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August 22, 2016

Dentsu Announces Availability of English Edition of “Information Media Trends in Japan 2016” as an E-book on Google Play

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that “Information Media Trends in Japan 2016,” (see Note) published by Diamond, Inc. (President: Tetsuya Ishida; Head Office: Tokyo), is now available in English as an electronic book on Google Play, and as a free-of-charge downloadable PDF document on the Dentsu website.

The aim of “Information Media Trends in Japan 2016” is to provide people outside of Japan with an overview of the information media industry in Japan, and commentaries have been provided for data in the following eight fields: Print, Broadcasting, Telecommunications, Films and Videos, Pop Culture, Games, Online Services and Advertising.

Information Media Trends in Japan 2016

Publisher:	Diamond, Inc.
Author/Editor:	Media Innovation Lab, Dentsu Innovation Institute
Date of Publication:	August 22, 2016
Publication Format:	Released as an electronic book on Google Play and a downloadable PDF on the Dentsu website
Distribution:	More than 110 major countries and territories, including Japan
Price:	Free of charge
Google Play URL:	https://play.google.com/store/books/details/Dentsu_Innovation_Institute_Information_Media_Tren?id=oiPfDAAQBAJ&hl=ja
Dentsu Website URL:	http://www.dentsu.com/knowledgeanddata/publications/

Note: Authored and edited by the Media Innovation Lab, Dentsu Innovation Institute, “Information Media Trends in Japan” is a compilation of data related to the media industry in Japan. The current publication is the twenty-third in the series, and the third available in English.

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