

Insights Report

Japan

You  April 2020

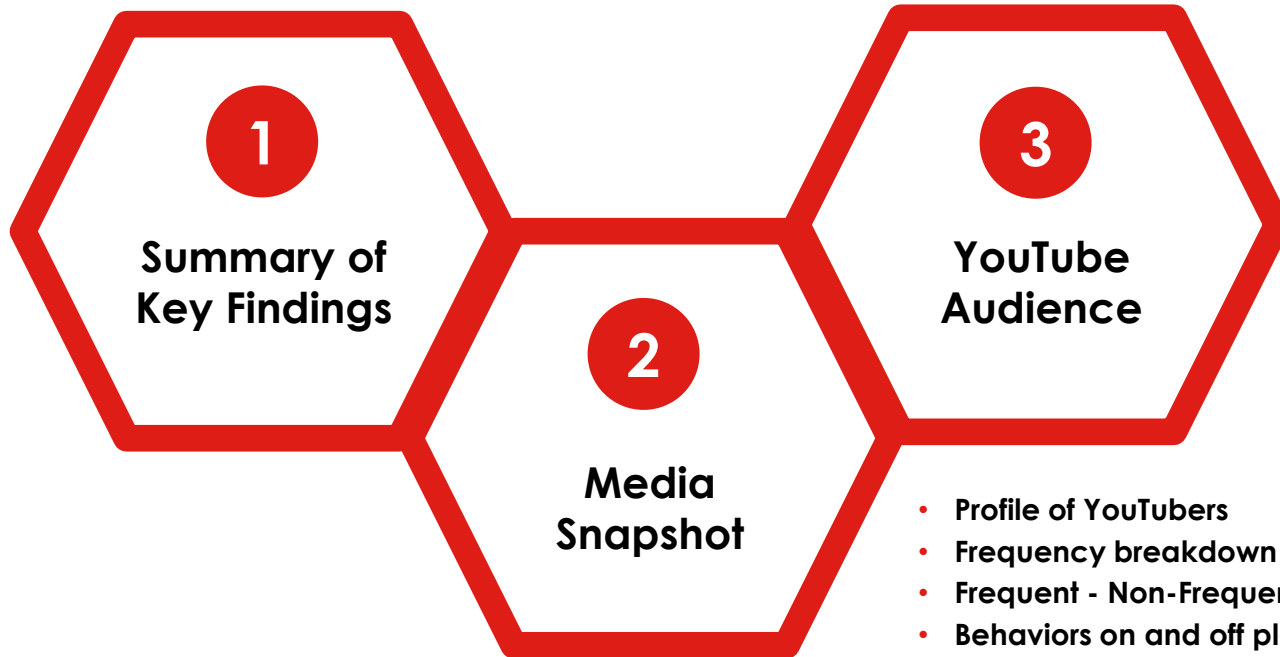




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Summary of **Key Findings**



1

YouTube is the highest reaching social media platform in Japan, but there has been some decline in usage since 2016

2

The #1 platform behavior on YouTube is “watching music videos”

3

When looking at the frequency breakdown of YouTubers in Japan, 1+ Daily Users represents the largest portion. They tend to be younger, male skewed, and early adopters of technology

4

1+ Daily Users of YouTube are most likely to follow singers, musicians, or bands on social media above all other types of people

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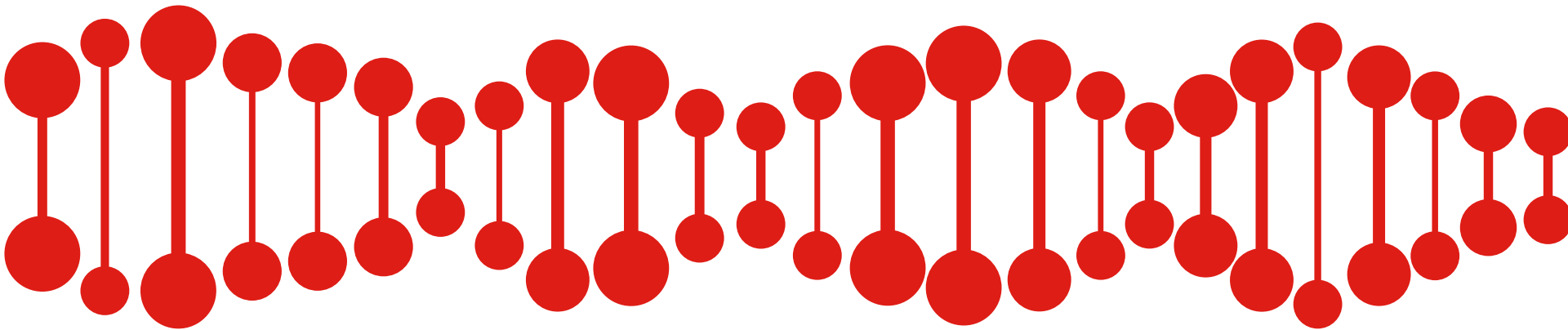
Over the past 3 years in Japan, there has been a significant increase in accessing information and entertainment content on social media

6

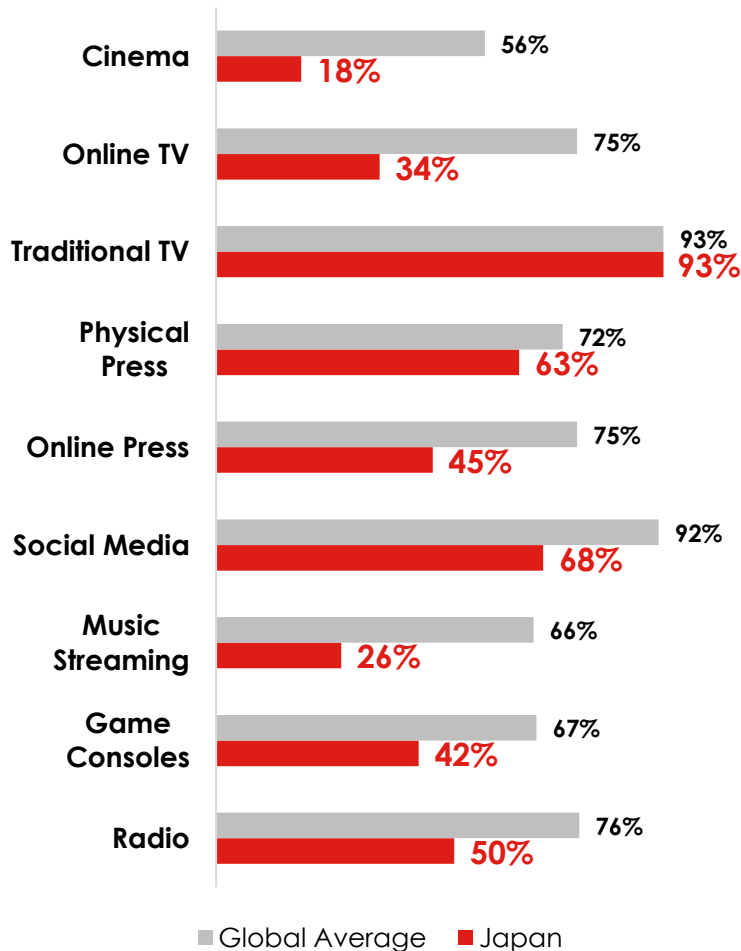
The two areas with the highest growth since 2016 have been ‘watching sports events’ (+153%), and ‘following celebrities / celebrity news’ (+71%) on social media



Media Snapshot



Japan v the World Consumption



When it comes to **media consumption in Japan**, the volume across most media channels is significantly lower compared to the global average.

Traditional forms of media such as TV and Physical Press **continue to remain strong** in Japan as online media grows.

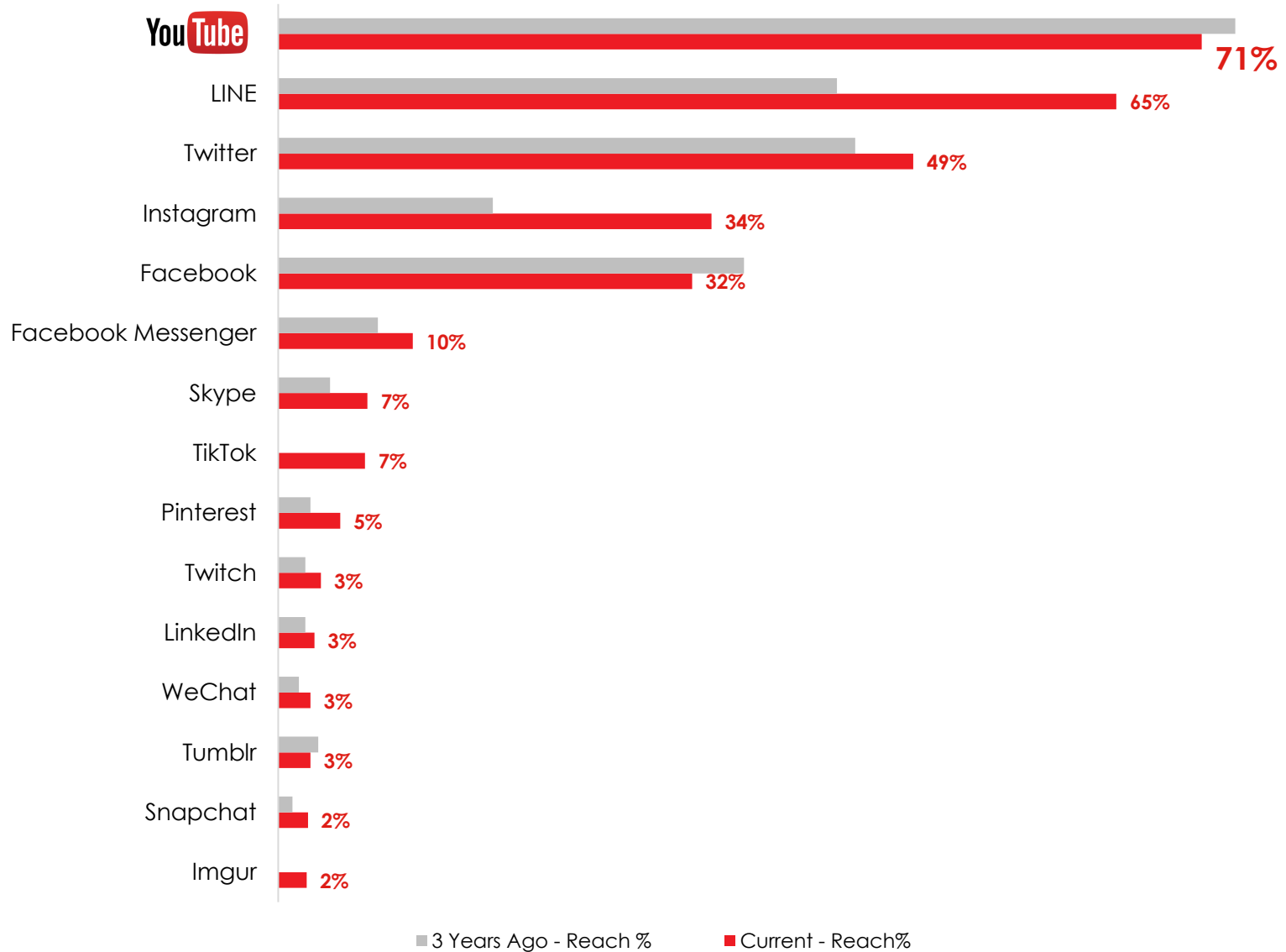
Social Media is emerging as a key media channel. It has strong engagement compared to other online forms of media in Japan. Platforms such as **YouTube, LINE, Twitter and Instagram** have a similar level of penetration in Japan compared to the rest of the world, and in some cases are above the global average when it comes to volume.

In the research we are finding that media channels such as **Online TV, Online Press, and Music Streaming** have **noticeably lower reach in Japan** compared to the global average.



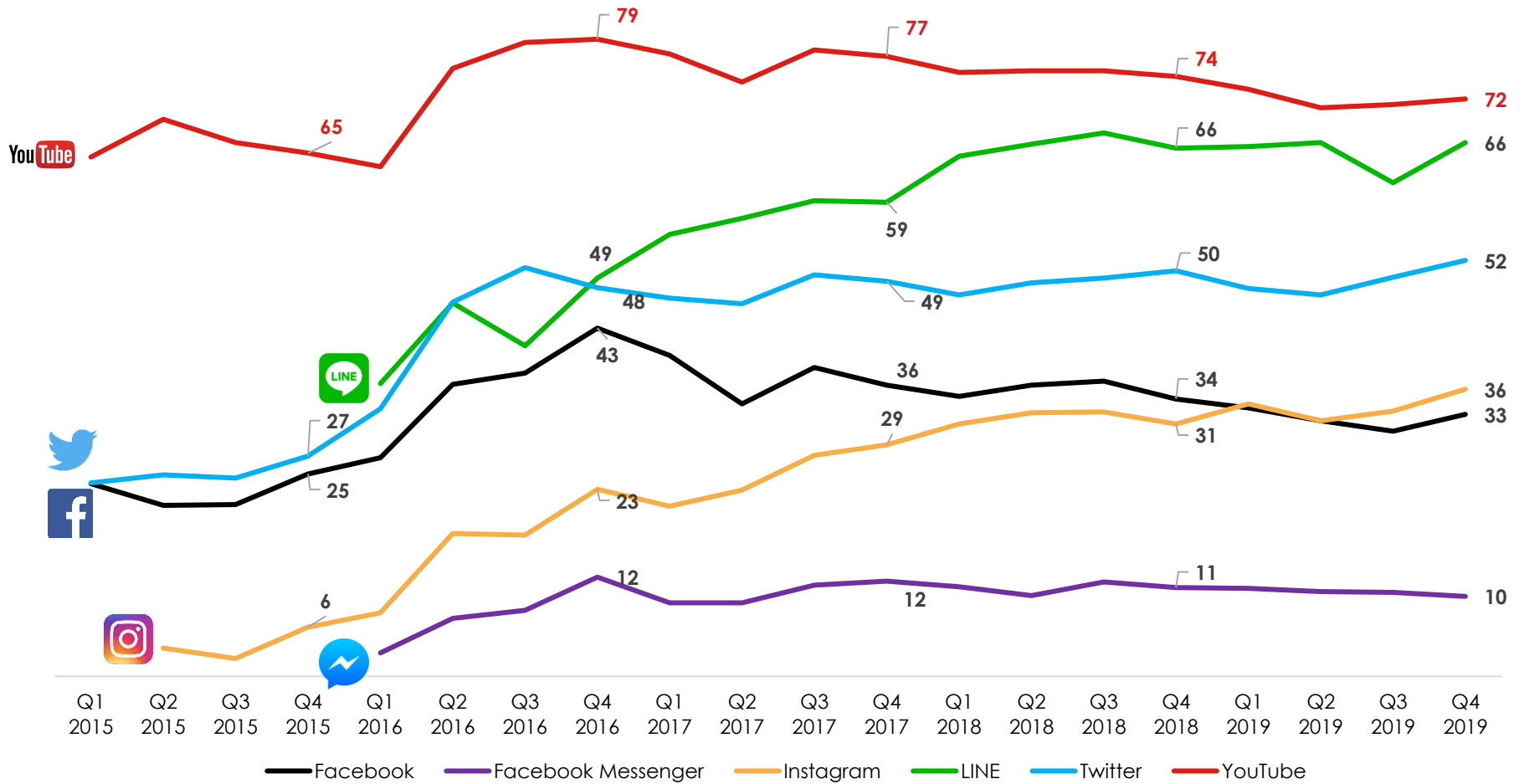
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Social Media Reach





Time Trend Analysis : Reach %





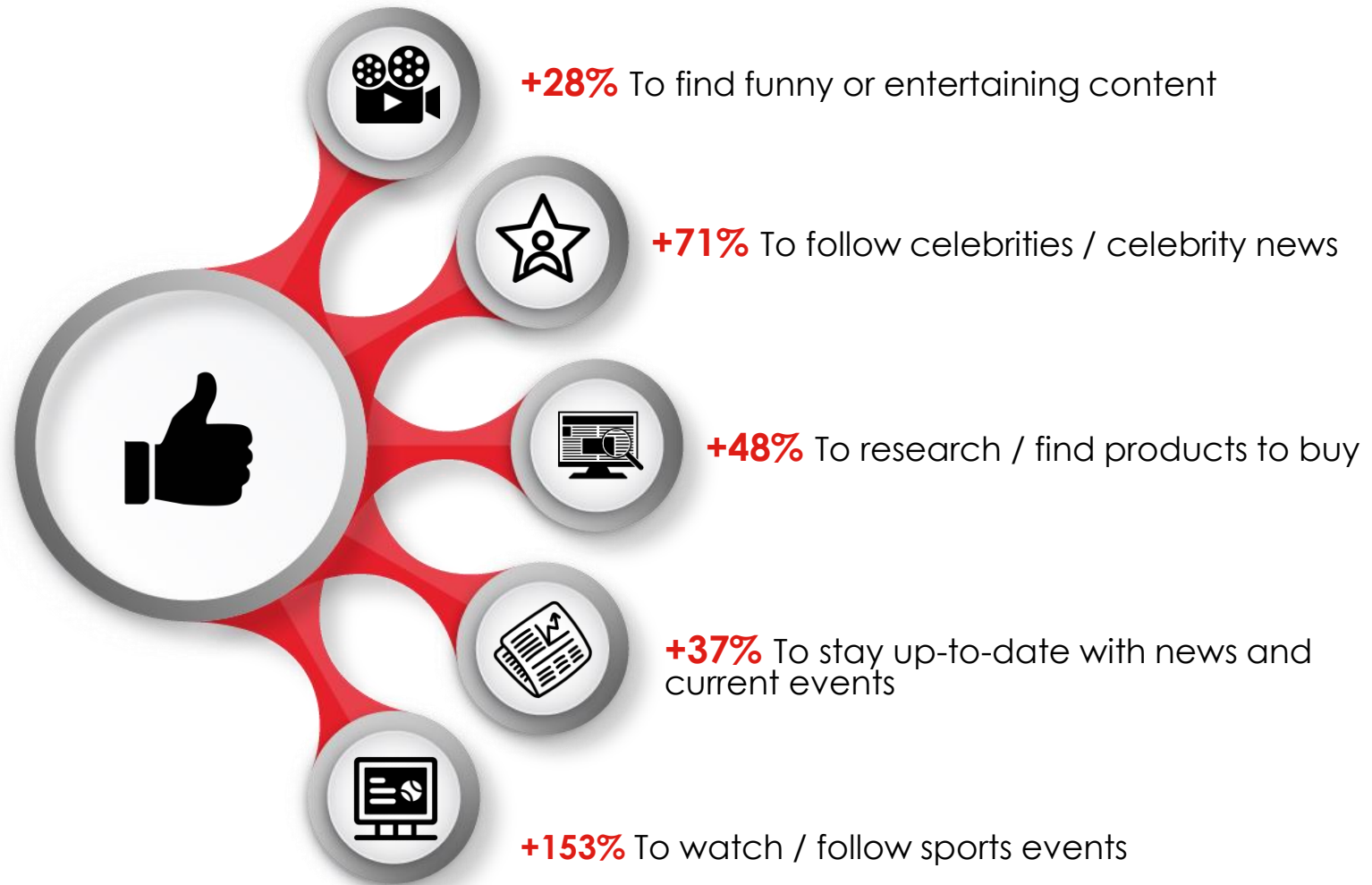
Top 5 reasons for using **Social Media**



Information & Entertainment Content on Social Media Growth Since 2016

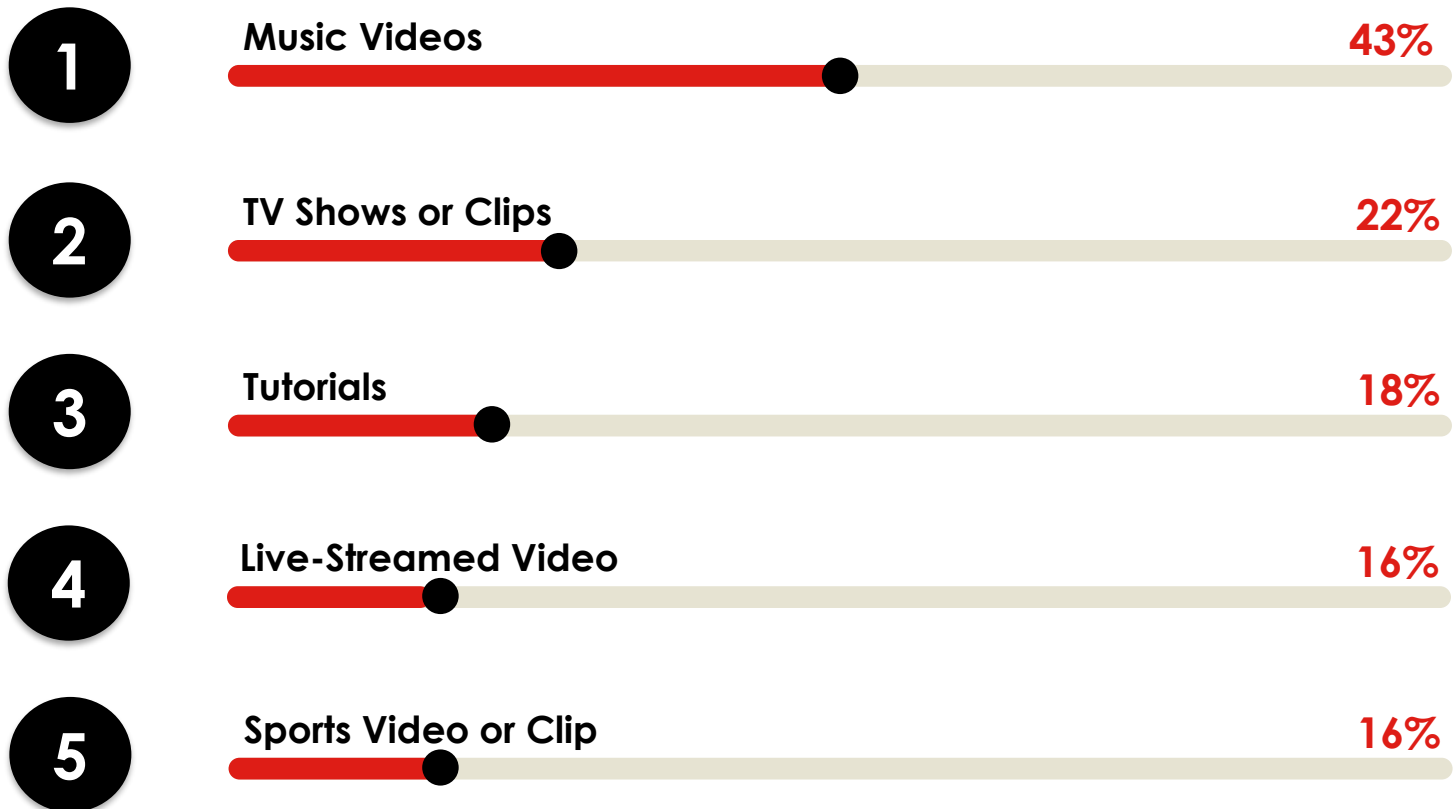


What are your main reasons for using Social Media?



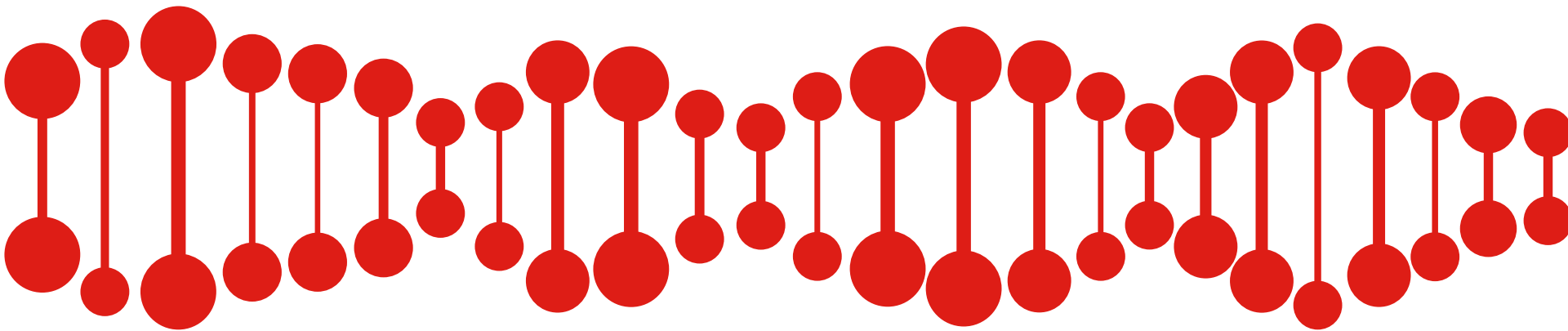


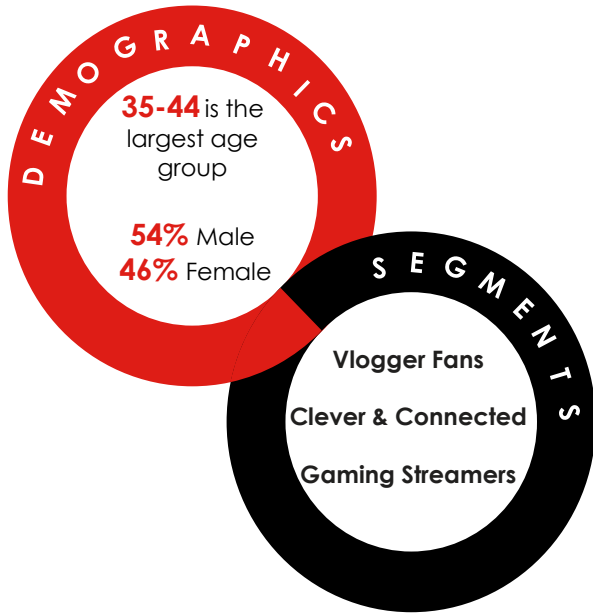
Top 5 behaviors on YouTube





YouTube Audience

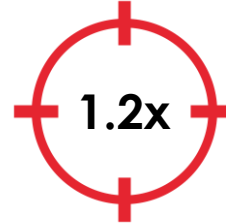




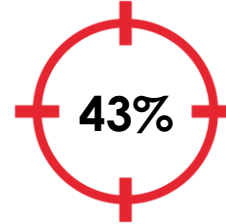
Fast Facts



People have visited **YouTube** in the **past month**

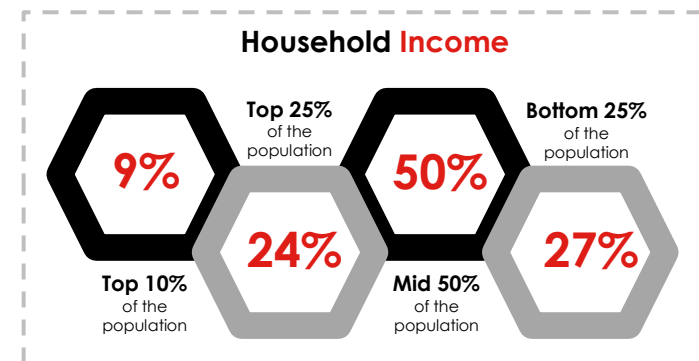
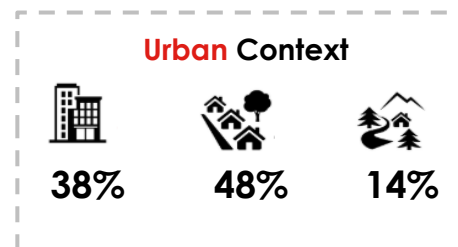
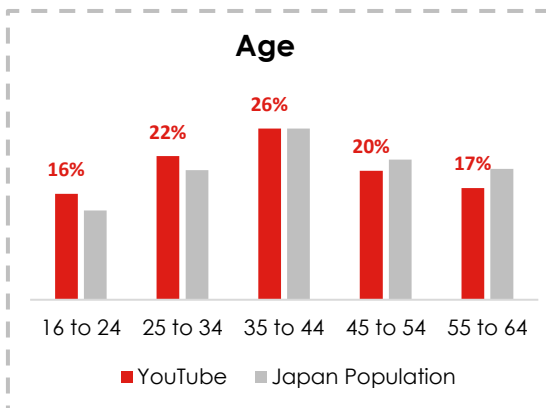


More likely to be **Students**

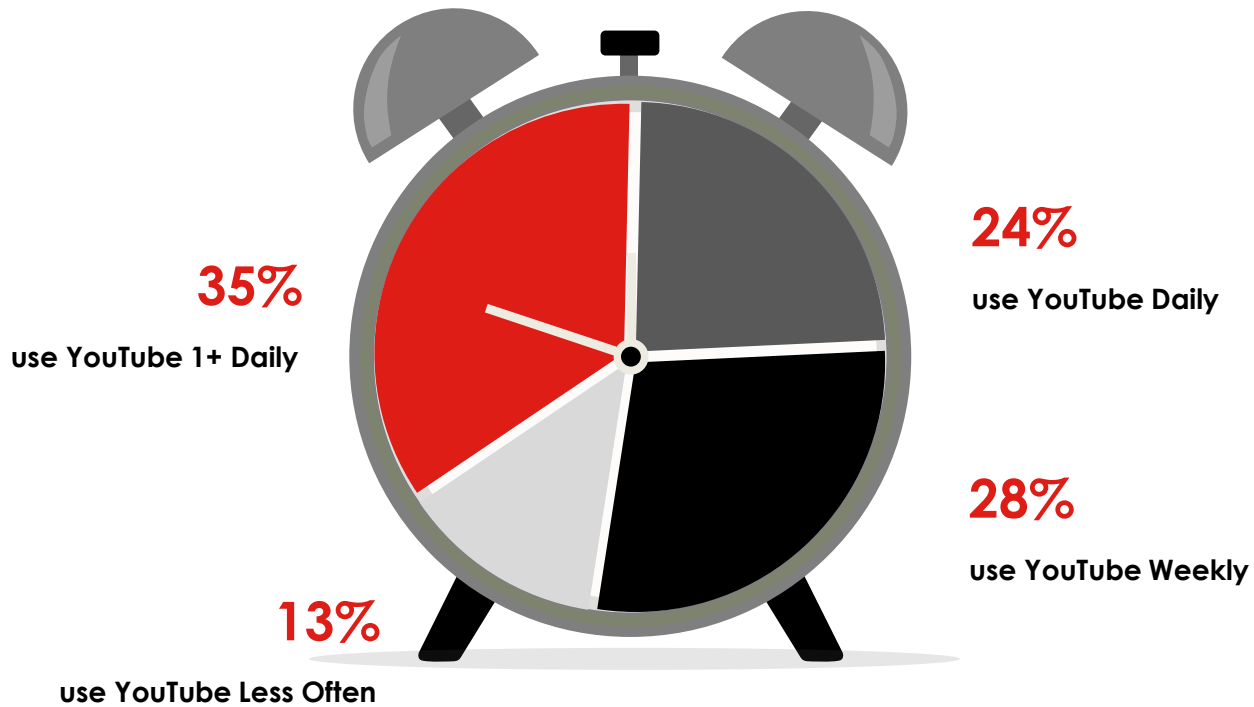


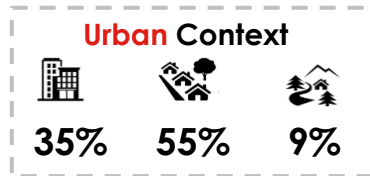
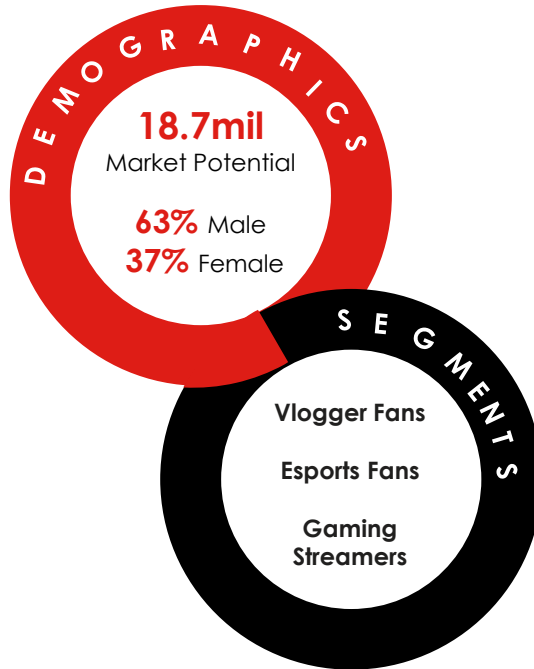
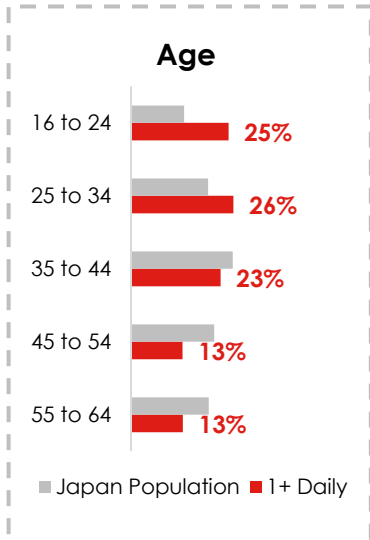
Watch **Music Videos** on the platform

Top Attitudes



Frequency breakdown





- ### People follow on Social Media
1. Singers, musicians or bands
 2. People you know in real life
 3. Brands you like
 4. Actors
 5. News / News media organisations

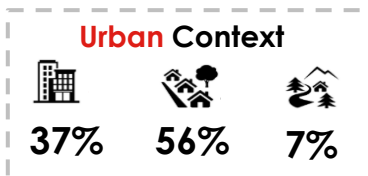
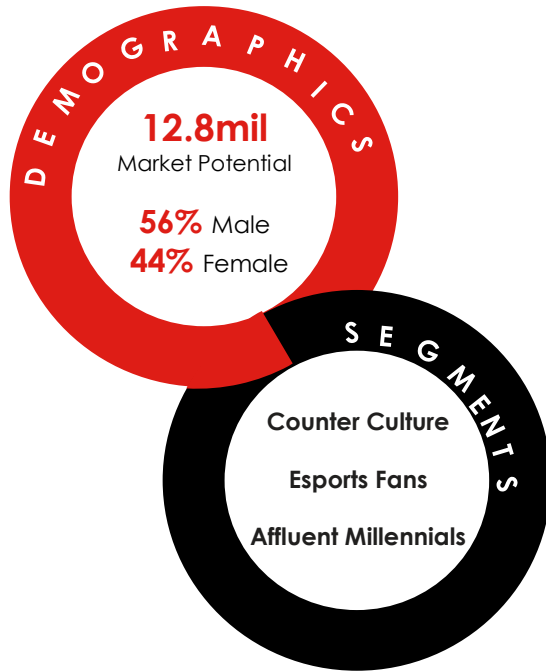
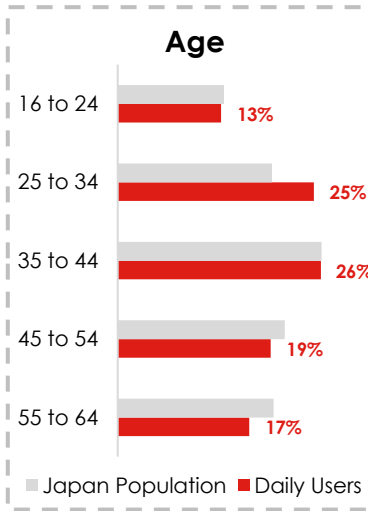


- 2x more likely to be **students**
- 63% are interested in **Music**
- Are interested in ...
 - Esports
 - Gadgets
 - Adventure
 - Celebrity News
 - Entrepreneurship
- Top Music Genres
 - Electro Pop
 - EDM
 - Electronic / Techno
 - Hip-Hop
 - Acoustic
- Music Streaming Platforms
 - Amazon Prime Music
 - Spotify
- A brands role in their life...
 - Offer customized / personalized products

Top Attitudes

- I am constantly connected online
- I tend to opt in for personalized loyalty rewards from brands
- Having the latest technological products is very important to me

Favorite Media Properties



- ### People follow on Social Media
1. People you know in real life
 2. Singers, musicians or bands
 3. Brands you like
 4. Actors
 5. News/Media Organisations



1.5x more likely to use a **Music Streaming Service**

Are interested in ...

- Extreme Sports
- Esports
- Gambling
- Pets/Pet Care
- Personal Healthcare

Top Music Genres

- Alternative Rock
- Hard Rock
- Heavy Metal
- Singer Songwriter
- Pop / Top 40

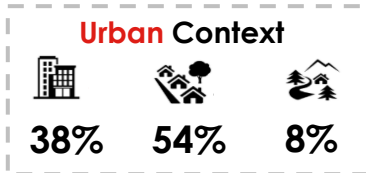
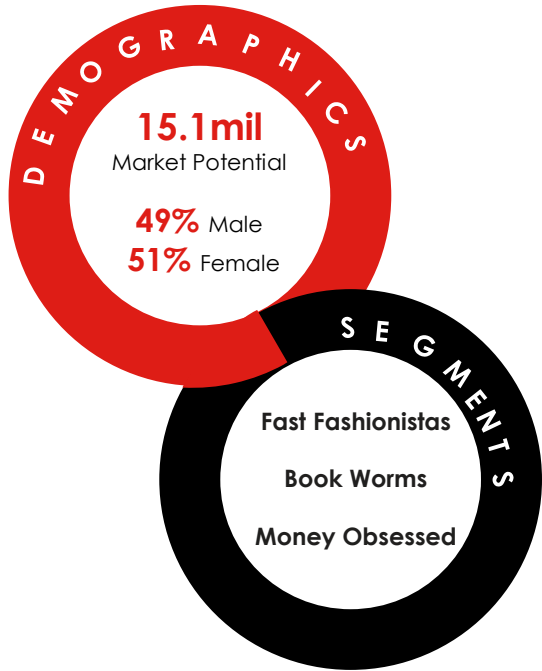
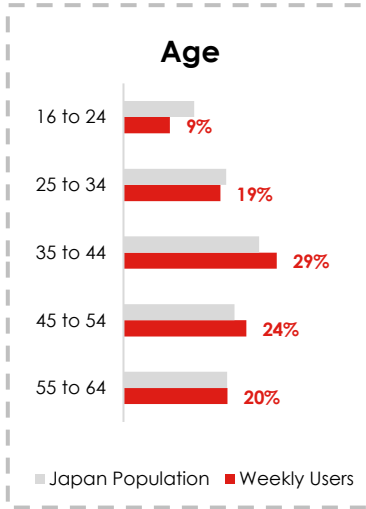
Music Streaming Platform

- Amazon Prime Music
- Google Play Music

What they expect from brands...

Listen to customer feedback





- ### People follow on Social Media
1. People you know in real life
 2. Brands you like
 3. Singers, musicians or bands
 4. Actors
 5. News / Media organisations



1.1x more likely to be in the **Top 25%** of **Household Income**

Are interested in ...

- Charities
- Eating Out
- Personal Healthcare
- Investments
- Travel

Top Music Genres

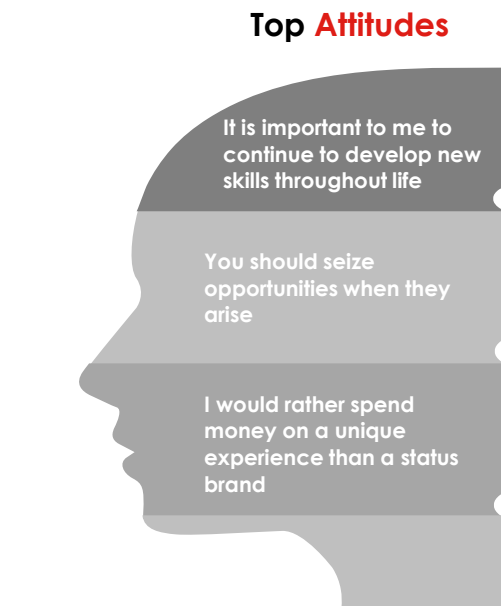
- 70s Music
- Folk Music
- 90s Music
- Rock
- Pop / Top 40

Music Streaming Platform

Amazon Prime Music
Spotify

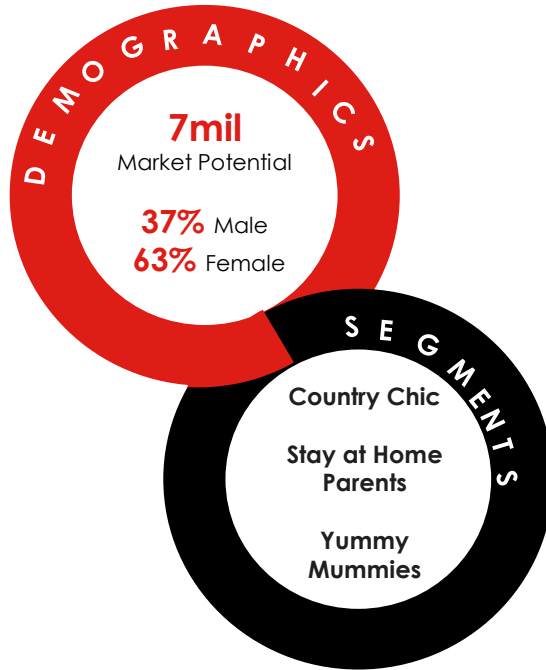
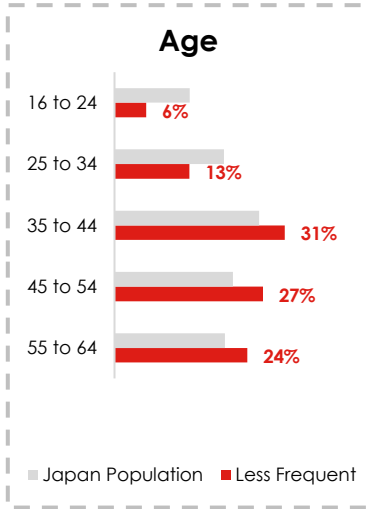
What they expect from brands...

Make you feel valued



Less Frequent Users

Audience Profile



1.2x more likely to live in rural areas

Are interested in ...

Travel
Garden
Local Issues
Current Affairs
DIY

Top Music Genres

Pop / Top 40
90s Music
Jazz
80s Music
RnB

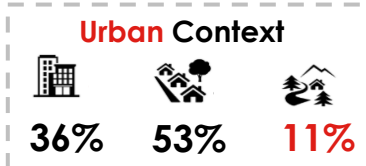
Music Streaming Platform

Spotify
Amazon Prime

What they expect from brands...

Help you organize / simplify your life

Top Attitudes



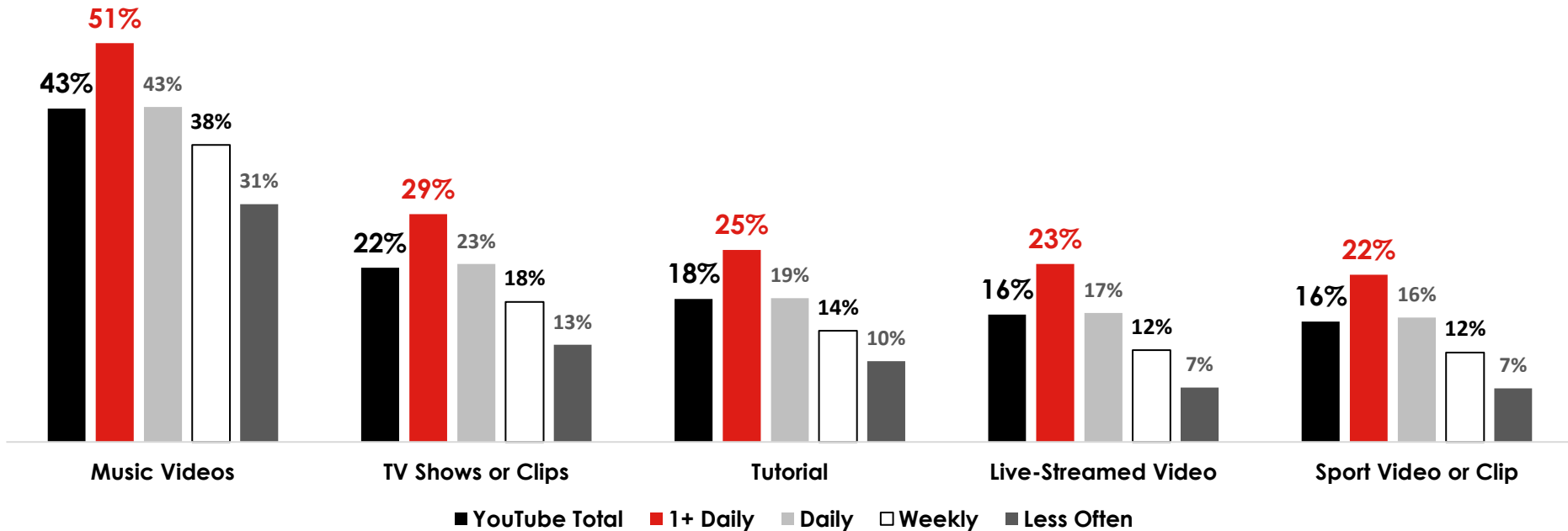
People follow on Social Media

1. People you know in real life
2. Brands you like
3. Singers, musicians or bands
4. Actors
5. Brands thinking of buying from



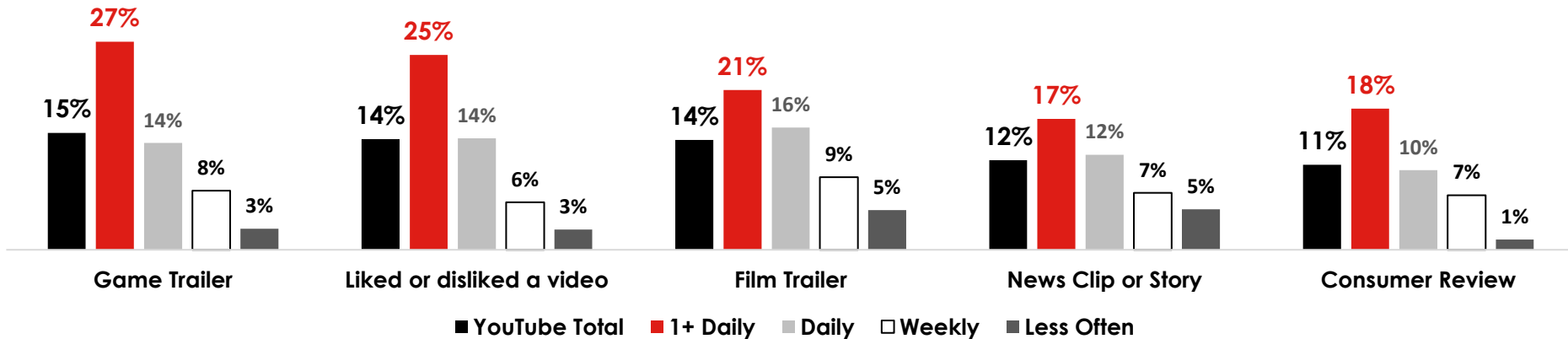


Top 5 Activities



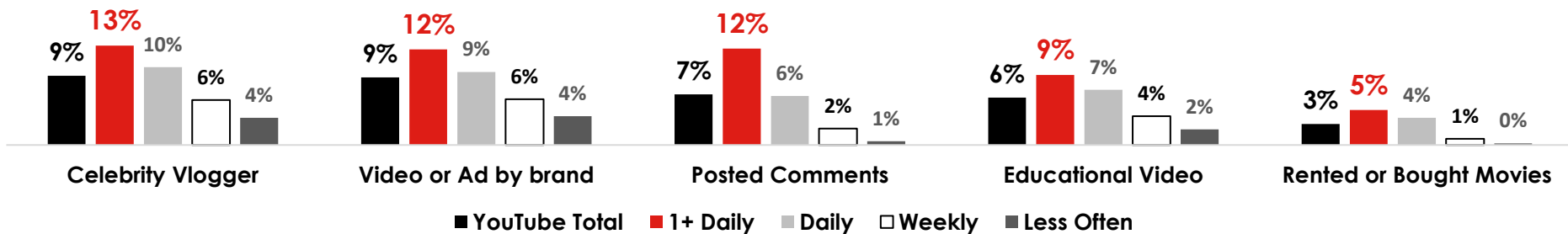


#6-10 Activities



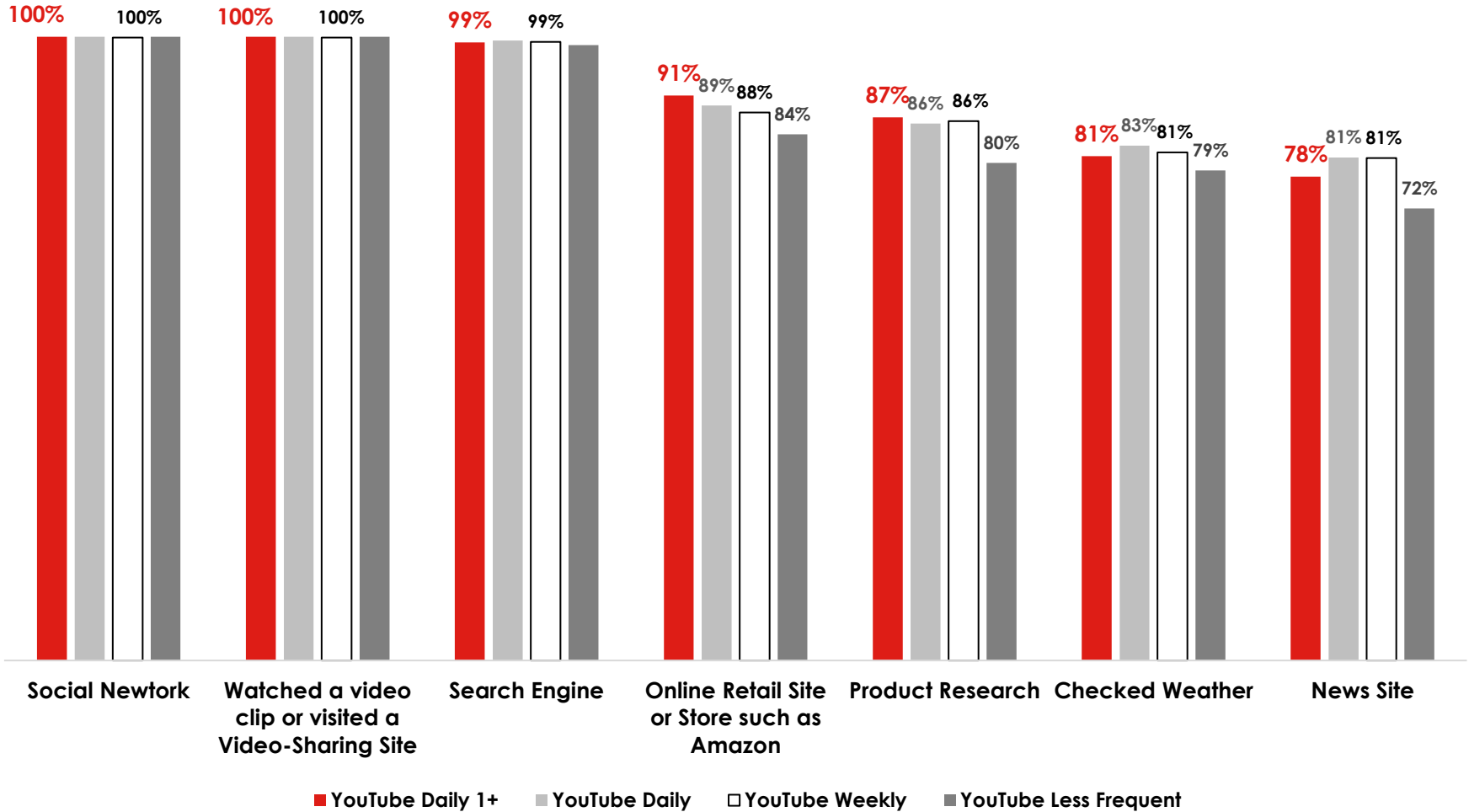


#11-16 Activities



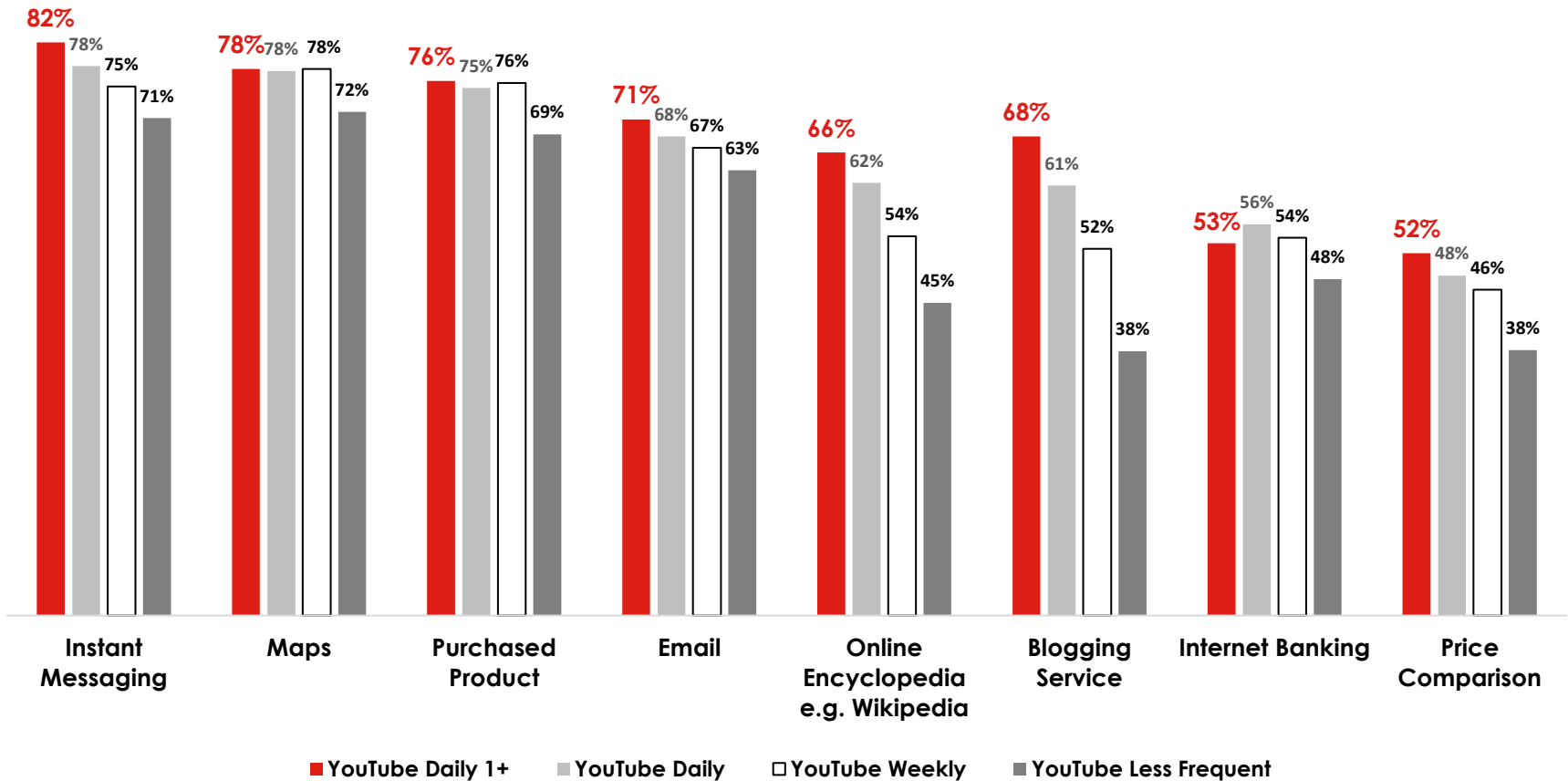


Top 7 Activities



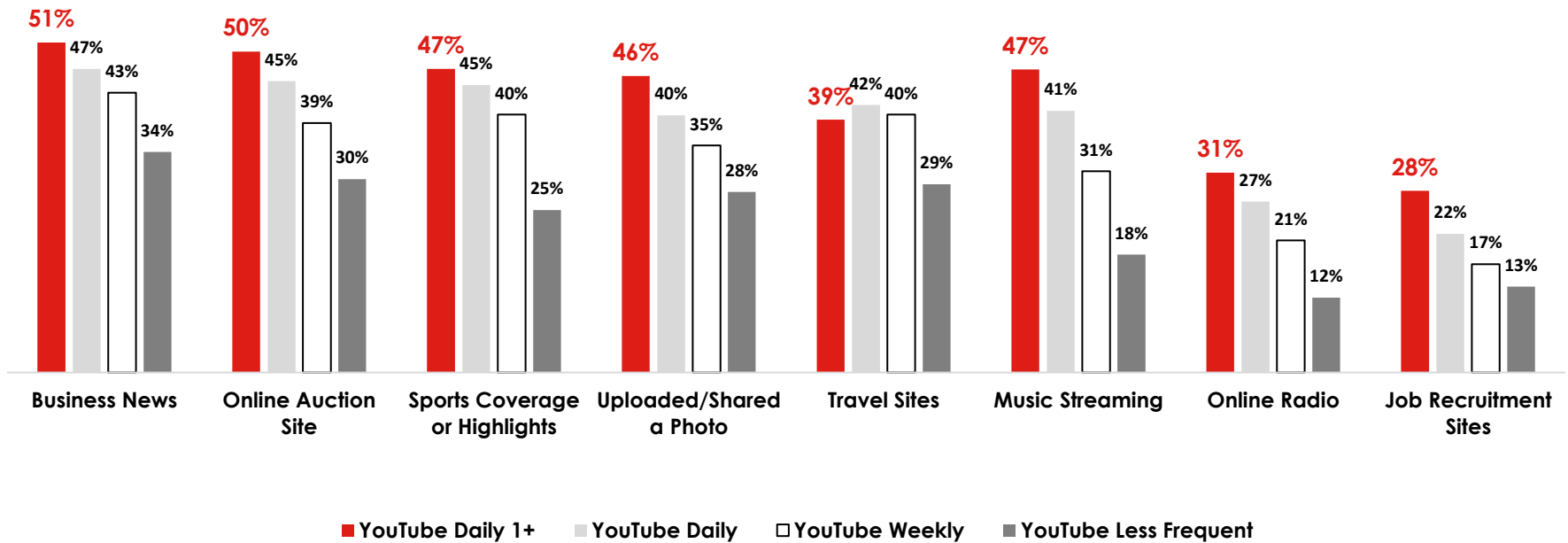


#8-15 Activities





#16-23 Activities





Extra Facts

40%

Of YouTube users say they are **constantly connected online**

44%

Of all **Smart Speaker** owners in Japan use YouTube more than once a day

30%

Of all **Business Decision Makers** in Japan go on YouTube more than once a day

All 4

Usage based audiences are **completely different** by demographic and behavior ... **mostly gender and generation based**

Esports

YouTube users are **1.3x** more likely to be interested in **Esports** and **1.3x** more likely to have **watched a live gaming stream** in the last month

26%

Of YouTubers **own 4+ devices**

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com