



YAHOO! JAPAN

Yahoo! JAPAN Media Guide

March 2023

LY Corporation

<https://www.lycbiz.com/jp/>

© LY Corporation

Getting what I want in no time.
Knowing what I want in no time.
As we make the world more convenient,
people get more freedom and more fulfilling lives.
We will unleash everyone's potential
with our world-class services.
Erasing the online-offline boundaries,
we will make Japan the most convenient place
in the world to live.

The logo for Yahoo! Japan, featuring the word "YAHOO!" in a large, bold, red serif font, with "JAPAN" in a smaller, red serif font directly below it.

Yahoo! JAPAN Topics

No.1 in the number of internet service users for two consecutive years in a survey by a third-party organization

During the COVID-19, Yahoo! JAPAN's wide range of services and information attracted users' interest and received high marks in Nielsen's ranking in 2022, as it did in 2021.

TOPS OF 2022: DIGITAL IN JAPAN Total digital reaches: No.1

| Rank | Service name | Average monthly reaches (%) | Unique audiences |
|------|--------------|-----------------------------|------------------|
| 1 | Yahoo! JAPAN | 68.3 | 84,984,390 |
| 2 | Company A | 66.1 | 82,248,956 |
| 3 | Company B | 59.5 | 74,002,998 |
| 4 | Company C | 57.8 | 71,986,593 |
| 5 | Company D | 51.2 | 63,750,019 |

Launch of special website on improving advertising transparency

In July 2022, Yahoo! JAPAN was designated as a regulated entity under the "Act on Improving Transparency and Fairness of Digital Platforms." In response, we launched a special website that consolidate information on review standards and data handling.



March 2023 Launched "LYP Mileage", a mileage-based sales promotion service.

LINE Corporation, Yahoo Japan Corporation, and PayPay Corporation launched a mileage-based promotional service. This service allows users to cross the boundaries between offline and online shopping.



INDEX



01 Our media

| | |
|-------------------------------------|----|
| Anytime, anywhere | 06 |
| Wide range | 07 |
| Friendly media | 08 |
| About 83 billion monthly page views | 09 |
| 85% of Smartphone users | 10 |
| The one and only big data | 11 |
| Safety for everyone | 12 |



02 Our users

| | |
|------------------------|----|
| About 85 million views | 14 |
| All over Japan | 15 |
| 24 hours a day | 16 |
| Wide variety of users | 17 |
| The workforce loves us | 18 |
| Features of our users | 19 |
| Features of our users | 20 |



03 Others

| | |
|-----------------------------------|----|
| About our ad service | 22 |
| About using data in this document | 23 |
| Sources | 24 |
| Inquiry | 25 |



01 Our media

Anytime, anywhere

The number of users is the number of reasons to use Yahoo! JAPAN.

We offer useful services that meet a wide range of users' needs.

In every scene in Japan, there is Yahoo! JAPAN.



Wide range

Users in their 20s make up 10% of the total number of internet users in Japan.

About 90% of the preceding users use Yahoo! JAPAN on a daily basis.

The media has become indispensable for younger users as well.

Monthly active 20s users of Yahoo! JAPAN:

About **11** Million

The number of internet users of 20s in Japan:

About **12** Million

Friendly media

Regardless of age groups and genders, Yahoo! JAPAN attracts massive number of users.

Many users are "in the habit" of using.

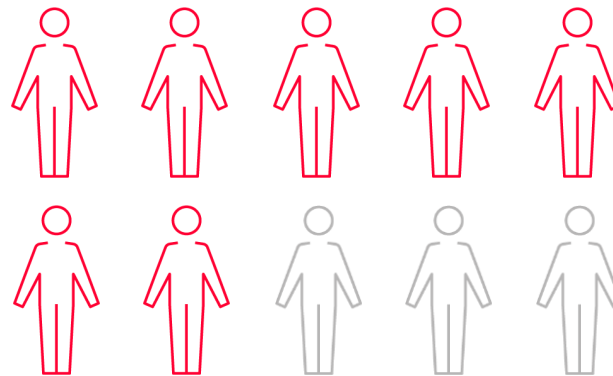
The media has become a familiar medium for users that seek for a wide range of information.

● Why use Yahoo! JAPAN

- 1 **Because it's a habit.**
- 2 Because it is easy to find the information I want.
- 3 Because there is wide range of information



● About 70% of internet users say

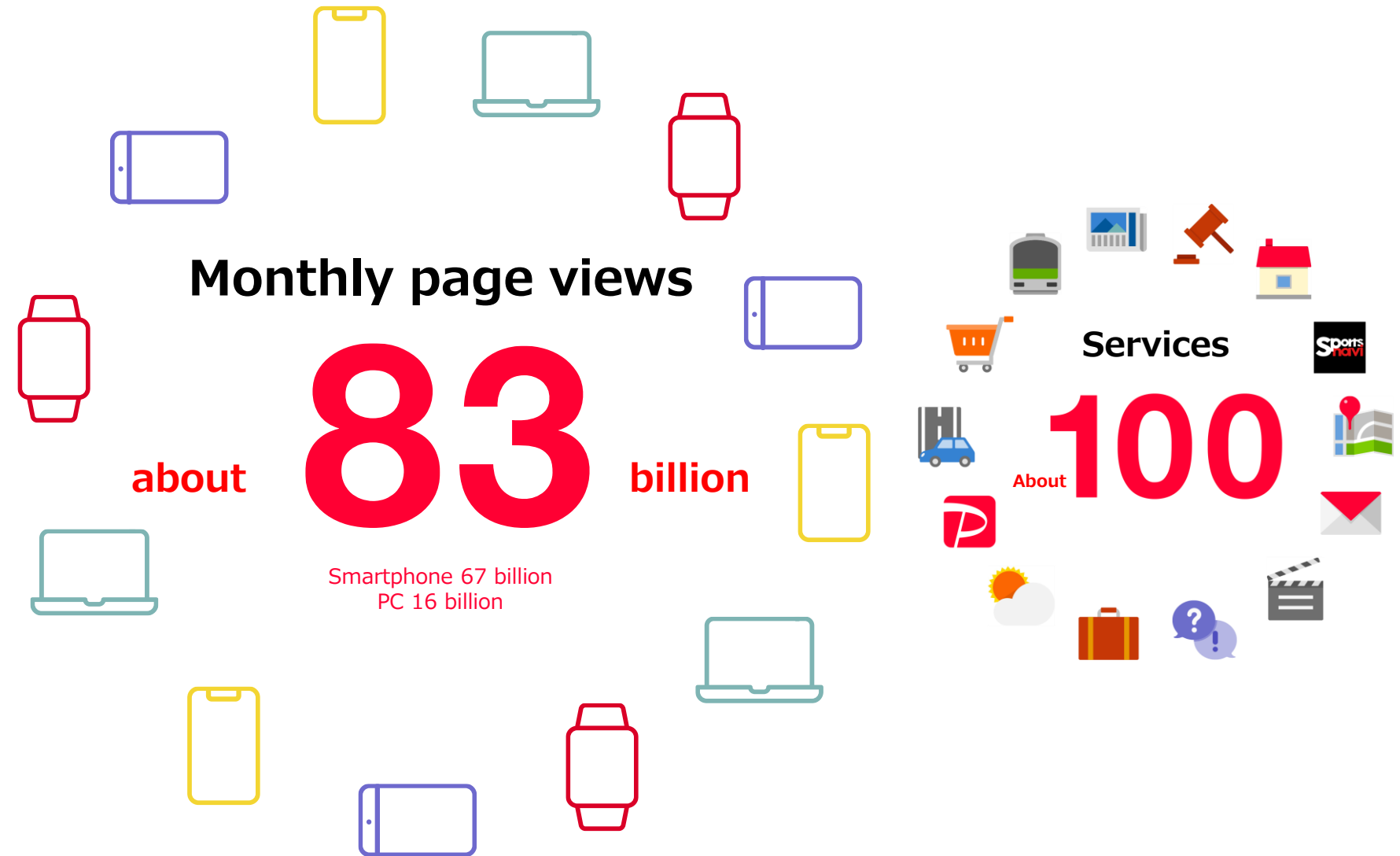


**It's
friendly**

About 83 billion monthly page views

We offer about 100 services such as search, map, Chiebukuro (question and answer), smartphone payment.

Our monthly page views are among the largest in Japan.

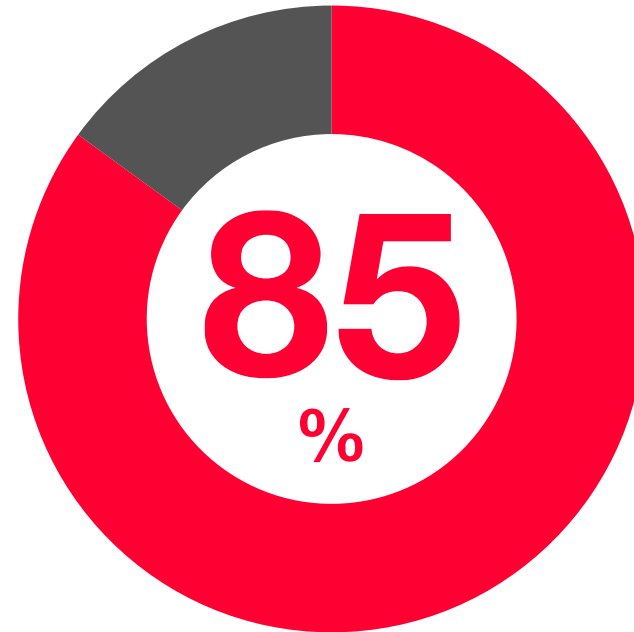


85% of smartphone users

Among internet users in Japan, we reach over 80% of smartphone users and over 60% of PC users.

We are a media that delivers information to users all over Japan through various devices.

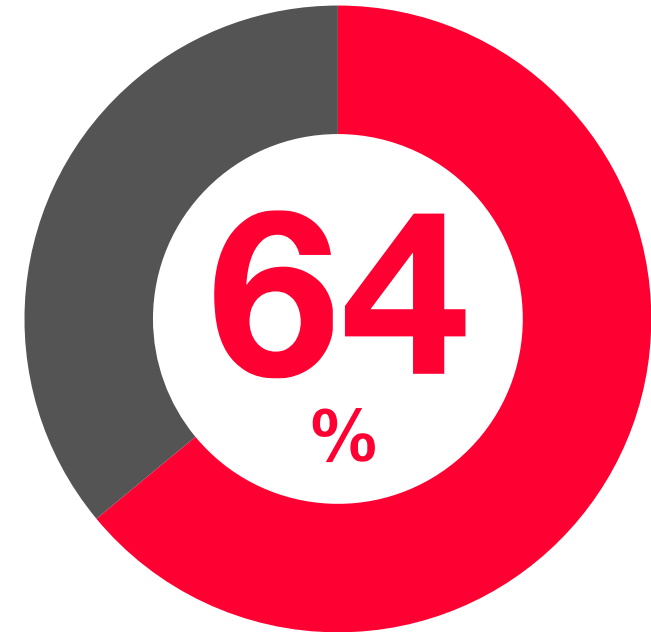
Smartphone



Monthly active users of Yahoo! JAPAN: About 76 million

Monthly active users in Japan: About 89 million

PC



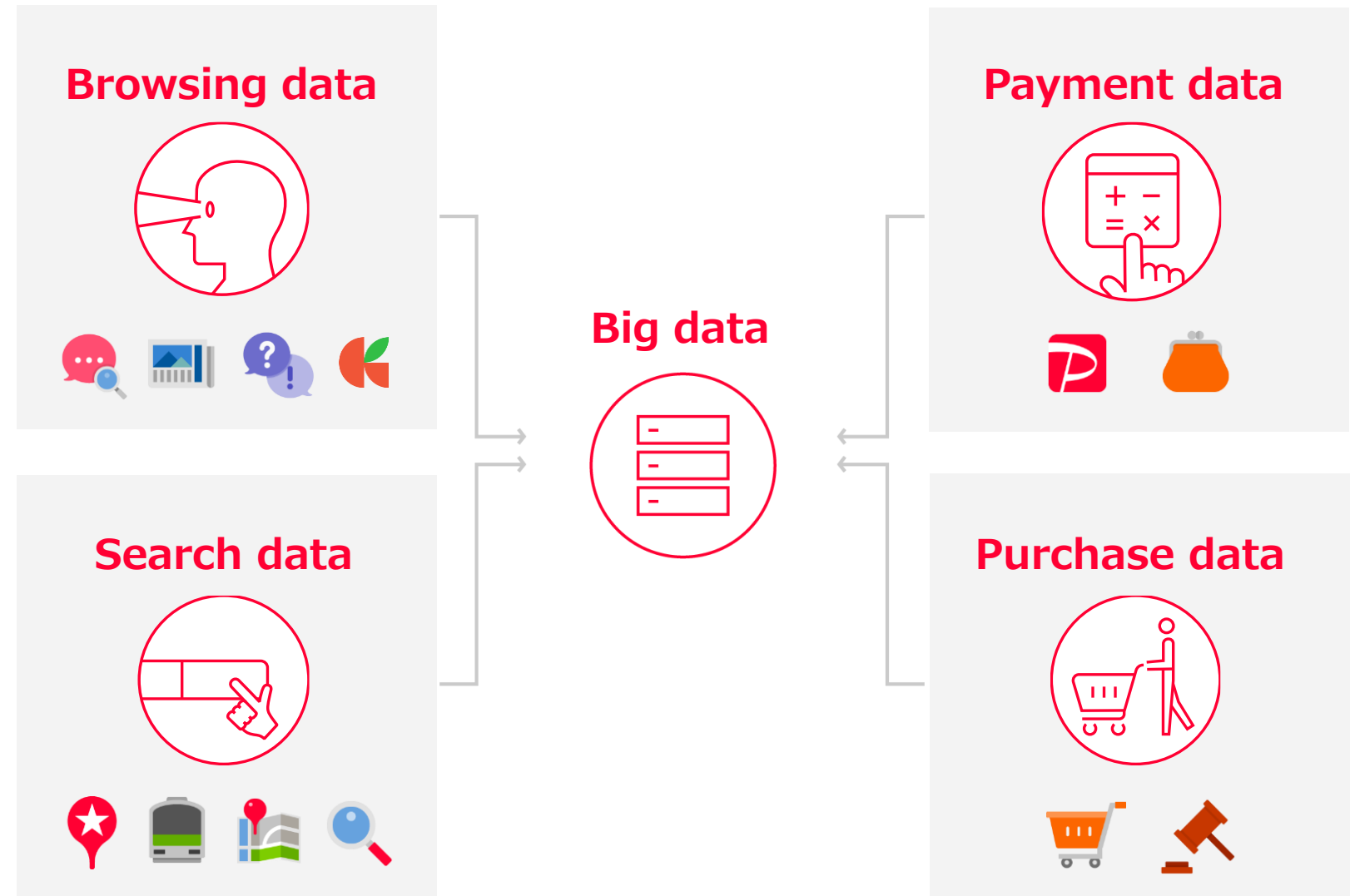
Monthly active users of Yahoo! JAPAN: About 18 million

Monthly active users in Japan: About 28 million

The one and only big data

We get more than 8.5 billion kinds of search terms. The data volumes and variations stored daily across about 100 services are among the largest in Japan.

It is a media that lets you use high-quality multi-big data based on user insights for your marketing strategies.

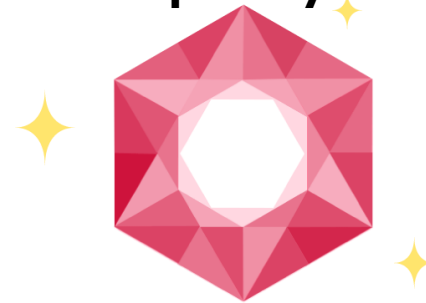


Safety for everyone

Yahoo! JAPAN aims to provide services that will satisfy the needs of internet users, advertisers, and our partners.

We will work on clarity and quality improvements and provide information and feedback as regularly as possible.

Diamond of advertising quality

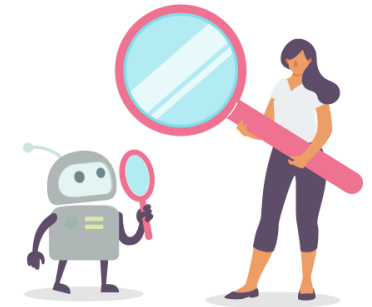


(Three values and six measures)

Guidelines to keep the quality



Approval system to keep the quality



We regularly publish a "Transparency report on ad service quality" report that summarizes our review results to improve ad service quality.

[Click here to learn more](#)





02 Our users

About 85 million viewers

A significant number of smartphone and PC users in Japan visit Yahoo! JAPAN.

More than 80% of internet users in Japan connect to the internet daily.

Monthly active users of Yahoo! JAPAN

About **85** million

The number of Internet users in Japan

About **100** million

All over Japan

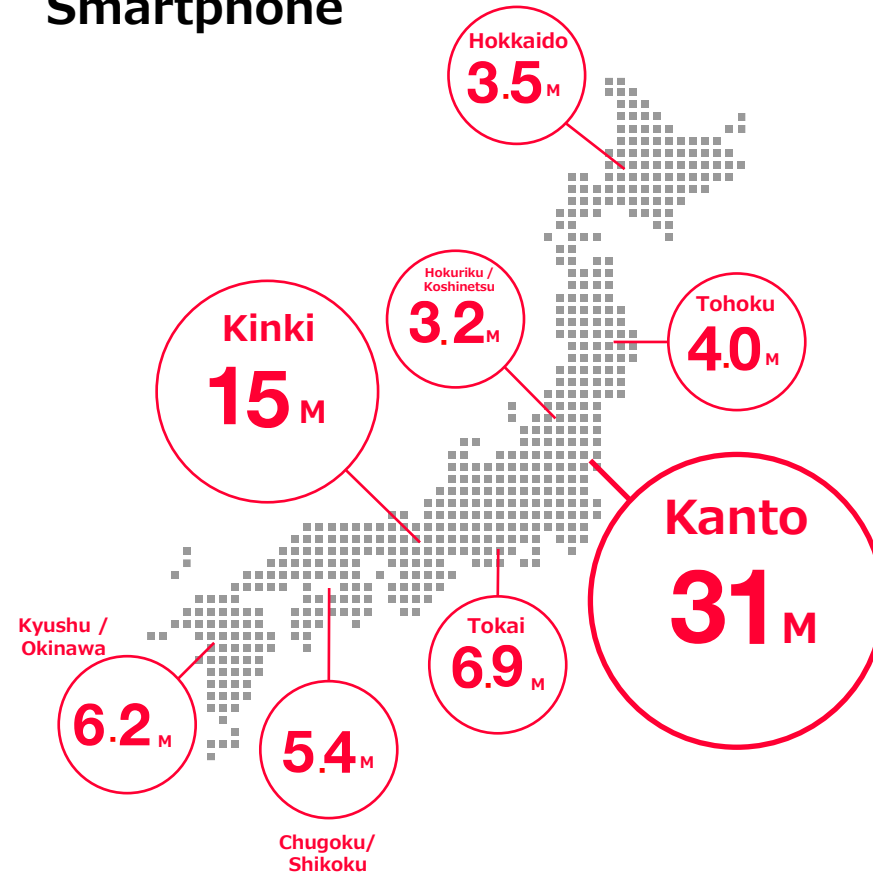
Anywhere in Japan, there are Yahoo! JAPAN users.

We have users all over Japan, from Hokkaido in the north to Okinawa in the south.

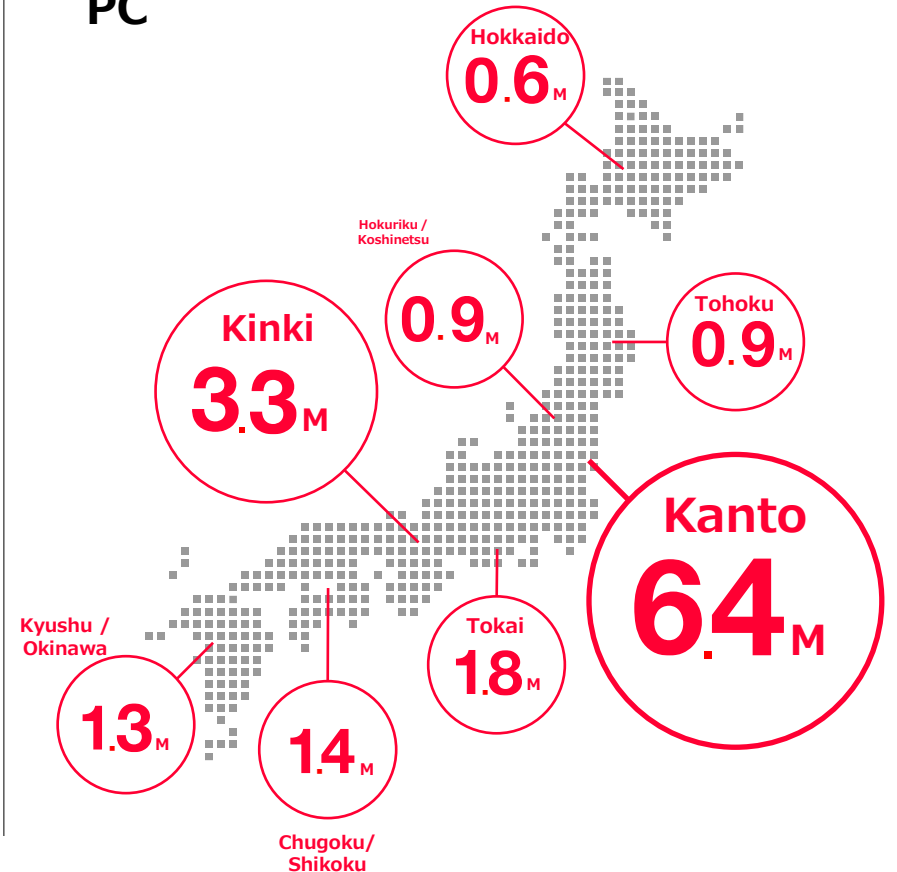
Yahoo! JAPAN can deliver information to the majority of users in each location.

By area Monthly active users

Smartphone



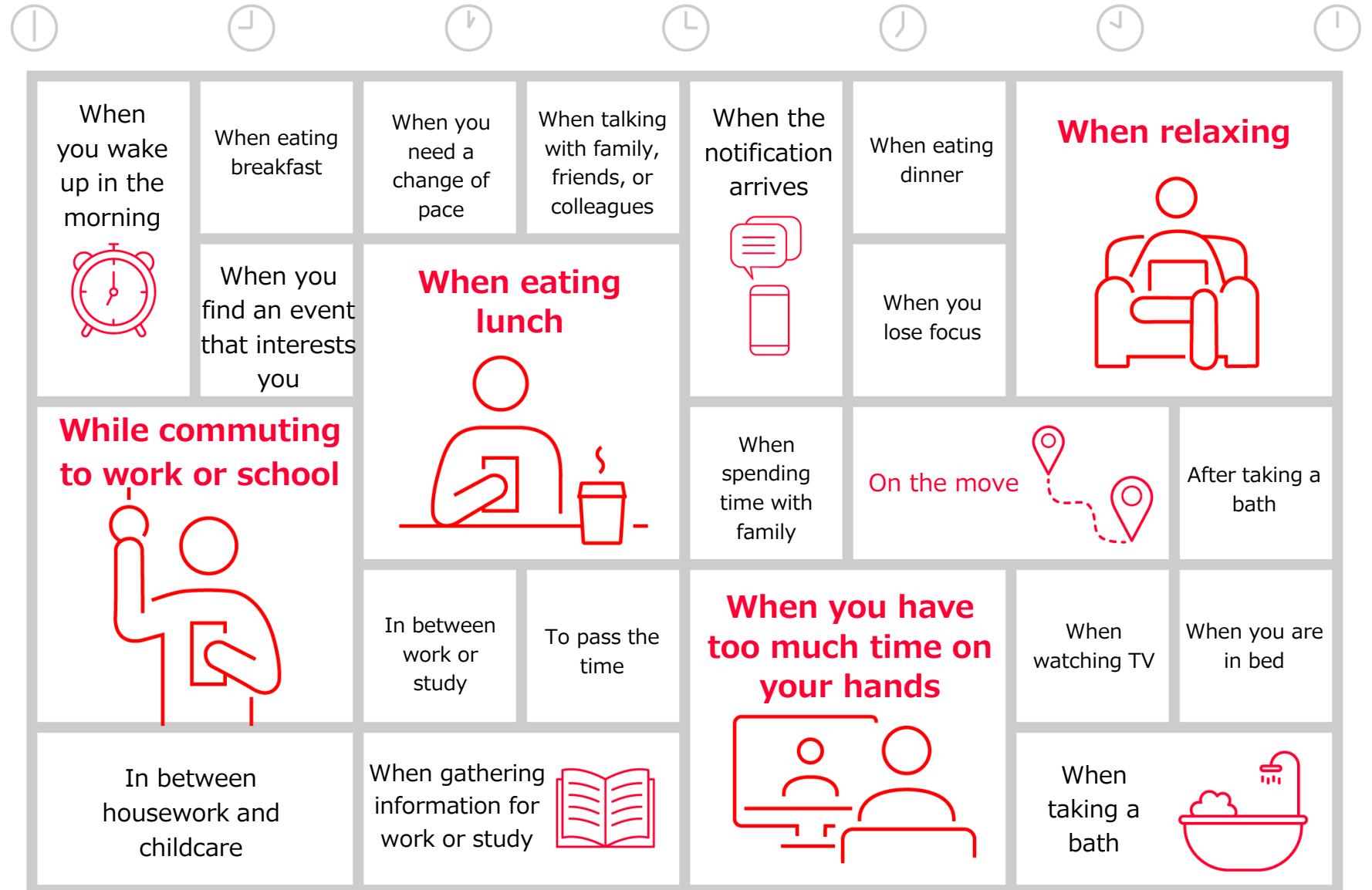
PC



24 hours a day

From the time you wake up in the morning to the time you relax before bedtime.

A broad range of people uses Yahoo! JAPAN in their daily lives.

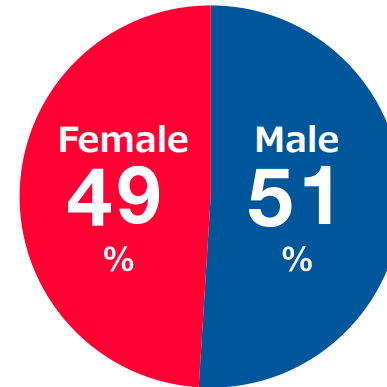


Wide variety of users

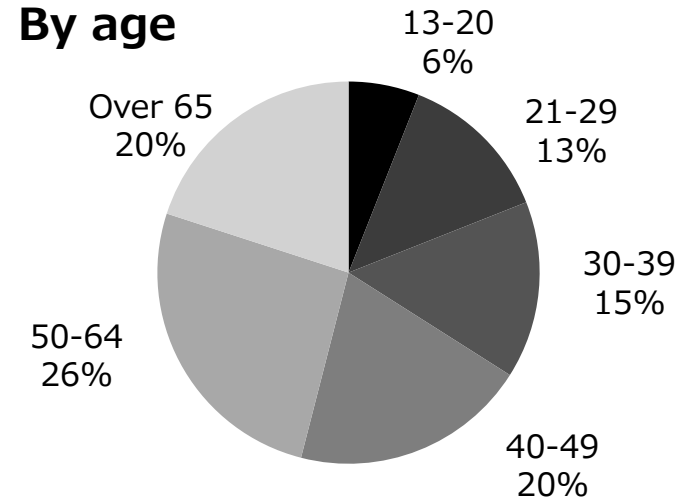
Among Yahoo! JAPAN users, there is no majority.

You can evenly deliver information to any target audience.

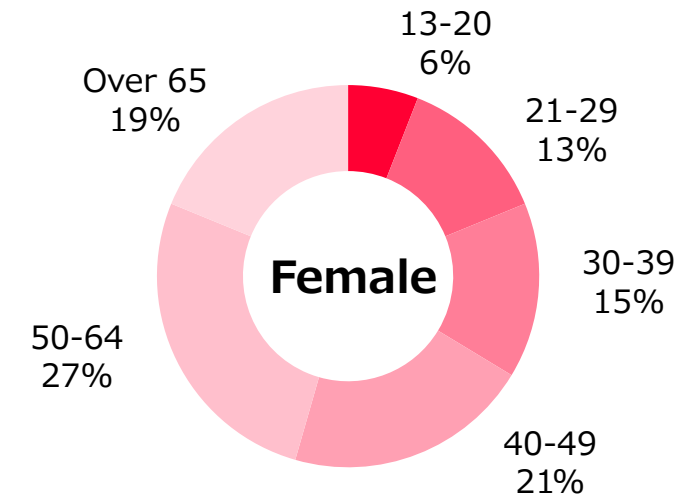
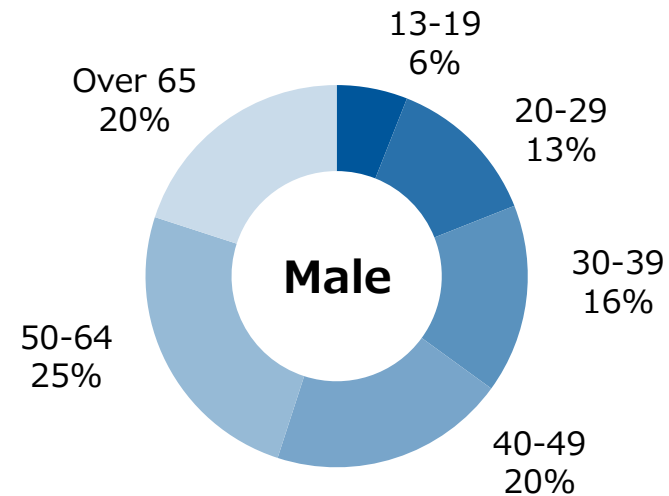
Gender



By age



Gender and age groups



The workforce loves us

About 60% of Yahoo! JAPAN users are employed.

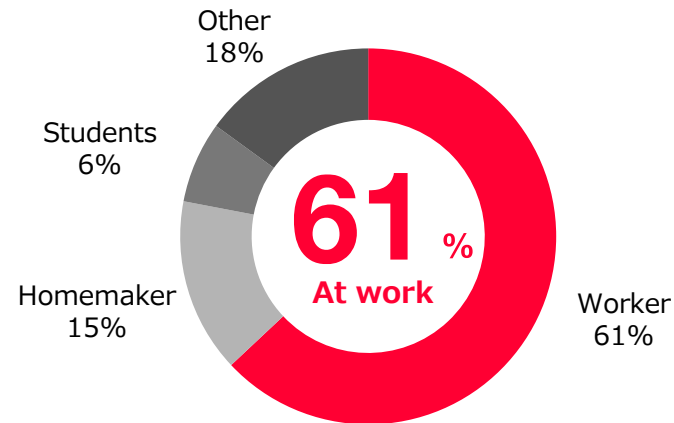
The smartphone users' employment rate is around the same as the PC users'.

About half the users earn more than the average annual income in Japan.

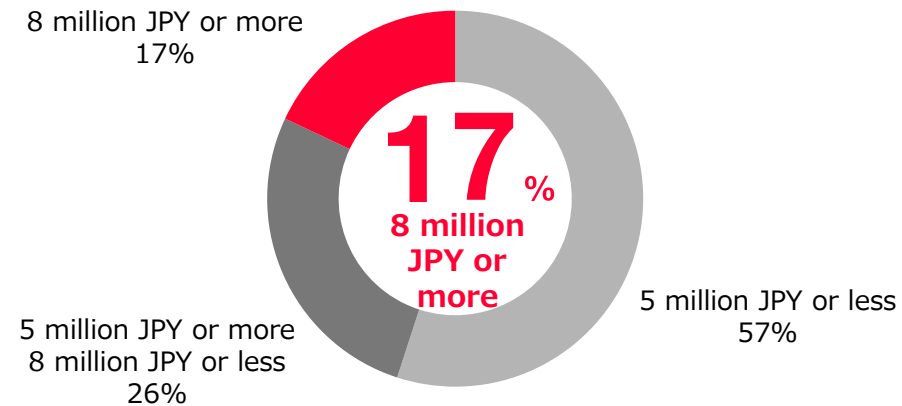
Yahoo! JAPAN has a wide range of users, from the average income earner to the wealthy.

Smartphone

Employment status

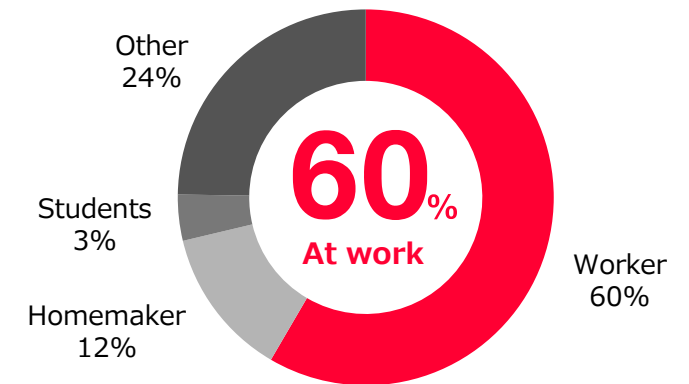


Annual income

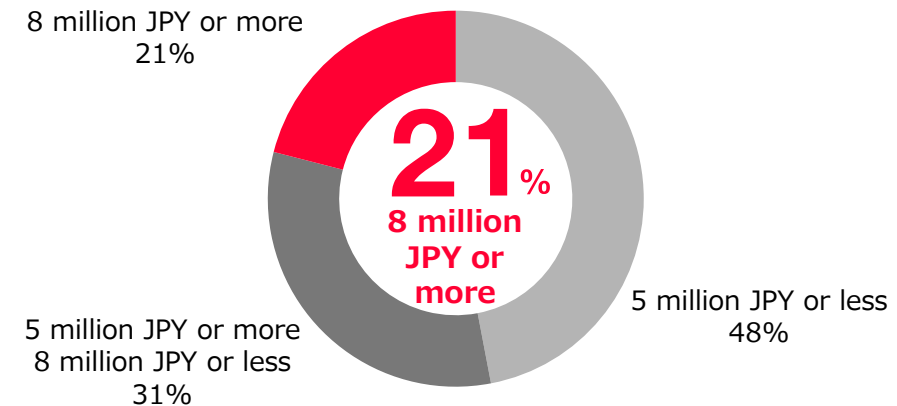


PC

Employment status



Annual income



Features of our users

Characteristics of male users

More than 40% of male users in their teens to 30s watch sports both online and offline.

More than 40% of users also play sports or do exercise.

I found this event when I was looking for the **game updates**. I shared it with my friends in a second.



10s

Hobby: Games, animation, music
Interests: Sports, music, travel

- High interest in trends.
- Connections with other people are important.
- If it's interesting, Like! and share.

I make reservations for **popular restaurants** during work breaks. I like socializing with people, but I also like spending time alone.



20s

Hobby: Games, animation, music
Interests: Sports, music, cooking

- High interest in hot spots.
- I like being with my close friends.
- I'm trying to find ways to enjoy life at home.

I check the latest news when I wake up.

I want to be updated both at my job and in private.



30s

Hobbies: Games, animation, domestic travel
Interests: Sports, cooking, investing

- I prefer to do things at my own pace.
- I also cherish being alone.
- I am health conscious

Features of our users

All age groups tend to be highly interested in world events.

Many people are exposed to the news not only online but also offline.

Female users in their 20s to 40s are more likely to research their interests and concerns on the internet .

Listen to a favorite music for refreshment or change.

Try things immediately once I get interested.



20s

Hobbies: Listening to music, shopping, animation
Interests: Cooking, fashion, beauty

- Meeting new people is fun.
- If I like the product, I share the information.
- I have a passion for interior design and home appliances.

I gather information on where to travel and what kind of clothes to buy.



30s

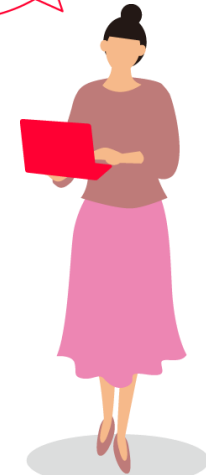
Hobbies: Listening to music, shopping, domestic travel

Interests: Cooking, fashion, parenting

- I like being with my close friends.
- Gather information during lunch.
- I want to try the recipes I'm interested in.

Check the news at work.

I make the most of my time by watching dramas in my spare time.



40s

Hobbies: Shopping, reading, walking

Interests: Cooking, travel, health

- I don't want to worry about others.
- I prefer spending time at home rather than going out.
- High interest in news and sharing opinions.

etc

03 Others

Ad

A service that allows you to deliver advertisements in Japan's leading media.

One-stop solution for delivering advertisements according to your goals, from recognition to acquisition and retention

■ Yahoo! JAPAN Ads Search Ads

Attract highly interested prospects

Search Ads show your ad on the search result page. Reach people who search "now"



■ Yahoo! JAPAN Ads Display Ads (Guaranteed)

Display Ads (Guaranteed) contributes to branding with diverse and rich advertising expressions.

It delivers high visible image and video ads on Yahoo! JAPAN's homepage and our pages, including Yahoo! JAPAN News. Strongly promote products and services to users with significant exposure



■ Yahoo! JAPAN Ads Display Ads (Auction)

Approach potential customers

You can reach out to potential customers who are browsing the content pages of Yahoo! JAPAN! and its partner sites and who may be interested in your products and services.



■ Commerce Solutions

Yahoo! JAPAN Shopping Ads

Promote to highly motivated Yahoo! Shopping users from product awareness to purchase in one step.



Sales Promotion / O2O

O2O solution that combines advertising and sales promotion

Integrated online/offline marketing solution that covers all stages of awareness, arousing interest, and purchasing.

■ Yahoo! JAPAN Sales Promotion PayPay Gift point type

It is ideal for promoting product purchases and online applications.

Users will enter the campaign, and if they win, they will receive PayPay points. Best practices include promoting the purchase of new or renewed products or as an incentive for online campaigns.



■ Yahoo! JAPAN Sales Promotion PayPay Gift payment-linked type

Ideal for attracting customers to visit the target store and for the promotion of specific products

Users who apply, win the campaign, and purchase applicable products receive PayPay points. It is an in-store sales promotion service based on payment via PayPay, a smartphone payment service.



Data Marketing Solutions

Solutions that leverage the huge volume and quality of data

The combination of advertising products helps in the decision-making of your marketing activities.



■ Yahoo! JAPAN Top-of-mind analysis

We visualize the recall of "products and services" from search data.

We analyze the order of products and services when searching to visualize the consideration process. Additionally, we extract potential customers (before they start considering) who are likely to recall the product or service and achieve efficient branding.

■ Yahoo! JAPAN Predictive funnel

We measure the volume of prospective customers based on their predicted scores

We visualize potential customers by scoring the likelihood of actions such as purchases and store visits in response to the advertiser's goals and issues and allocate them into a funnel.

■ Yahoo! JAPAN Conversion lift survey

Visualization of the conversion contribution of ad interactions.

We provide you with a report that shows how many users who have actually been exposed to your ads are converting (closing a deal), compared to users who have not been exposed to your ads.

■ Yahoo! JAPAN Store visit tracking

Visualization of the effects of visiting physical stores through ad interactions.

We track store visits using SoftBank Wi-Fi spots data and Yahoo! JAPAN's location data. Then provide statistical reports that visualize store visits.

■ Yahoo! JAPAN Search Lift Survey

Visualize the contribution to search made by ad delivery

Measure and analyze whether the number of searches for specific keywords such as brand name, product and service name, campaign name, etc. increased as a result of advertising by comparing ad viewers and non-viewers.

About Yahoo! JAPAN Media Materials ("Material") in print media, website content, etc. ("Use").

When you wish to use this material, let us know (1) the purpose of use and (2) the place of use (URL, etc.) before use.

You can use this material only if you receive a reply from us granting you permission to use it. You must comply with all of the following <Rules for use>.

[Contact us] Yahoo Japan Corporation: yj-mediaguide-inquiry@mail.yahoo.co.jp

<Rules for use>

■ About the source

When using this material, you must indicate the source. See the following example:

When we provide different instructions, follow them and state the source clearly.

(Example) Source: Yahoo! JAPAN Media Materials (revised March 2023) P (list the relevant pages)
https://s.yimg.jp/images/listing/pdfs/yj_mediaguide.pdf

■ About editing (modifying, etc.) this document

It is prohibited to edit, modify, or otherwise use or publish this material created by Yahoo Japan Corporation.

It is also prohibited to publish or use materials created using the contents of this document in a manner that makes it appear as if they were created by us.

Sources

| P | Item | Outline | Source |
|----|-------------------------------------|---|--|
| 03 | Yahoo! JAPAN Topics | No.1 in the number of internet service users | Source: Nielsen Digital "TOPS OF 2022: DIGITAL IN JAPAN" Ranking of the number of internet users/use hours in Japan in 2022 |
| | | Launch of special website on improving advertising transparency | Yahoo Japan Corporation Press release (October 3, 2022) |
| | | Launched "LYP Mileage" | Yahoo Japan Corporation Press release (March 1, 2023) |
| 06 | Anytime, anywhere | Using Yahoo! JAPAN | <p>Yahoo! JAPAN Research Survey contractor: Macromill Survey method: Online survey of Macromill monitors. Target group: Users who visit Yahoo! JAPAN at least one day a week, regardless of device. Nationwide, 3,720 men and women aged 15-69 (excluding housewives, others, and unemployed) Duration: November 16-17, 2022</p> <p>▼Based on answers to the following questions: Q. What websites or apps have you used in the last six months? Q. In what situations do you visit the Yahoo! JAPAN websites from home, work, school, or outside the home (for example, at a store) with your smartphone or PC?</p> |
| 07 | Wide range | Users in their 20s make up 10% of the total number of internet users in Japan | <p>Ministry of Internal Affairs and Communications, Statistics Bureau, "Estimates based on the 2022 Population Census" (Posted on December 20, 2022) Ministry of Internal Affairs and Communications "Communication Usage Trend Survey" (posted on May 27, 2022) *Calculated based on the statistics above →12.4 million/103 million=about 12% Internet users of 20s in Japan: population of 20s 12 million x internet usage rate of 20s 98.4% Internet users in Japan : total population 125 million x internet usage rate 82.9%=103 million</p> |
| | | Monthly active 20s users of Yahoo! JAPAN: about 11 million | "Nielsen Digital Content Ratings" (Monthly Total) Average monthly users, January-December 2022 [Calculated at Yahoo! JAPAN (brand level), Excluding duplicate users of smartphones and PC.] *Rounded to the first three significant digits. |
| | | The number of internet users of 20s in Japan: about 12 million | <p>Ministry of Internal Affairs and Communications, Statistics Bureau, "Estimates based on the 2022 Population Census" (Posted on December 20, 2022) Ministry of Internal Affairs and Communications "Communication Usage Trend Survey" (posted on May 27, 2022) *Calculated based on the total population and internet usage rate of 20s shown in the previous section → Population 12.6 million x 98.4% = 12.4 million *Rounded to the first three significant digits.</p> |
| 08 | Friendly media | The reason why use Yahoo! JAPAN/ friendliness | <p>Yahoo! JAPAN Research Survey contractor: Macromill Survey method: Online survey of Macromill monitors. Target group: Users who visit Yahoo! JAPAN at least one day a week, regardless of device. Nationwide, 3,720 men and women aged 15-69 (excluding housewives, others, and unemployed) Duration: November 16-17, 2022</p> <p>▼Based on answers to the following questions: Q. Why do you use Yahoo! JAPAN? Q. Which media do you think approachable?</p> |
| 09 | About 83 billion monthly page views | Yahoo! JAPAN monthly page views: About 83 billion | Yahoo! JAPAN Research Monthly average from January to December 2021 (excluding tablets and mobile phones) |
| | | Yahoo! JAPAN services: About 100 | Yahoo! JAPAN Research (As of March 2nd, 2023) |
| 10 | 85% of smartphone users | Reach rate of Yahoo! JAPAN: Smartphone 85%, PC 64% | <p>Created exclusively by Yahoo! JAPAN based on "Nielsen NetView/Mobile NetView Custom Data Feed." Smartphone: "Nielsen Mobile NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from smartphones (including app use)] PC: "Nielsen NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from PC from home (excluding internet app use)] *Percentages rounded to the nearest whole number; monthly active users rounded to the first three significant digits.</p> |
| 11 | The one and only big data | Annual unique queries: 8.5 billion | Yahoo! JAPAN Research (January-December 2022) |

| P | 項目 | コンテンツ・データ概要 | 出典 |
|----|------------------------|---|---|
| 14 | About 85 million views | Yahoo! JAPAN Monthly active users: About 85 million | "Nielsen Digital Content Ratings" (Monthly Total) Average monthly users, January-December 2022 [Calculated at Yahoo! JAPAN (brand level), Excluding duplicate users of smartphones and PC.] |
| | | The number of Internet users in Japan: About 100 million | <p>Ministry of Internal Affairs and Communications, Statistics Bureau, "Estimates based on the 2022 Population Census" (Posted on December 20, 2022) Ministry of Internal Affairs and Communications "Communication Usage Trend Survey" (posted on May 27, 2022) *Calculated based on the total population and internet usage rate shown in the previous section → Population 125.1 million x 82.9% = 103.7 million *Rounded to the first three significant digits.</p> |
| 15 | All over Japan | Monthly active users by area | <p>Created exclusively by Yahoo! JAPAN based on "Nielsen NetView/Mobile NetView Custom Data Feed." Smartphone: "Nielsen Mobile NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from smartphones (including app use)] PC: "Nielsen NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from PC from home (excluding internet app use)] *Rounded to the first three significant digits.</p> |
| 16 | 24 hours a day | Scenes of using Yahoo! JAPAN | <p>Yahoo! JAPAN Research Survey contractor: Macromill Survey method: Online survey of Macromill monitors. Target group: Users who visit Yahoo! JAPAN at least one day a week, regardless of device. Nationwide, 3,720 men and women aged 15-69 (excluding housewives, others, and unemployed) Duration: November 16-17, 2022</p> <p>▼Based on answers to the following questions by people who use Yahoo! JAPAN at least once a week. Q. In what situations do you visit the Yahoo! JAPAN websites from home, work, school, or outside the home (for example, at a store) with your smartphone or PC?</p> |
| 17 | Wide variety of users | Percentage of users per gender | <p>"Nielsen Digital Content Ratings" (Monthly Total) Average monthly users, January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Excluding duplicate users of smartphones and PC.] *Rounded to the nearest whole number.</p> |
| | | Percentage of users per age group | |
| | | Percentage of users per age group | |
| 18 | The workforce loves us | Average salary per paid employee: 4.43 million JPY | National Tax Agency JAPAN " Private salary fact-finding survey 2022 " Male: 5.45 million JPY, Female: 3.02 million JPY. |
| | | Percentage of users per job | <p>Created exclusively by Yahoo! JAPAN based on "Nielsen NetView/Mobile NetView Custom Data Feed." Smartphone: "Nielsen Mobile NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from smartphones (including app use)] PC: "Nielsen NetView" Monthly average from January to December 2022 [Calculated at Yahoo! JAPAN (brand level), Visits from PC from home (excluding internet app use)] *Rounded to the nearest whole number.</p> |
| | | Percentage of users per income | |
| 19 | Features of our users | Features of our users | <p>Yahoo! JAPAN Research Survey contractor: Macromill Survey method: Online survey of Macromill monitors. Target group: Users who visit Yahoo! JAPAN at least one day a week, regardless of device. Nationwide, 3,720 men and women aged 15-69 (excluding housewives, others, and unemployed) Duration: November 16-17, 2022</p> |
| 20 | Features of our users | Features of our users | <p>▼Based on answers to the following questions by people who use Yahoo! JAPAN at least once a week. Q. Select all the sports and hobbies that you usually do for yourself. (Select all that apply) Q. Select any category of information that interests you. (Select all that apply) Q. Select the one that is closest to your feelings about your everyday awareness and behavior. Q. In what situations do you visit the Yahoo! JAPAN websites from home, work, school, or outside the home (for example, at a store) with your smartphone or PC?</p> |

*Percentages in this material are rounded off to the first three significant digits or to the nearest whole number, and may not always add up to 100%.

[Contact us](#) about ad services.

*Give us a few days to respond.

YAHOO!
JAPAN

LY Corporation
Kioi Tower, Tokyo Garden Terrace Kioicho,
1-3 Kioi-cho, Chiyoda-ku,
Tokyo, 102-8282