

Social Media Snapshot

Japan

July 2020

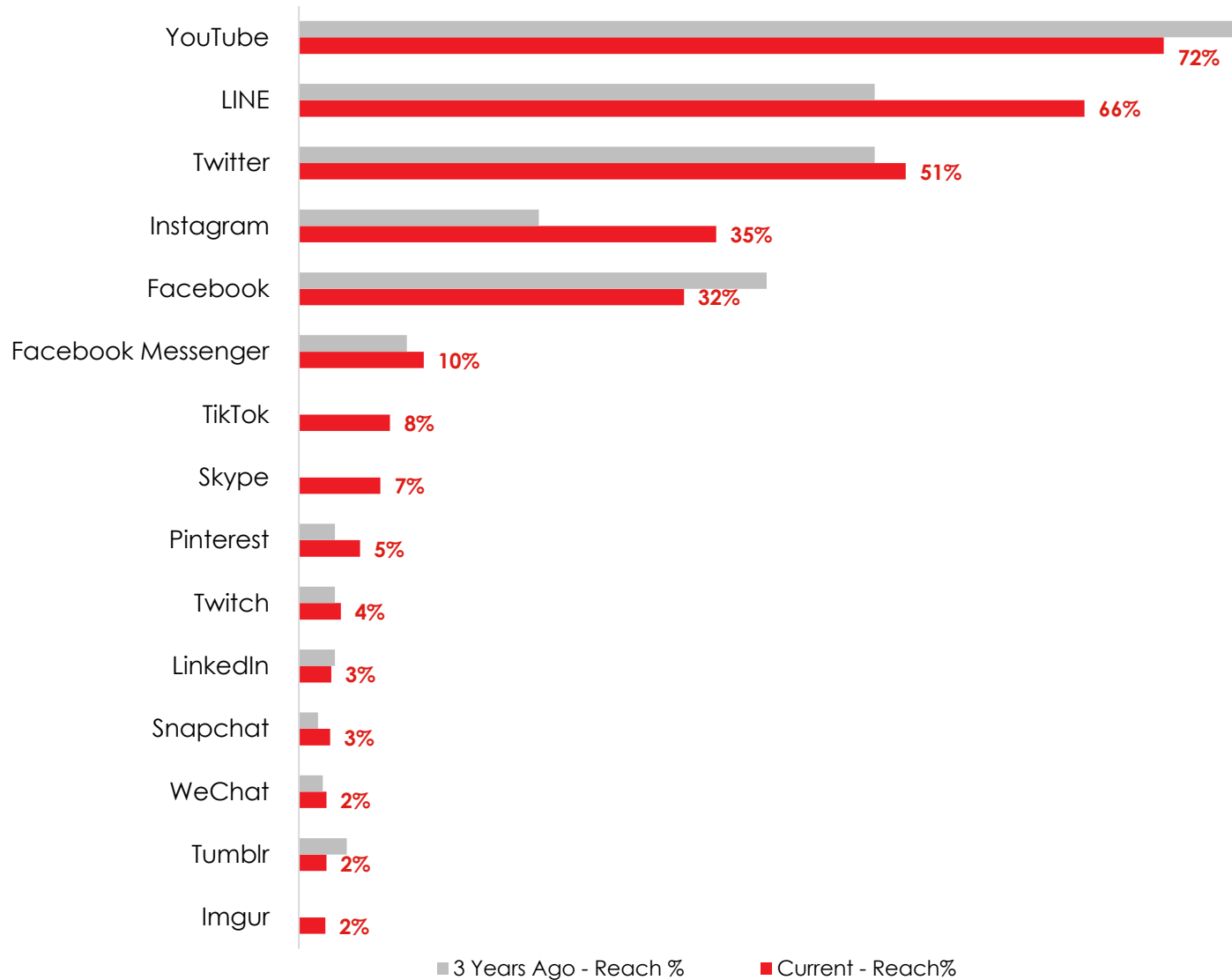




Social Media Reach



In the 12 months to March 2020, YouTube was the highest reaching social media platform in Japan, but there has been some decline in 3 years.



■ 3 Years Ago - Reach %

■ Current - Reach %

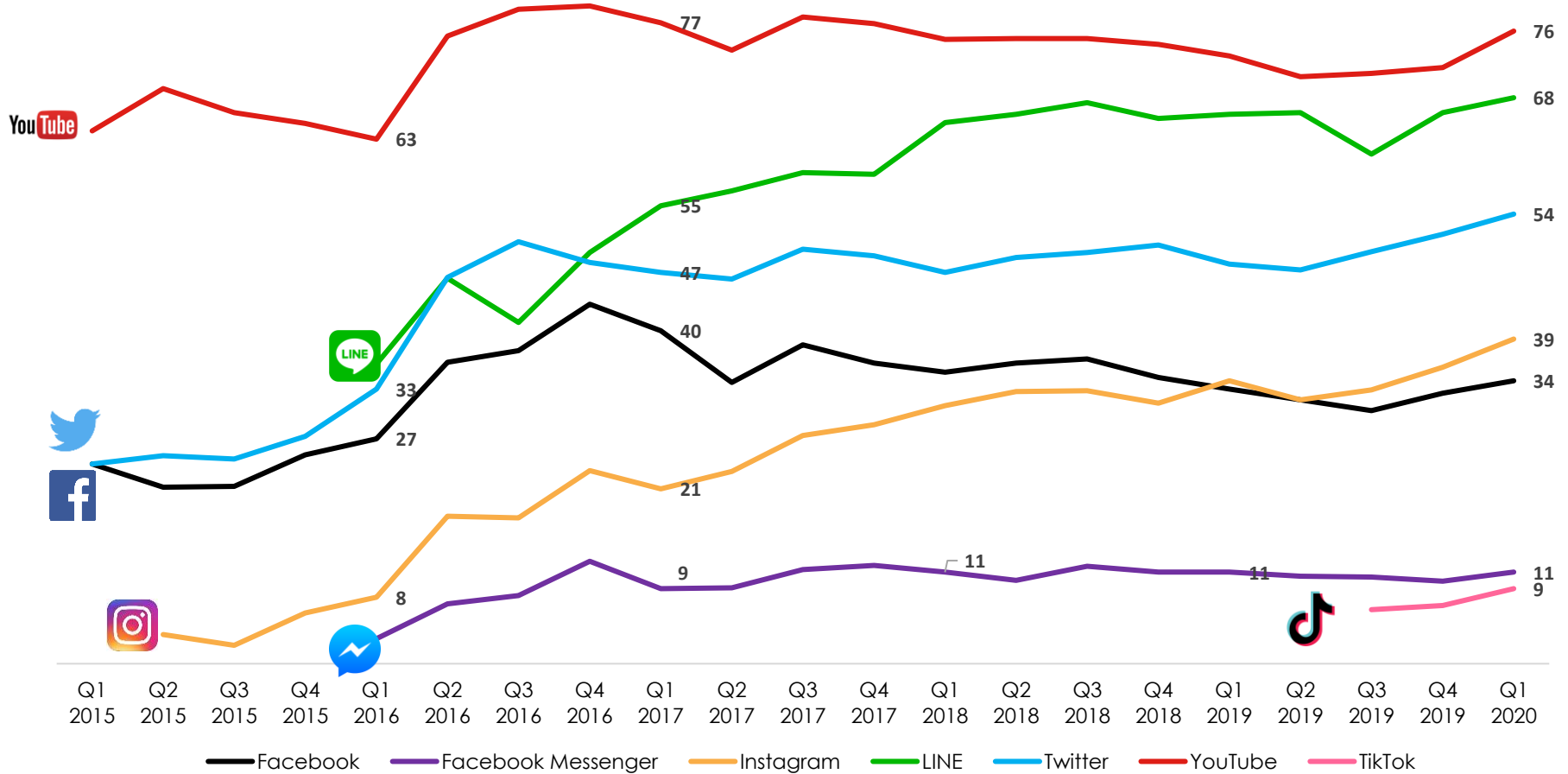


dna

Time Trend Analysis : Reach %



When looking at the time trend of the top 7 platforms quarter to quarter, we're seeing that YouTube is experiencing some increase from Q4 2109 to Q1 2020, despite seeing a decrease in the 12 month average figure on the previous page. We'll monitor this trend as we see more waves of data added.



Thank you.

Reach out if you have any questions
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