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## **Dentsu Announces Availability of English Edition of “Information Media Trends in Japan 2017” as an E-book on Google Play**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that “Information Media Trends in Japan 2017,” (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 2017” 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 2017**

Publisher: Diamond, Inc.  
Author/Editor: Media Innovation Lab, Dentsu Innovation Institute  
Date of Publication: August 21, 2017  
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=SDQwDwAAQBAJ&hl=ja](https://play.google.com/store/books/details/Dentsu_Innovation_Institute_Information_Media_Tren?id=SDQwDwAAQBAJ&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-fourth in the series, and the fourth available in English.

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