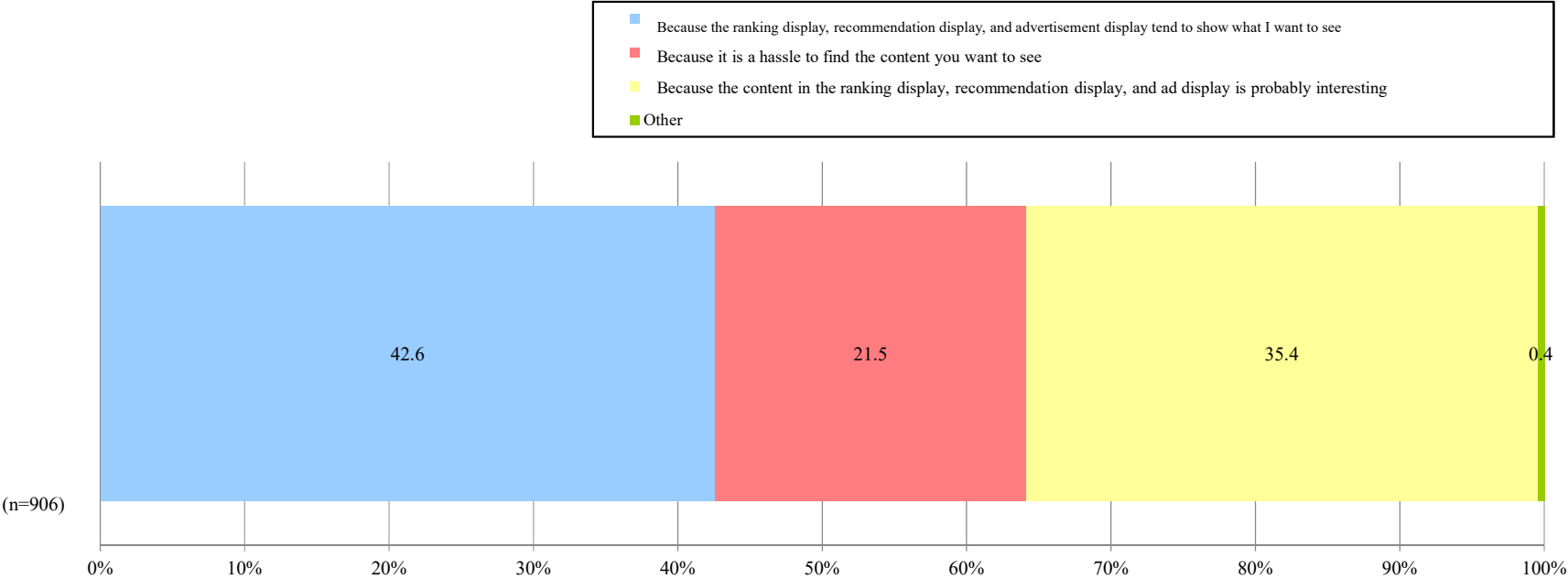
Responses	Number of responses	Share
Use other available VOD whose icons are displayed on the home screen	459	23.0
Download the app for the VOD you want to use from the place where the app is distributed (app store)	561	28.1
Give up using that VOD	505	25.3
Launch the VOD app you want to use from another device, such as a smartphone, and project it onto the TV screen (casting/mirroring)	475	23.8
Number of Respondents	2,000	100

Q6_3 Do you use the TV home screen (not the home screen of individual VOD) to decide what content to watch? Do you decide which contents to watch by referring to the ranking display, recommendation display, or advertisement display on the screen? Please select the most applicable one. [Select one]



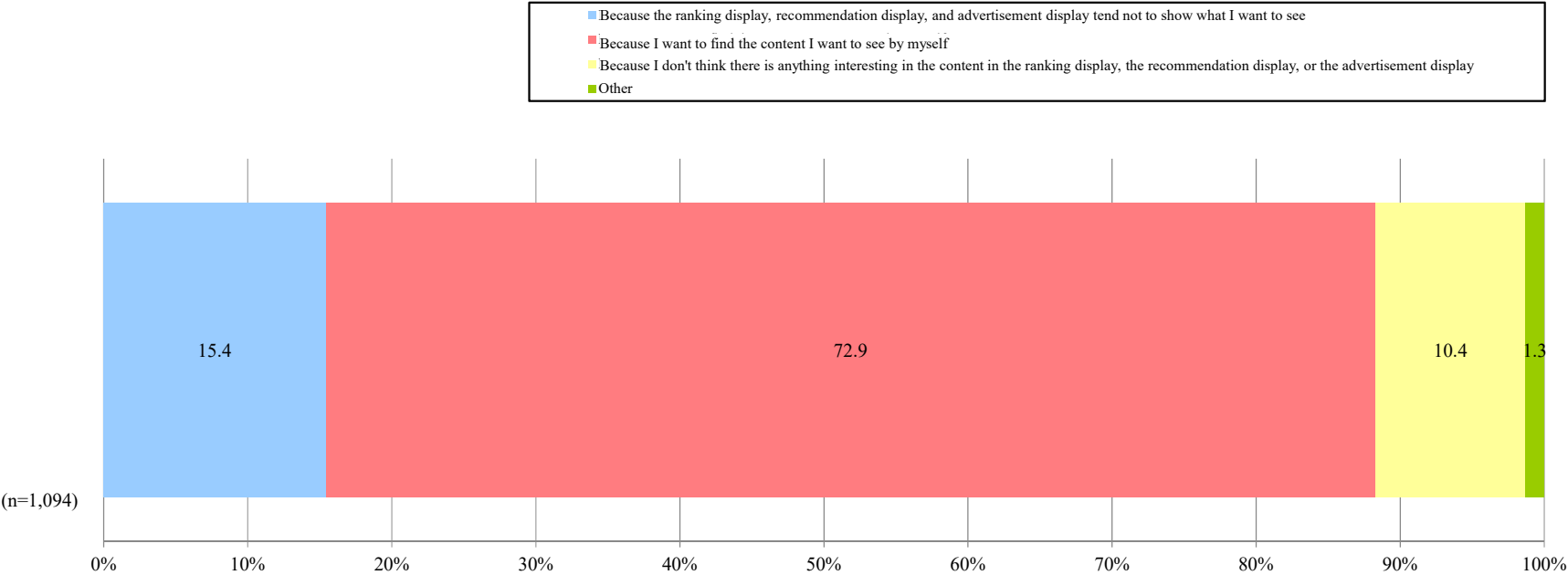
Responses	Number of responses	Share
I'm always referring to it	159	8.0
I refer to it from time to time	747	37.4
I seldom refer to it	559	28.0
I never refer to it	535	26.8
Number of Respondents	2,000	100

Q6_3_A Please tell us why you view content by referring to the ranking display, recommendation display, or advertisement display. Please select the most applicable. [Select one]



Responses	Number of responses	Share
Because the ranking display, recommendation display, and advertisement display tend to show what I want to see	386	42.6
Because it is a hassle to find the content you want to see	195	21.5
Because the content in the ranking display, recommendation display, and ad display is probably interesting	321	35.4
Other	4	0.4
Number of Respondents	906	100

Q6_3_B Please tell us why you do not refer to rankings, recommendations, or advertisements when selecting content to watch. Please select the most applicable one. [Select one]



Responses	Number of responses	Share
Because the ranking display, recommendation display, and advertisement display tend not to show what I want to see	169	15.4
Because I want to find the content I want to see by myself	797	72.9
Because I don't think there is anything interesting in the content in the ranking display, the recommendation display, or the advertisement display	114	10.4
Other	14	1.3
Number of Respondents	1,094	100