

- Uptake of “Chaku-Uta Full ®”, “Music Channel” services have grown favorably
- Aim to create a new music environment with “Napster™”, which offers unlimited access to music for a flat rate

Music Services

Music service usage

◆ Chaku-Uta Full®

◇ Usage rate*: **Approx. 40%**

◇ Average downloads:
4.4 songs/month
(For Sept. 2006)

*Usage rate: No. of users/No. of compatible handset subscribers



◆ “Music Channel”

◇ No. of “Music Channel” subs: **14,800**
(As of Oct. 19, 2006)

◇ Subscription rate: **Approx. 30%**
(For Sept. 2006)

* Subscription rate: No. of Music Channel subs/No. of compatible handset users



■ “Napster™” for unlimited access to music at flat-rate

DoCoMo phones allow users to carry music after transferring from PCs

■ Over 1.5 million foreign and Japanese songs

■ Unlimited access for a flat monthly
rate of 1,980 yen (tax included)

■ More compatible models to be added in the future

【Compatible models: F903i, D903i, SH903i, F902iS, D903iTV, F903iX HIGH-SPEED】

