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Dentsu Announces “2016 Hit Products in Japan”

— *Pokémon GO* tops the list —

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the release of its “2016 Hit Products in Japan” report. Produced as part of a series that has been chronicling hit products since 1985, the latest report examines major trends that represented the Japanese people’s mindset in 2016. It is based on an Internet survey of the general public in Japan carried out at the end of October 2016 by Video Research Ltd.

The following top 20 products (which include some popular content and social phenomena) were selected from 120 popular items and services by 2,000 Internet survey respondents aged between 15 and 69.

2016 Hit Products

- No. 1: Pokémon GO
- No. 2: *Kimi no Na wa (Your Name)* movie
- No. 3: Rio 2016 Olympic and Paralympic Games
- No. 4: The Hiroshima Toyo Carp professional baseball team winning the Central League pennant
- No. 5: *Pen Pineapple Apple Pen (PPAP)* song performed by Pikotaro (stage name of the comedian Daimaou Kosaka)
- No. 6: *Kochira Katsushika-ku Kameari Kōen-mae Hashutsujo (This Is the Police Box in Front of Kameari Park, Katsushika Ward)* Japanese manga comedy series
- No. 7: Universal Studios Japan
- No. 8: *Shin Godzilla (Godzilla Resurgence)* movie
- No. 9: Halloween
- No. 10: *Sanada Maru* (historical drama aired on public television broadcaster NHK)
- No. 11: Hometown contribution tax system
- No. 12: YouTubers
- No. 13: Instagram
- No. 14: Drones

No. 15: Japanese National Rugby Team

No. 16: *Asa ga Kita (Morning Has Come)* and *Toto Neechan (Fatherly Sister)* morning drama series aired on NHK

No. 17: *Osomatsusan* television anime series

No. 18: iPhone 7

No. 19: G7 Ise-Shima Summit

No. 20: *Star Wars: The Force Awakens* movie

Dentsu “Hit Product Recognition Survey” Overview

Survey period: October 29 to 31, 2016

Survey subjects: Men and women nationwide aged between 15 and 69

Sample size: 2,000 (responses received)

Survey type: Internet survey

Survey company: Video Research Ltd.

Survey content: Respondents were asked to indicate their level of agreement with the following four statements about 120 items and services:

“It has been popular this year. / It is popular now.”

“It will become popular.”

“It is not popular, and will not become popular in the future.”

“I have never heard of it.”

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