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## **Dentsu Announces Availability of English Edition of “Information Media Trends in Japan 2018” 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 2018,” (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 2018” 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 2018**

Publisher: Diamond, Inc.

Author/Editor: Media Innovation Lab, Dentsu Innovation Institute

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Publication Format: Released as an electronic book on Google Play  
and a downloadable PDF on the Dentsu website

Distribution: More than 110 countries and territories, including Japan

Price: Free of charge

Google Play URL:

[https://play.google.com/store/books/details/Dentsu\\_Media\\_Innovation\\_Lab\\_Information\\_Media\\_Tren?id=fkZgDwAAQBAJ](https://play.google.com/store/books/details/Dentsu_Media_Innovation_Lab_Information_Media_Tren?id=fkZgDwAAQBAJ)

Dentsu Website URL: <http://www.dentsu.com/knowledgeanddata/publications/>

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

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