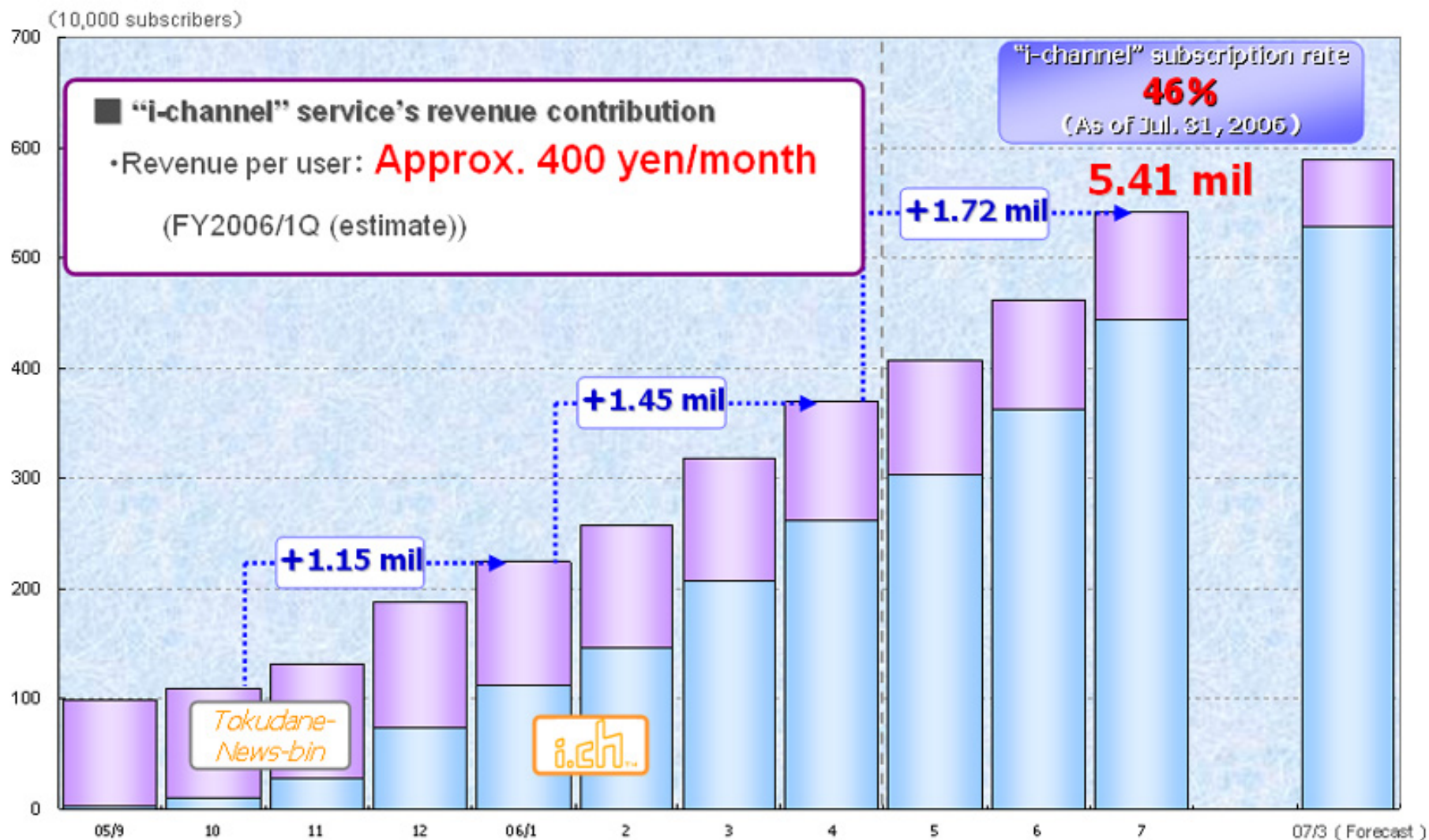


17 Create New Revenue Sources (2) Boost Usage

Uptake of push information delivery services ("i-channel" + "Tokudane-News-bin") has been growing at a rapid pace.

Boost usage through push information delivery service



* "i-channel" subscription rate: No. of "i-channel" subscribers/Total users of compatible handsets