

# Esportare in Digitale

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**SACE** 

**PROMOS  
ITALIA**  
BE GLOBAL

## **DIGITAL JAPAN**

**Marco Massarotto**

**Founder & CEO NIPPON CONCIÈRGE**

**Partner EAST MEDIA**

[marco@nipponconcierge.com](mailto:marco@nipponconcierge.com)



## MARCO MASSAROTTO

A digital **“Entrepreneur”** with **25+ years** experience in **digital communication** in multinational agencies and as entrepreneur for blue chip corporations and national institutions. **Book author, teacher, executive advisor** and **keynote speaker** on digital, communication, reputation.

A **multicultural and sustainability certified expert founder** of a **mountain leadership academy** for corporations, executives and young leaders.

**15+ years Japan expert** in **international business relations and marketing** and in **sake, travel and culture**.

Personal website & books:

[www.marcomassarotto.com](http://www.marcomassarotto.com)

Agency: [www.kaiwa.it](http://www.kaiwa.it)

Leadership & Sustainability Center

[www.cortina.academy](http://www.cortina.academy)

Tour Operator and Consulting:

[www.nipponconciierge.com](http://www.nipponconciierge.com)

## JAPAN BUSINESS AND EXPERIENCE DESIGNER



NIPPON  
CONCIERGE

EAST MEDIA

## CULTURE, LEADERSHIP & SUSTAINABILITY ADVISOR



CORTINA  
ACADEMY



## DIGITAL COMMUNICATION & STRATEGY

“ENTREPIONEER”



Part of Capgemini



PROFESSIONAL EDUCATION  
Massachusetts Institute of Technology

This is to certify that

Marco Massarotto



has successfully completed the online program

**Sostenibilità:**  
Strategie e Opportunità per l'Industria

64 hours of eEffort

February 28, 2022 - April 26, 2022



Verified  
Certificate

This is to certify that

Marco Massarotto

successfully completed and received a passing grade in

2324EDX001: Introduction to Cognitive Psychology and Neuropsychology

a course of study offered by University of Cambridge, an online learning initiative of University of Cambridge.



UNIVERSITY OF  
CAMBRIDGE

UNIVERSITY OF  
CAMBRIDGE

Dr. James Gazzard  
Deputy of Continuing Education  
University of Cambridge

# THE EAST SIDE OF DIGITAL

Dal 2013 siamo la prima agenzia italiana specializzata in Digital Marketing ed e-commerce per la Cina e il Far East. Dal 2018 siamo parte di Triboo, gruppo quotato nel mercato azionario EuroNext Milan.

Grazie al team multiculturale nelle nostre sedi di **Milano** e **Shanghai** e al presidio in Corea, Giappone e Thailandia supportiamo le aziende nel loro processo di internazionalizzazione nei mercati del Far East.



# DA SAMURAI E GEISHE A NONNINE E NONNINI URBANE

FEB  
2022

## POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP



JAPAN

TOTAL  
POPULATION



**125.8**  
MILLION

POPULATION  
AGED 0-4



**3.6%**

POPULATION  
AGED 5-12



**6.8%**

POPULATION  
AGED 13-17



**4.5%**

POPULATION  
AGED 18-24



**6.5%**

POPULATION  
AGED 25-34



**10.0%**

POPULATION  
AGED 35-44



**12.3%**

POPULATION  
AGED 45-54



**15.0%**

POPULATION  
AGED 55-64



**12.4%**

POPULATION  
AGED 65+



**28.9%**

# GIAPPONE: PIÙ SMARTPHONE CHE ABITANTI

FEB  
2022

## ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



**125.8**  
MILLION

URBANISATION

**92.0%**

CELLULAR MOBILE  
CONNECTIONS



**202.1**  
MILLION

vs. POPULATION

**160.6%**

INTERNET  
USERS



**118.3**  
MILLION

vs. POPULATION

**94.0%**

ACTIVE SOCIAL  
MEDIA USERS



**102.0**  
MILLION

vs. POPULATION

**81.1%**



15

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; C EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. ADVISORY: SOCI

CELLULAR MOBILE  
CONNECTIONS

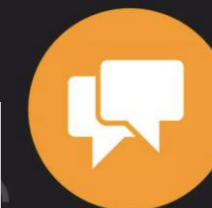


**+2.7%**

YEAR-ON-YEAR CHANGE  
**+5.3 MILLION**

JROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND ENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES.

ACTIVE SOCIAL  
MEDIA USERS



**+8.7%**

YEAR-ON-YEAR CHANGE  
**+8.2 MILLION**

KEPIOS

# ALWAYS ON

FEB  
2022

## DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



JAPAN

TIME SPENT USING  
THE INTERNET



**4H 26M**

YEAR-ON-YEAR CHANGE  
**+0.4% (+1 MIN)**

GW.I.

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



**2H 15M**

YEAR-ON-YEAR CHANGE  
**-4.3% (-6 MINS)**



TIME SPENT USING  
SOCIAL MEDIA



**0H 51M**

YEAR-ON-YEAR CHANGE  
**[UNCHANGED]**

GW.I.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**0H 35M**

YEAR-ON-YEAR CHANGE  
**-14.6% (-6 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**0H 27M**

YEAR-ON-YEAR CHANGE  
**-3.6% (-1 MIN)**



TIME SPENT LISTENING  
TO BROADCAST RADIO



**0H 30M**

YEAR-ON-YEAR CHANGE  
**+3.4% (+1 MIN)**

GW.I.

TIME SPENT LISTENING  
TO PODCASTS



**0H 12M**

YEAR-ON-YEAR CHANGE  
**+9.1% (+1 MIN)**



TIME SPENT USING  
A GAMES CONSOLE



**0H 30M**

YEAR-ON-YEAR CHANGE  
**-11.8% (-4 MINS)**

# ALWAYS ON

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2022

## OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



JAPAN

TOTAL  
INTERNET  
USERS



**118.3**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**94.0%**

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
INTERNET USERS



**+0.7%**  
**+844 THOUSAND**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



**4H 26M**  
**+0.4% (+1 MIN)**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES



**86.6%**



GWI.

# USE: NEWS, VIDEOS, TUTORIAL, TRAVEL, FRIENDS...

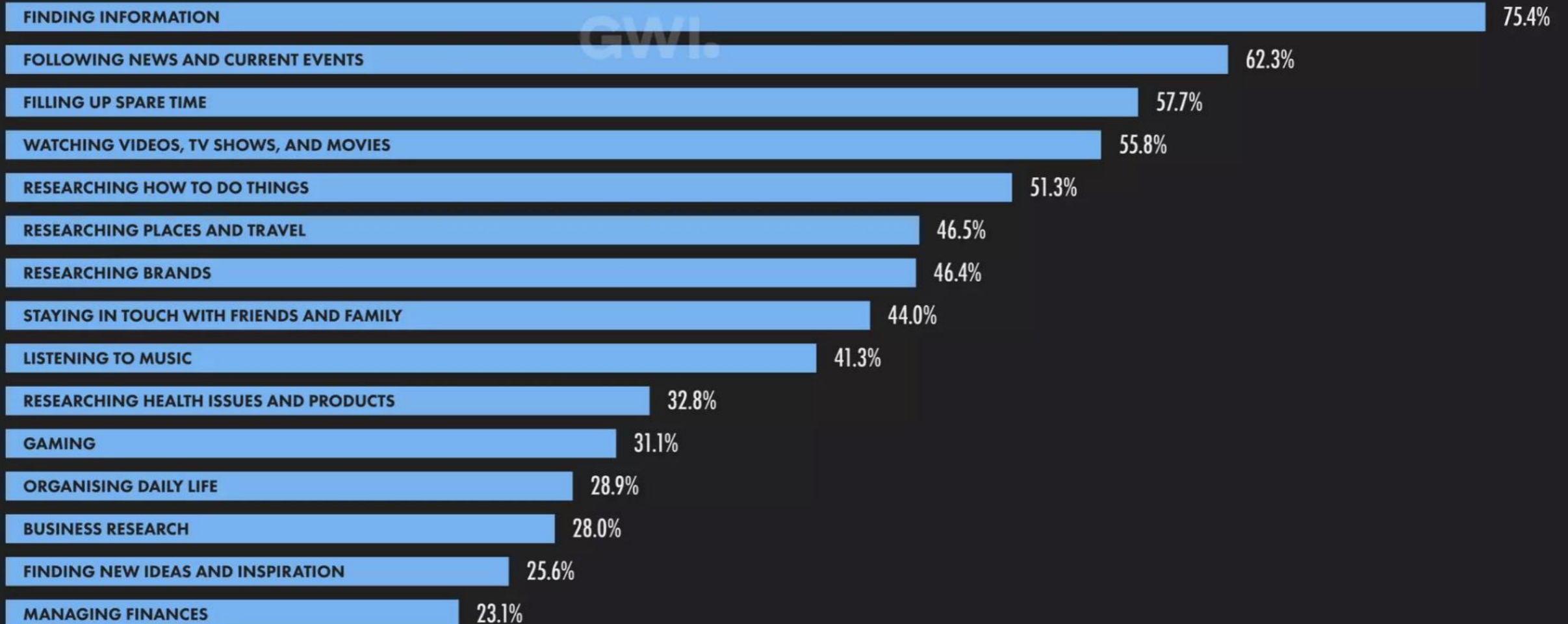
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2022

## MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



JAPAN





# SITES: SEARCH, SHOP, TWEET...

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2022

## MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021



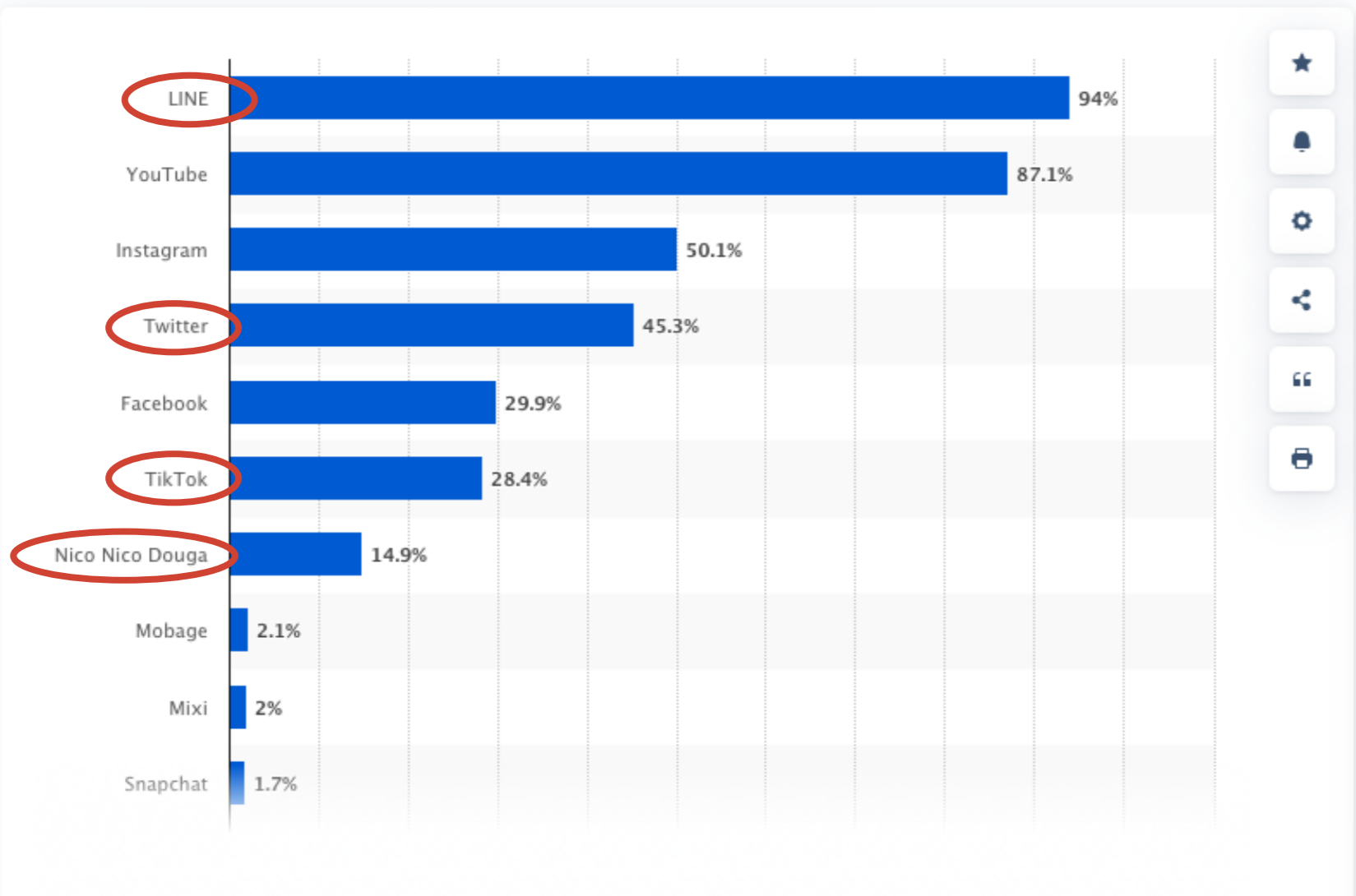
JAPAN

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	YAHOO.CO.JP	1.18B	53.1M	13M 42S	6.19
02	GOOGLE.COM	617M	33.5M	17M 55S	6.21
03	RAKUTEN.CO.JP	318M	40.4M	7M 00S	4.93
04	WIKIPEDIA.ORG	276M	43.4M	11M 37S	2.05
05	TWITTER.COM	247M	31.1M	16M 42S	5.99
06	SYOSETU.COM	235M	6.92M	13M 42S	11.13
07	AMAZON.CO.JP	229M	37.9M	12M 27S	6.12
08	LIVEDOOR.JP	161M	15.1M	12M 53S	4.11
09	PIXIV.NET	149M	14.1M	23M 30S	8.72
10	AMEBLO.JP	145M	23.9M	11M 13S	3.30

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	BLOG.JP	127M	14.8M	9M 25S	3.23
12	GOO.NE.JP	119M	28.7M	7M 00S	2.67
13	DOCOMO.NE.JP	104M	9.19M	11M 35S	4.26
14	DMM.CO.JP	96.4M	14.1M	10M 27S	6.99
15	YOUTUBE.COM	82.7M	13.9M	6M 26S	4.69
16	GOOGLE.CO.JP	82.1M	10.1M	16M 47S	7.42
17	PORNHUB.COM	74.9M	11.2M	17M 03S	8.40
18	FACEBOOK.COM	70.5M	17.5M	11M 40S	3.87
19	INSTAGRAM.COM	70.0M	15.4M	9M 49S	4.54
20	5CH.NET	69.9M	7.80M	17M 10S	4.29

# SOCIAL MEDIA: OLD & NEW FACES

Most commonly used social media in Japan in fiscal year 2022



# NOT SO SOCIAL...

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2022

## OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL  
MEDIA USERS



102.0  
MILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



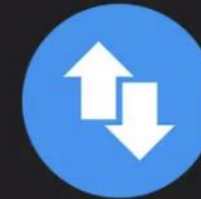
+8.7%  
+8.2 MILLION

AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



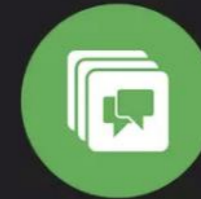
0H 51M

YEAR-ON-YEAR CHANGE IN TIME  
SPENT USING SOCIAL MEDIA



0%  
[UNCHANGED]

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



3.9

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



81.1%

SOCIAL MEDIA USERS  
vs. POPULATION AGE 13+



90.5%

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



86.2%

FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



52.6%

MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



47.4%

49

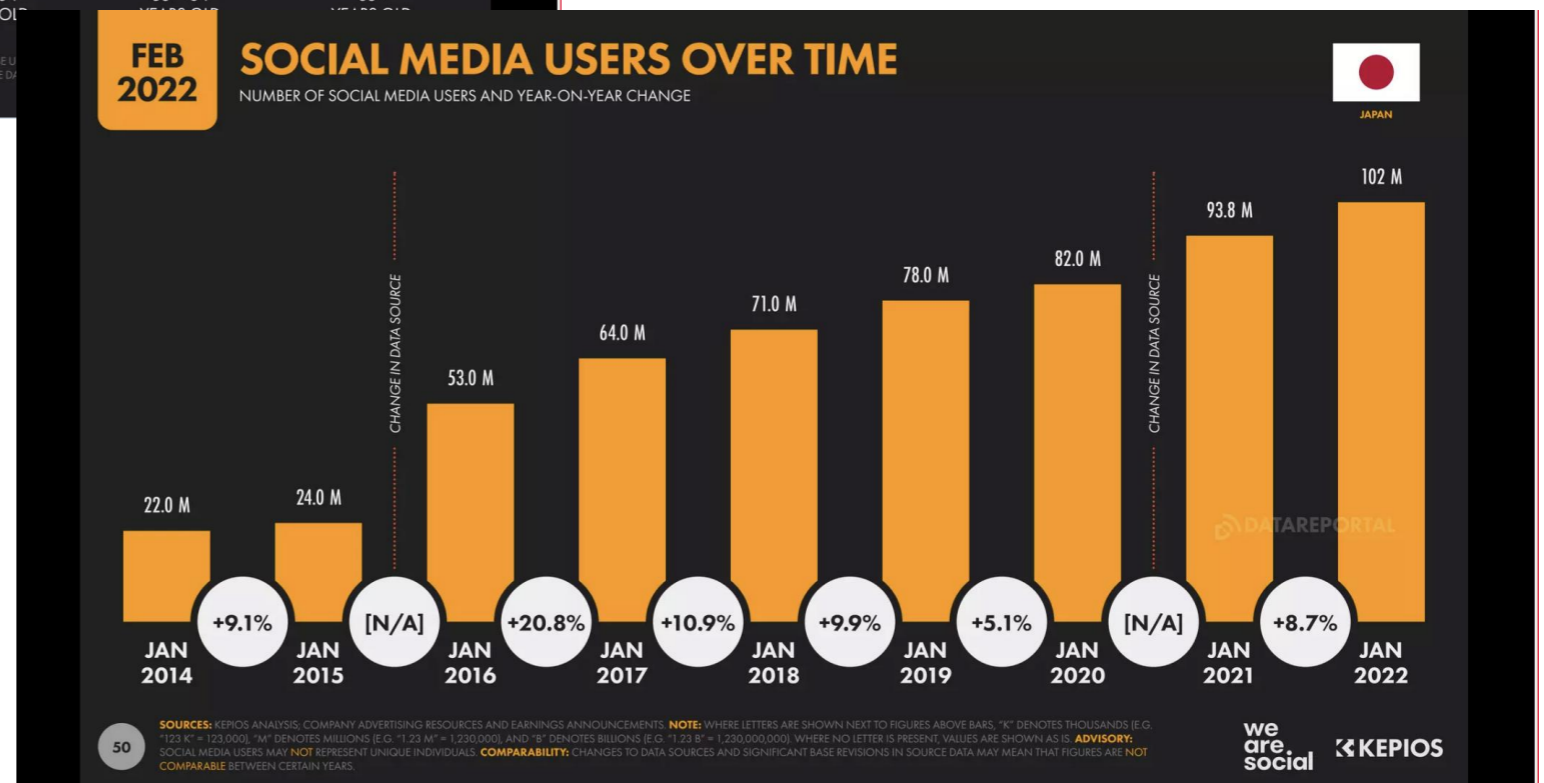
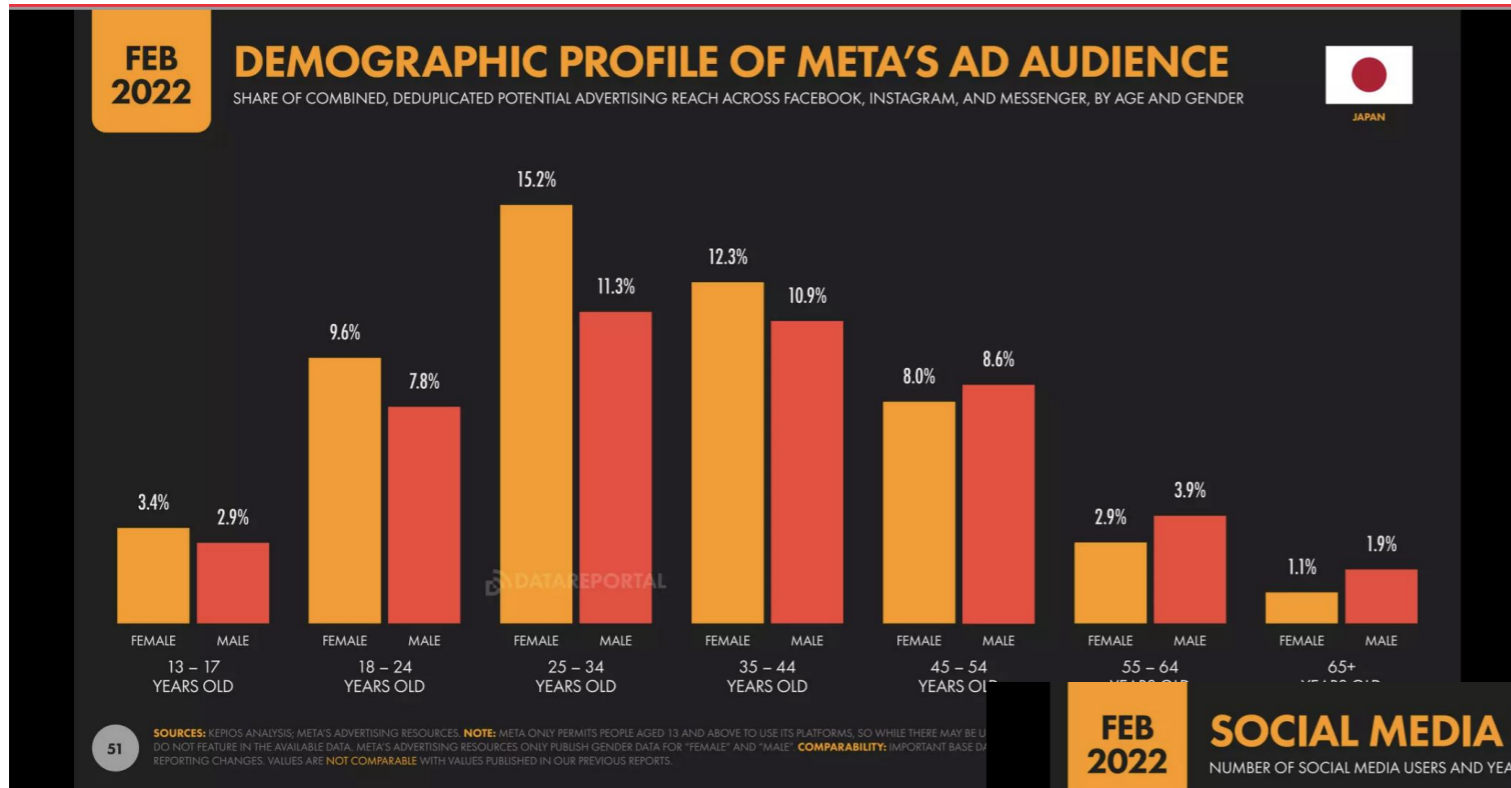
**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

we  
are  
social

KEPIOS

<https://wearesocial.com/jp/blog/2022/02/digital-2022/>

# ...but still with potential



# FOLLO-WHO-ERS?

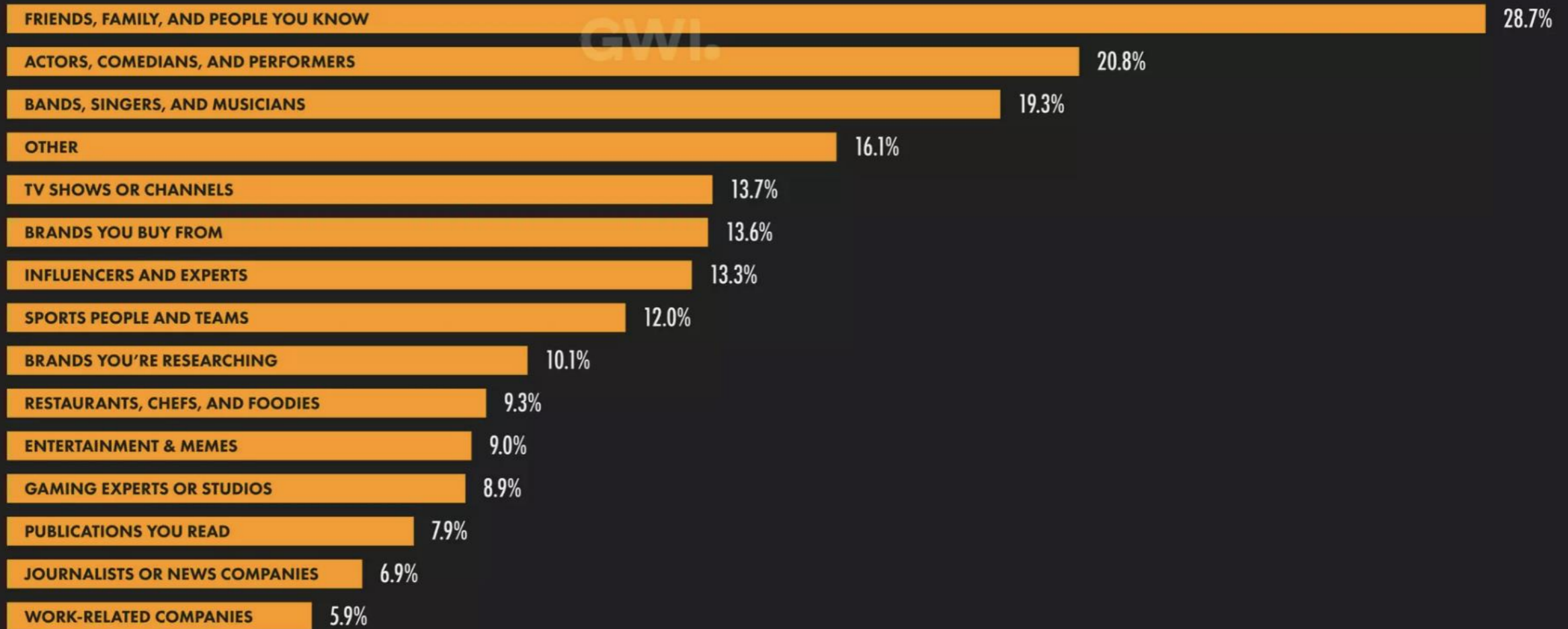
FEB  
2022

## TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



JAPAN



# SEARCH & TV: THE HIGHWAYS FOR BRANDS

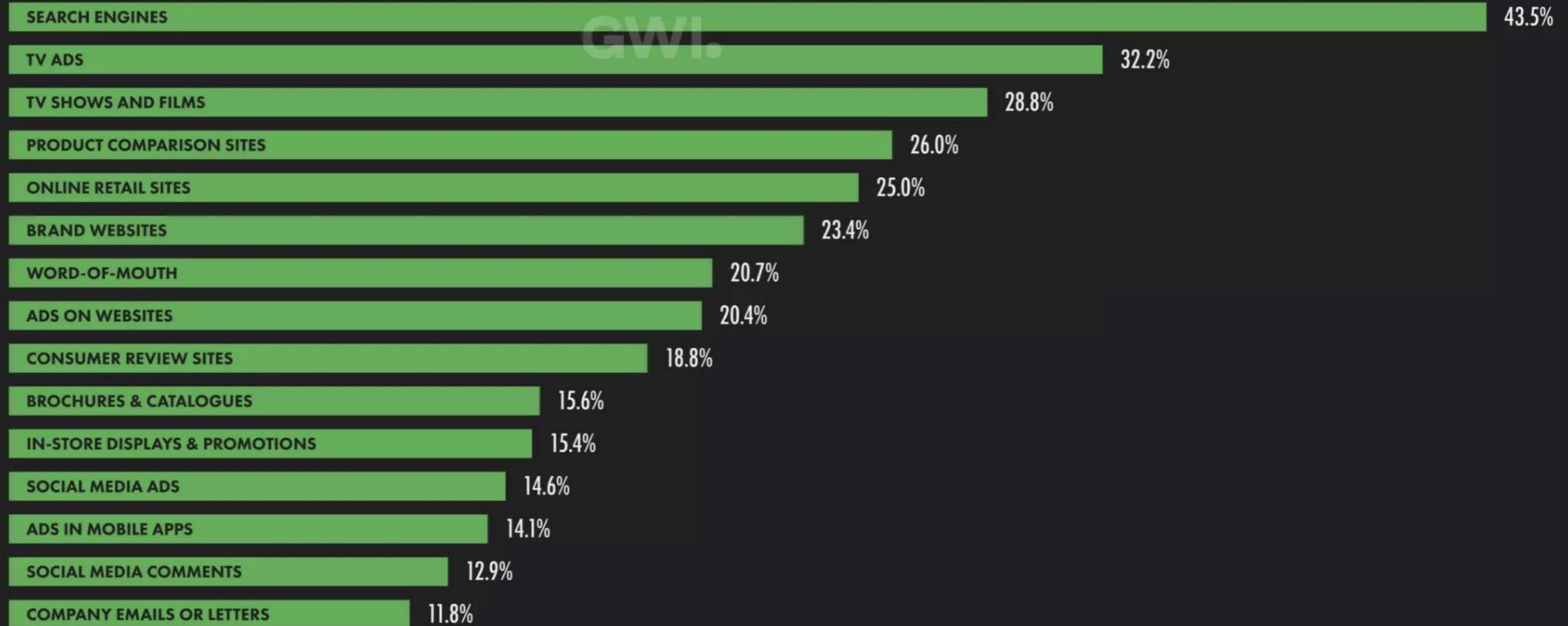
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2022

## SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



JAPAN



# SEARCH & TV: THE HIGHWAYS FOR BRANDS

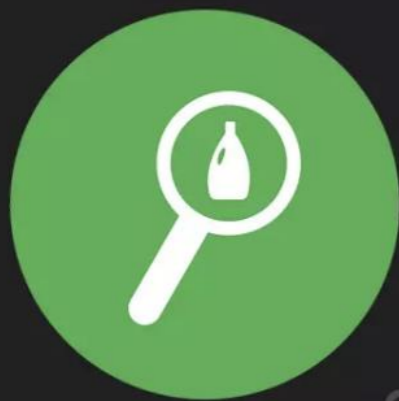
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2022

## ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY



RESEARCH BRANDS  
ONLINE BEFORE  
MAKING A PURCHASE



GWI.

55.1%

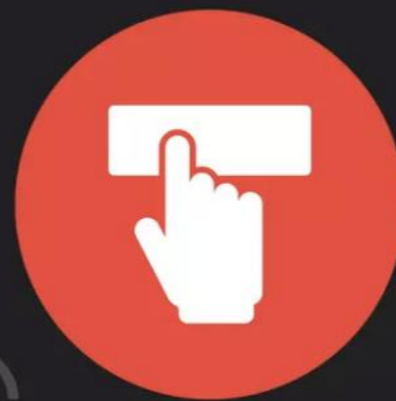
VISITED A BRAND'S  
WEBSITE IN THE  
PAST 30 DAYS



GWI.

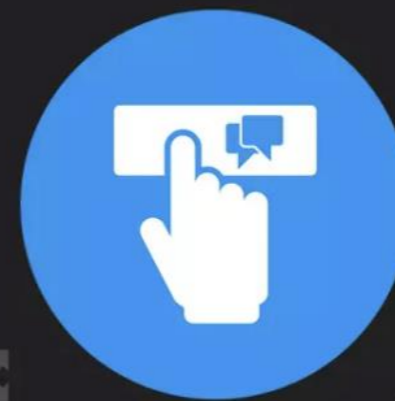
58.4%

CLICKED OR TAPPED  
ON A BANNER AD ON A  
WEBSITE IN THE PAST 30 DAYS



10.6%

CLICKED OR TAPPED ON A  
SPONSORED SOCIAL MEDIA  
POST IN THE PAST 30 DAYS



4.3%

DOWNLOADED OR  
USED A BRANDED MOBILE  
APP IN THE PAST 30 DAYS



GWI.

6.5%

# SEARCH & TV: THE HIGHWAYS FOR BRANDS

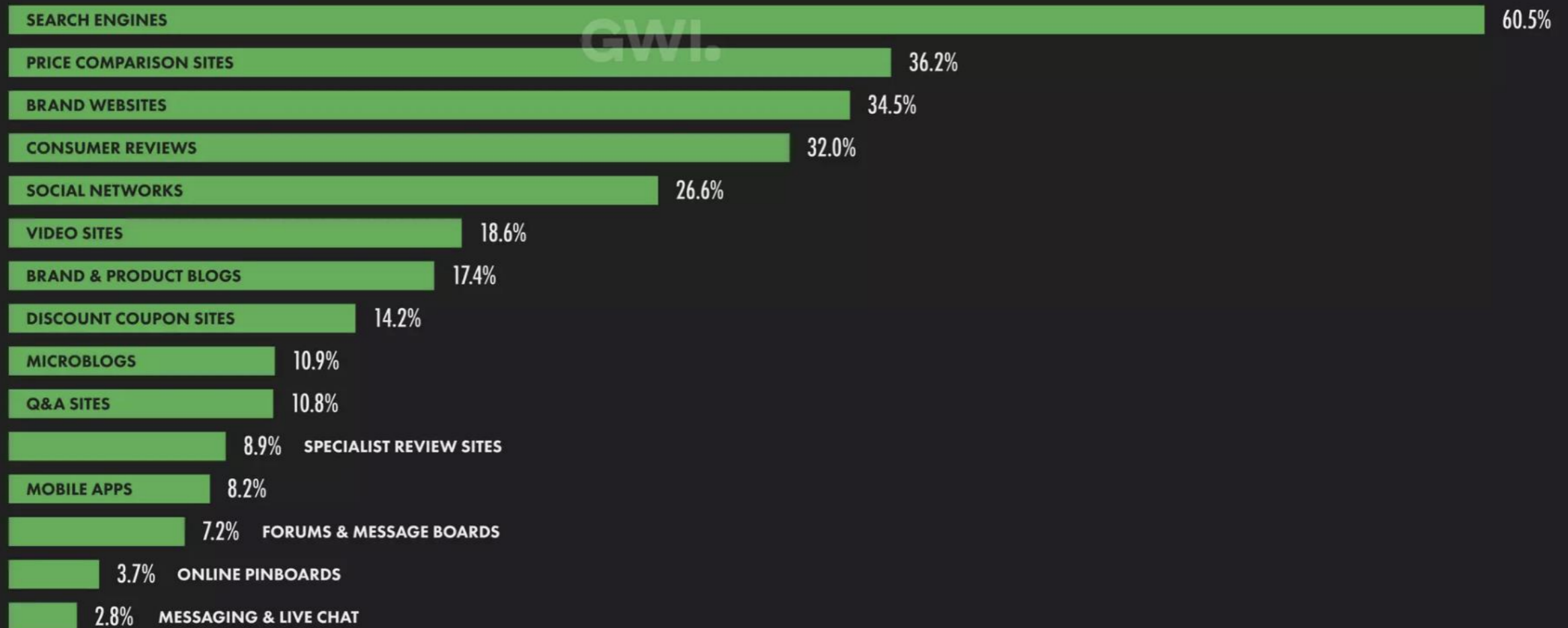
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2022

## MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



JAPAN





# SEARCH ENGINES IN GIAPPONE



Motore di ricerca 100% straniero.  
Fornisce anche altri servizi  
come Gmail, Google Ads, Google Drive,  
Google Documents, ecc.

Usato maggiormente dagli utenti  
più giovani. La maggior parte  
dei giapponesi possiede un Iphone  
e usa Safari come Search Engine,  
che si appoggia a Google.



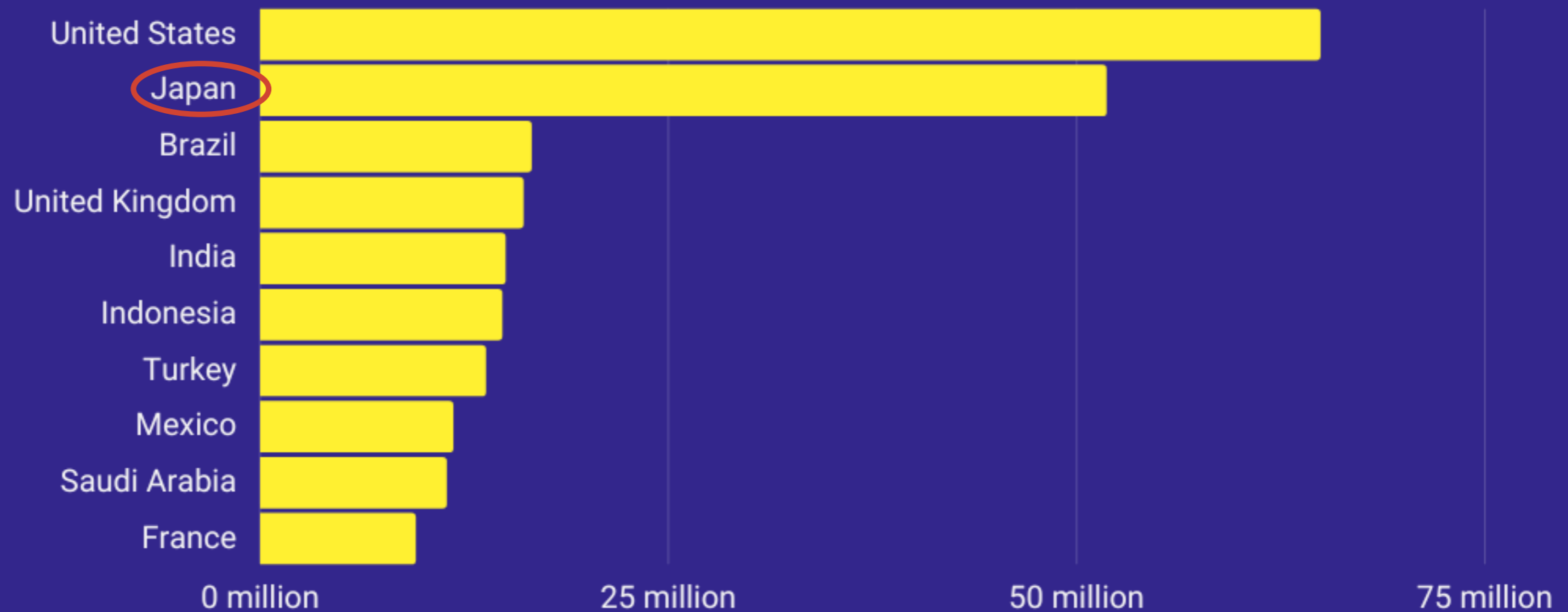
Nato da una joint-venture fra Yahoo!  
America e Softbank Japan.

Yahoo! Japan fornisce anche altri  
servizi come "Yahoo! Auction", "Yahoo!  
Shopping" e "PayPay", il servizio  
di moneta virtuale e pagamento online  
più usato in Giappone.  
Usato maggiormente dagli utenti  
più anziani.

## FIDUCIA

# “*Tsuittah*”: BIG IN JAPAN

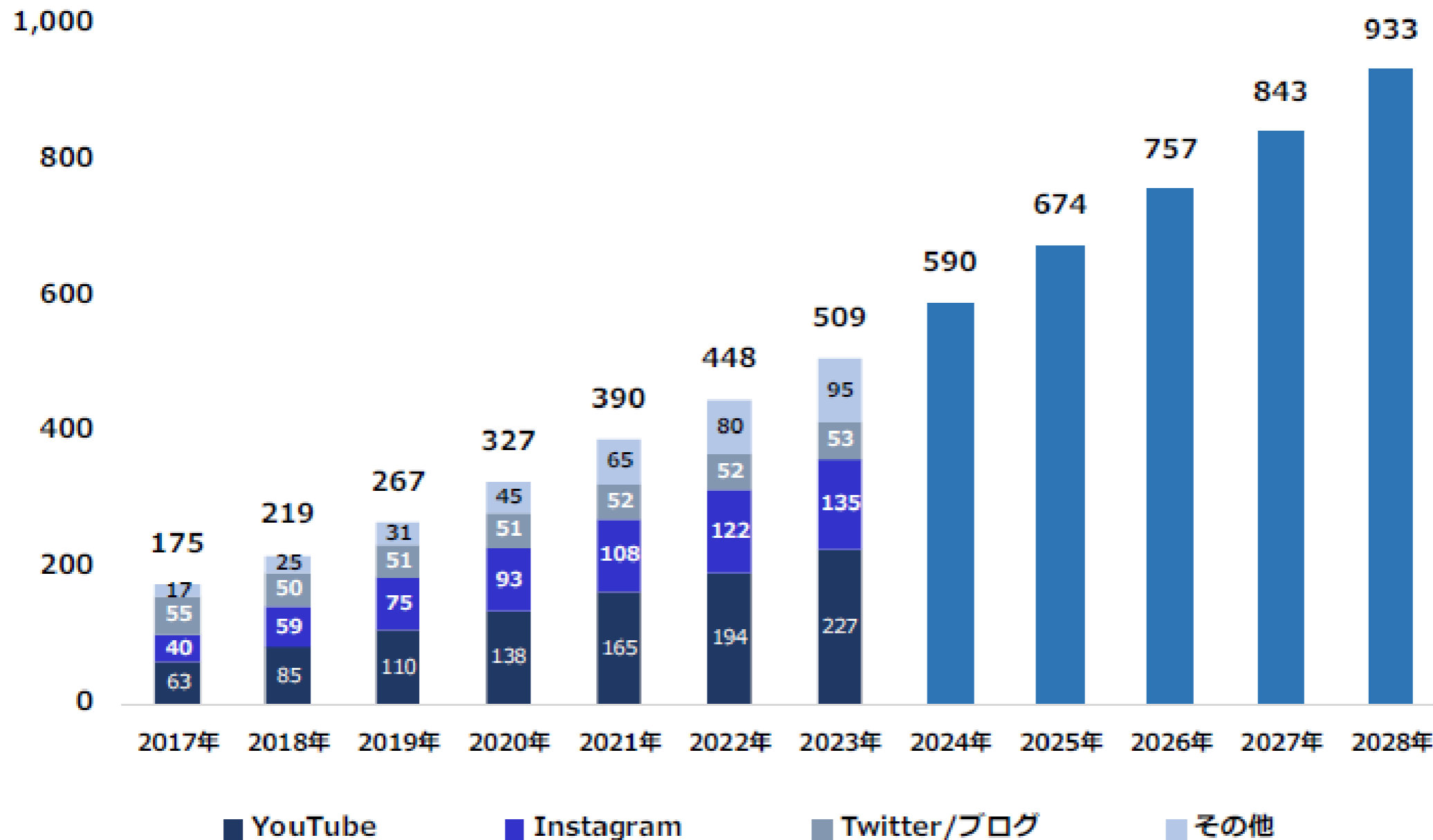
## NUMBER OF TWITTER USERS BY COUNTRY



# A LOT OF INFLUENCE ON INFLUENCERS

A massive number of Japanese people use social media, and for this reason influencer marketing is a growing market in Japan. Above is the market size of influencer marketing in Japan reported by Digital Infact on March 2019. According to this study, the market size of influencer marketing was about 17.5 billion yen in 2017 and about 21.9 billion yen in 2018. Looking at the future growth rate, it's predicted to grow to about 50.9 billion yen by 2023, and to about 93.3 billion yen by 2028, which is almost 1 trillion yen

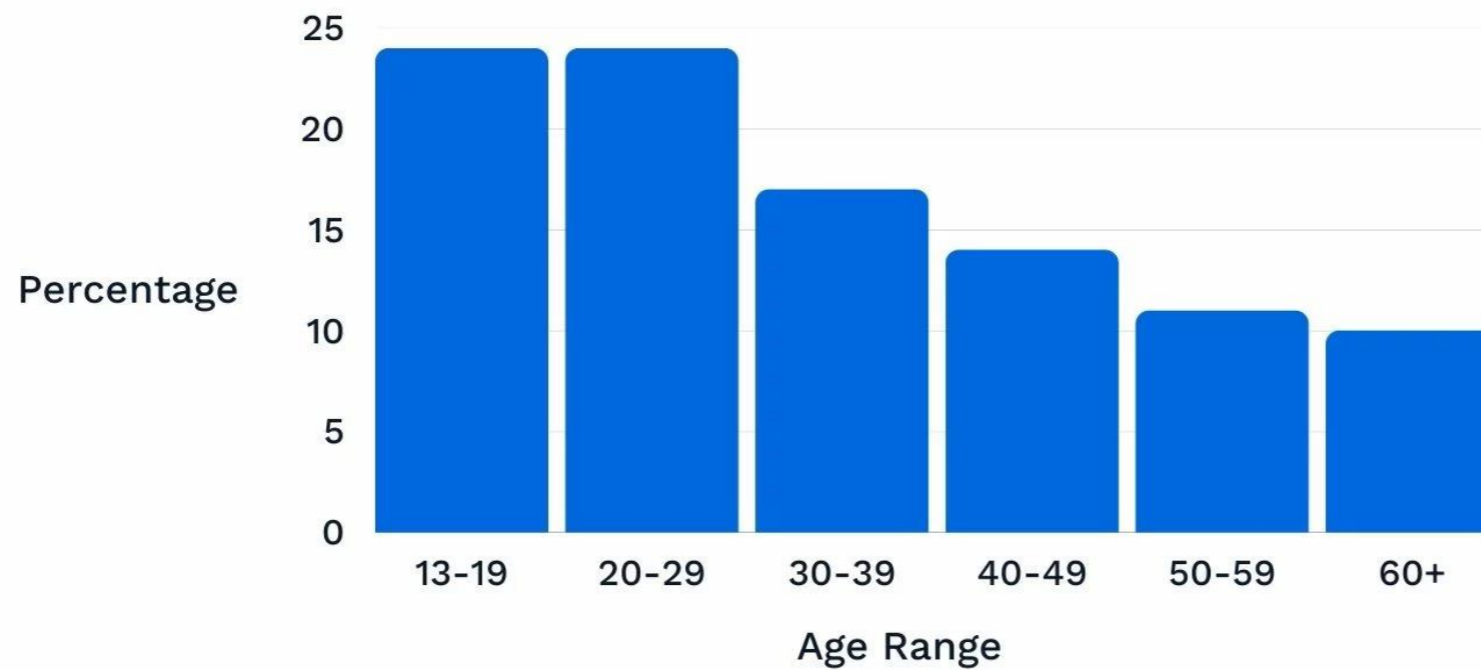
(億円) Billion Yen



# A NEW GENERATION OF FOLLOWERS



## TikTok in Japan Age Demographics 2023

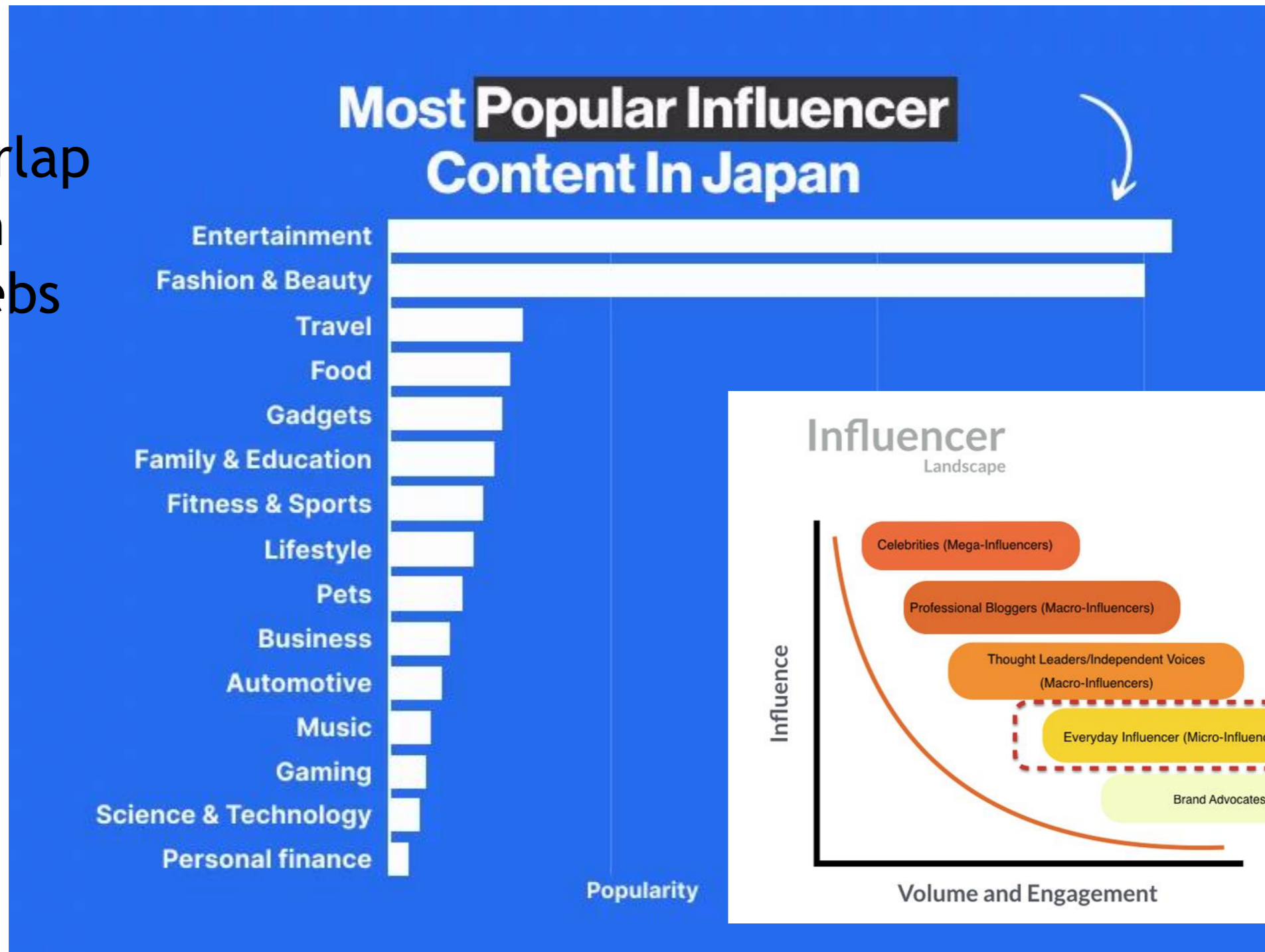


**JAPAN BUZZ**

Source: JapanBuzz, TikTok

# NOYT FOR ALL SECTORS (YET?)

Overlap  
with  
Celebs



# A DIFFERENT FLAVOUR



## TOP 20 TIKTOK INFLUENCERS IN JAPAN

# A DIFFERENT FLAVOUR



[TOP 20 TIKTOK INFLUENCERS IN JAPAN](#)

# ALL IN LINE

FEB  
2022

## LINE: OVERVIEW OF ACTIVE USERS

NUMBER OF USER ACCOUNTS THAT ARE ACTIVE ON LINE EACH MONTH



JAPAN

NUMBER OF  
MONTHLY ACTIVE  
LINE USERS



**89.0**  
MILLION

MONTHLY ACTIVE LINE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**70.7%**

MONTHLY ACTIVE LINE  
USERS AS A PERCENTAGE  
OF TOTAL INTERNET USERS



**75.3%**

PERCENTAGE OF LINE'S  
ACTIVE USER BASE THAT  
LINE REPORTS IS FEMALE



**55.6%**

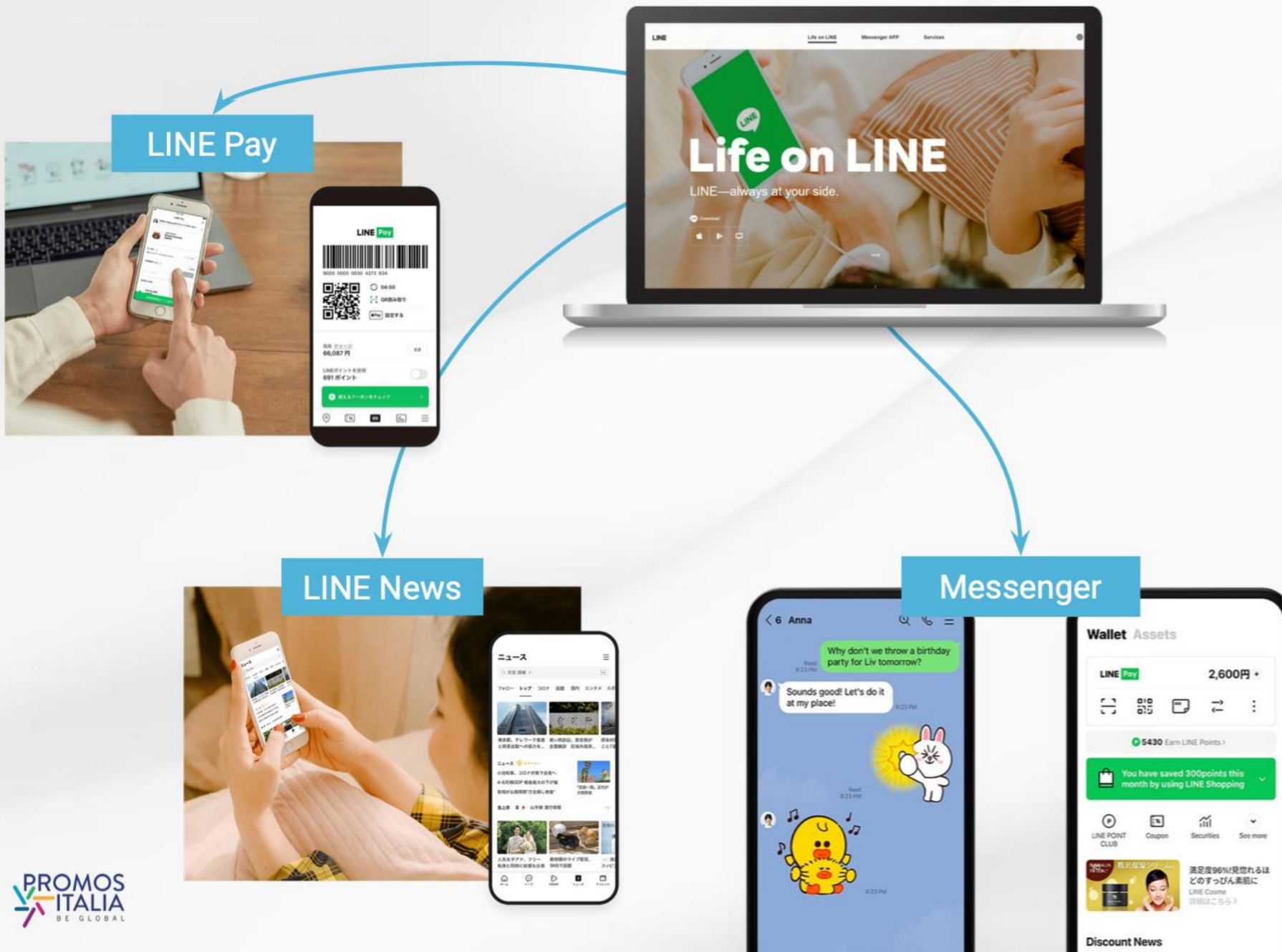
PERCENTAGE OF LINE'S  
ACTIVE USER BASE THAT  
LINE REPORTS IS MALE



**44.4%**



# L'ECOSISTEMA DI LINE



L'app LINE include anche tutta una serie di altri servizi, che la rendono un vero e proprio **ecosistema di piattaforme**.

Tra questi abbiamo Line Pay, Line Today, Line Shopping, Line TV e Line Games.

# COME APPAIONO I SERVIZI DI LINE



VOOM (Timeline)



News



Wallet



Shopping



Gift



Stamp Shop

# LINE PER I BUSINESS

## ACCOUNT UFFICIALE



Welcome message personalizzato con coupon



Push message personalizzato e/o coupon



Rich menù personalizzato



Chatbot



Shop Card

Su LINE i brand possono aprire un account ufficiale che permette di avere una **comunicazione diretta con gli utenti** (chiamati friends).

# APP: CHAT, SHOP, PAY, SAFE.

FEB  
2022

## APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021



JAPAN

#	MOBILE APP	COMPANY
01	LINE	LINE
02	新型コロナワクチン接種証明書アプリ	CABINET OFFICE
03	INSTAGRAM	META
04	TWITTER	TWITTER
05	AMAZON	AMAZON
06	YAHOO! JAPAN	YAHOO JAPAN
07	FACEBOOK	META
08	PAYPAY	SOFTBANK
09	RAKUTEN ICHIBA	RAKUTEN
10	YAHOO! JAPAN WEATHER	YAHOO JAPAN

#	MOBILE GAME	COMPANY
01	DISNEY TSUM TSUM	LINE
02	POKÉMON GO	NIANTIC
03	MONSTER STRIKE	MIXI
04	PUZZLE & DRAGONS	GUNGHO ONLINE ENTERTAINMENT
05	UMA MUSUME PRETTY DERBY	CYBERAGENT
06	PIKMIN BLOOM	NIANTIC
07	機動戦士ガンダム U.C. ENGAGE	BANDAI NAMCO
08	TOON BLAST	ZYNGA
09	PROJECT SEKAI COLORFUL STAGE! FEAT. HATSUNE MIKU	SEGA SAMMY
10	ドラゴンクエストけしけし!	SQUARE ENIX

# E-COMMERCE, ECCOME!

FEB  
2022

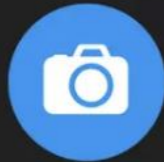
## ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



JAPAN

ELECTRONICS



statista

**\$40.70**  
BILLION

YEAR-ON-YEAR CHANGE  
**+29% (+\$9.1 BILLION)**

FASHION



**\$55.67**  
BILLION

YEAR-ON-YEAR CHANGE  
**+36% (+\$15 BILLION)**

FURNITURE



statista

**\$31.31**  
BILLION

YEAR-ON-YEAR CHANGE  
**+23% (+\$5.8 BILLION)**

TOYS, HOBBY, DIY



**\$16.64**  
BILLION

YEAR-ON-YEAR CHANGE  
**+35% (+\$4.3 BILLION)**

PERSONAL & HOUSEHOLD CARE



**\$25.27**  
BILLION

YEAR-ON-YEAR CHANGE  
**+22% (+\$4.6 BILLION)**

FOOD



statista

**\$17.64**  
BILLION

YEAR-ON-YEAR CHANGE  
**+52% (+\$6.1 BILLION)**

BEVERAGES



**\$16.78**  
BILLION

YEAR-ON-YEAR CHANGE  
**+59% (+\$6.2 BILLION)**

PHYSICAL MEDIA

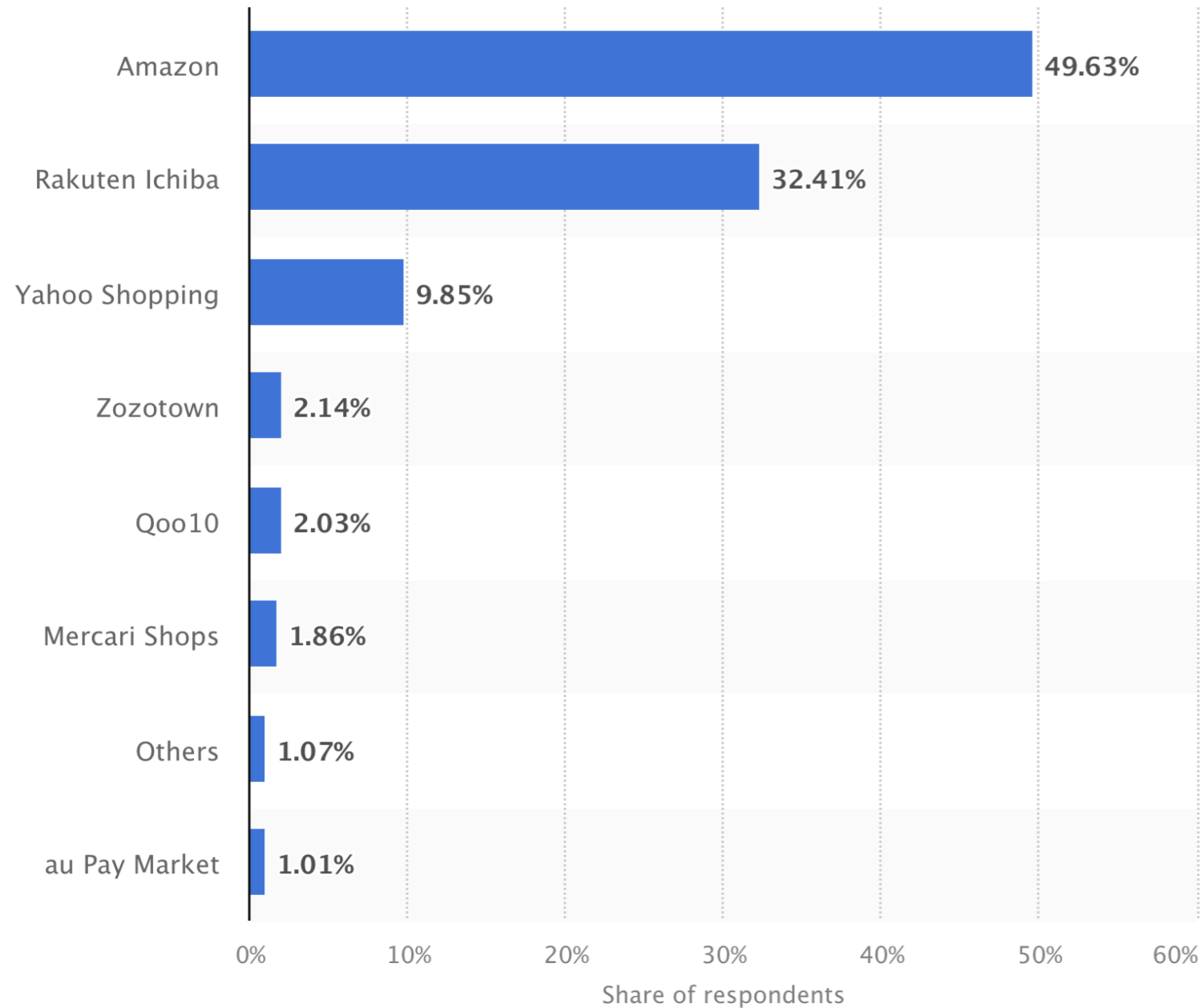


**\$6.32**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13% (+\$715 MILLION)**

# E-COMMERCE, ECCOME!

## Most popular e-commerce marketplaces in Japan as of June 2023



### DOWNLOAD



PDF



XLS



PNG



PPT



### Sources

- [→ Show sources information](#)
- [→ Show publisher information](#)
- [→ Use Ask Statista Research Service](#)

### Release date

June 2023

### Region

Japan

### Survey time period

June 1 to 8, 2023

# E-COMMERCE, ECCOME!

FEB  
2022

## ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)



JAPAN

FLIGHTS



**\$5.35  
BILLION**

YEAR-ON-YEAR CHANGE  
**-13% (-\$832 MILLION)**

statista

CAR RENTALS



**\$1.33  
BILLION**

YEAR-ON-YEAR CHANGE  
**-4.4% (-\$60 MILLION)**



TRAINS



**\$3.39  
BILLION**

YEAR-ON-YEAR CHANGE  
**+16% (+\$479 MILLION)**

statista

LONG-DISTANCE BUSES



**\$309.4  
MILLION**

YEAR-ON-YEAR CHANGE  
**-5.1% (-\$17 MILLION)**

HOTELS



**\$13.35  
BILLION**

YEAR-ON-YEAR CHANGE  
**+38% (+\$3.7 BILLION)**



PACKAGE HOLIDAYS



**\$5.0  
BILLION**

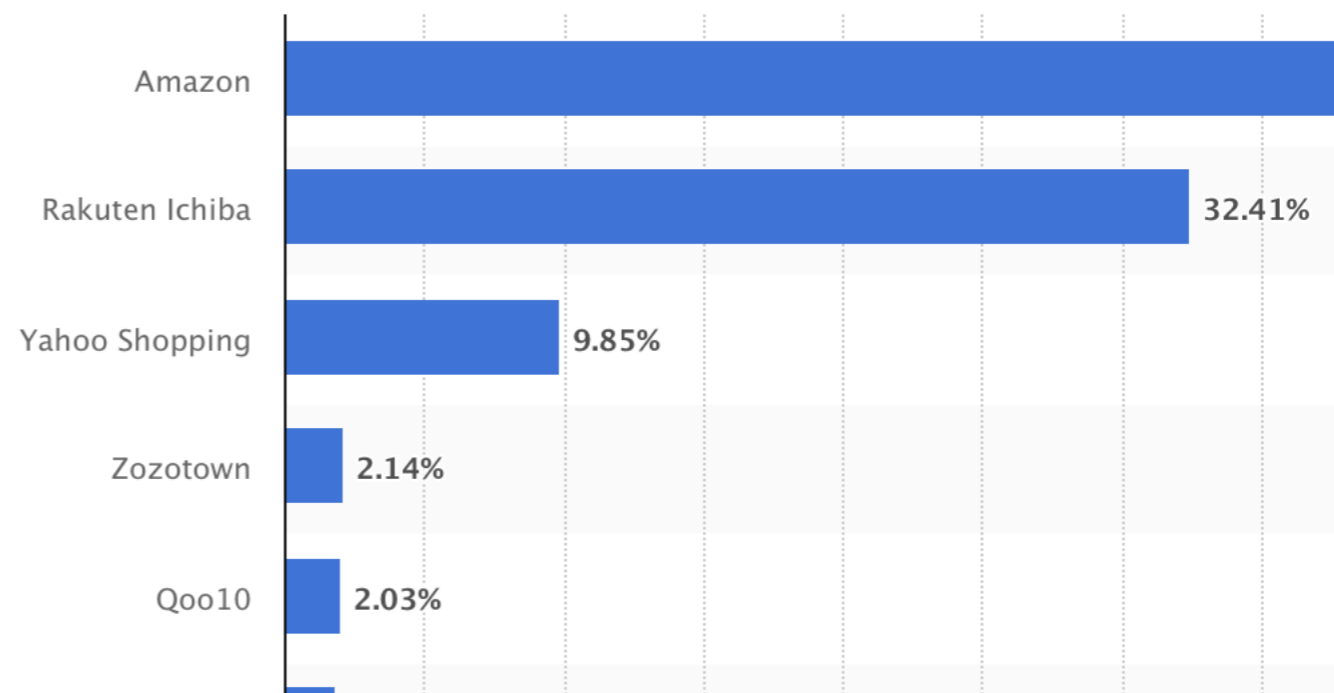
YEAR-ON-YEAR CHANGE  
**+45% (+\$1.6 BILLION)**

89

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUE OF TRAVEL SERVICES INCLUDES AIR, TRAINS, BUSES, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. COMPARABILITY: BASE AND

E-Commerce > B2C E-Commerce

## Most popular e-commerce marketplaces in Japan



# E-COMMERCE, ECCOME!

FEB  
2022

## DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS



JAPAN

TOTAL



**\$27.31**  
BILLION

YEAR-ON-YEAR CHANGE  
**+12% (+\$3.0 BILLION)**

VIDEO GAMES



**\$19.66**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11% (+\$2.0 BILLION)**

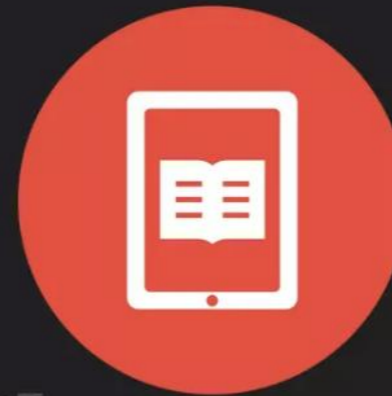
VIDEO-ON-DEMAND



**\$3.72**  
BILLION

YEAR-ON-YEAR CHANGE  
**+15% (+\$499 MILLION)**

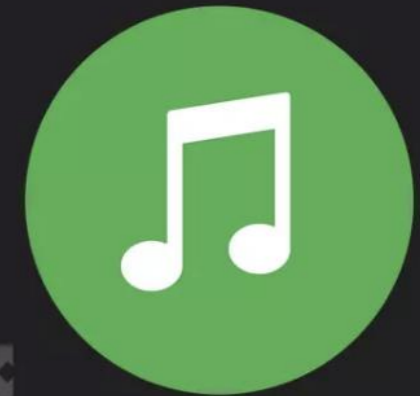
EPUBLISHING



**\$2.52**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13% (+\$286 MILLION)**

DIGITAL MUSIC



**\$1.42**  
BILLION

YEAR-ON-YEAR CHANGE  
**+17% (+\$208 MILLION)**

statista



statista





# E-COMMERCE, ECCOME!

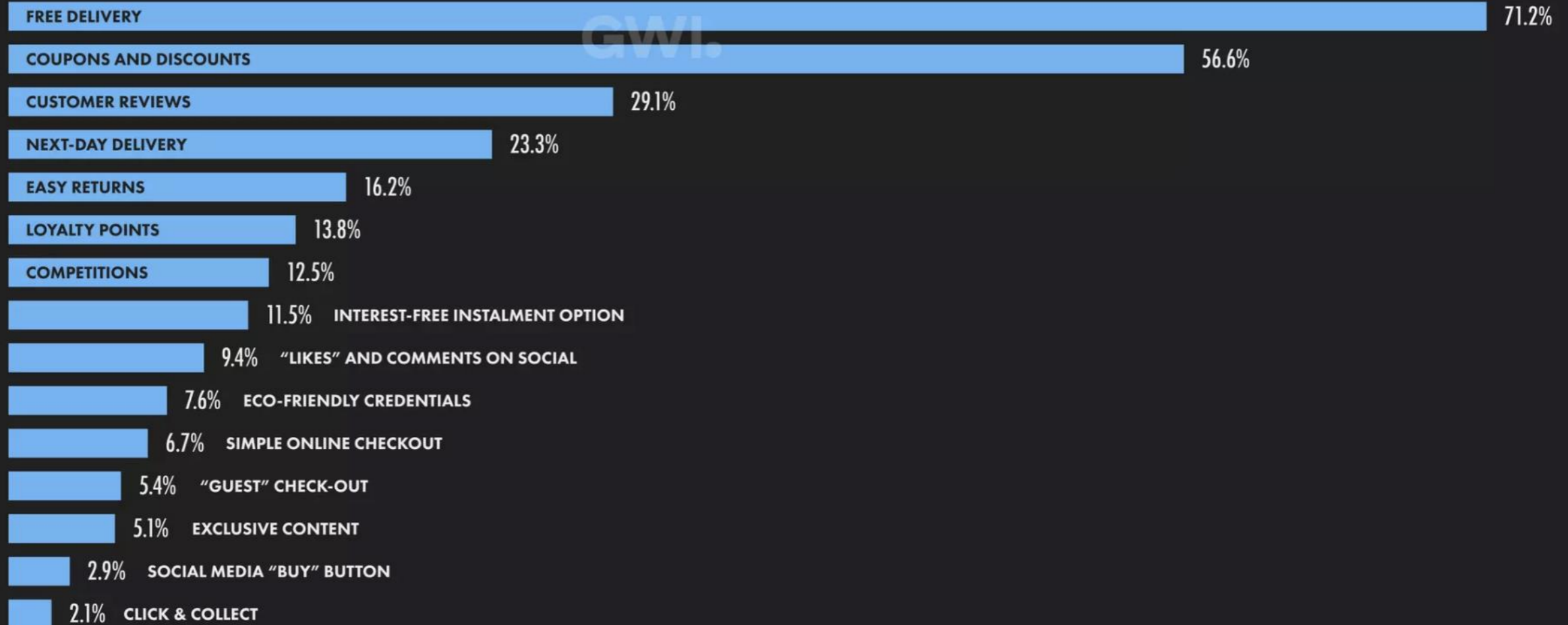
FEB  
2022

## ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



JAPAN



# OFF-SHORE PAYMENTS?

FEB  
2022

## OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



JAPAN

NUMBER OF  
PEOPLE MAKING  
DIGITAL PAYMENTS

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF PEOPLE  
MAKING DIGITAL PAYMENTS

TOTAL ANNUAL VALUE  
OF DIGITAL PAYMENT  
TRANSACTIONS (USD)

YEAR-ON-YEAR CHANGE  
IN THE VALUE OF DIGITAL  
PAYMENT TRANSACTIONS

AVERAGE ANNUAL VALUE  
OF DIGITAL PAYMENTS  
PER USER (USD)

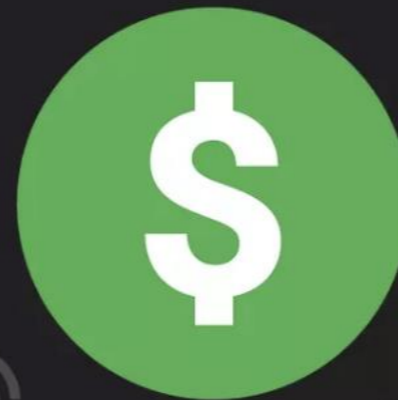


statista

**100.5**  
MILLION



**+3.5%**  
**+3.4 MILLION**

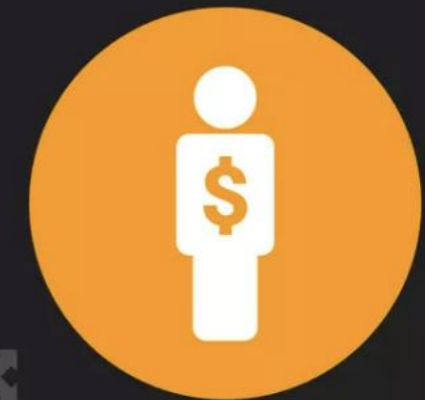


statista

**\$242.9**  
BILLION



**+22.0%**  
**+\$44 BILLION**



**\$2,417**  
YOY: **+18%**





Sofmap

AKIBA DutyFree's

Supply  
License Software  
PC Peripheral  
Notebook PCs  
Electronic Dictionaries  
Rice Cookers  
Electrical Beauty Supply  
Watch/Clocks  
Digital Audio Player  
Digital Camcorder  
Digital Camera  
IC Recorders  
Walkman  
Sony Overseas Models

免税  
面世

FREE  
VALU

ADOBE  
CREATIVE SUITE 3

Sony  
Overseas  
Models

ms  
notebook

map

中古ゲーム機  
中古DVD  
中古TVゲーム  
中古PCゲーム  
売ります  
買います  
中古ゲーム機  
中古DVD  
中古TVゲーム  
中古PCゲーム

AKB48 チャンスの順番

Mister D  
AKB48 チャンスの順番  
12.8 ON SALE

AKB48 チャンスの順番  
AKB48 チャンスの順番  
12.8 ON SALE





<https://edition.cnn.com/style/article/3d-cat-billboard-tokyo/index.html>



<https://edition.cnn.com/style/article/3d-cat-billboard-tokyo/index.html>





# ESEMPIO DI FUNNEL PER IL GIAPPONE

**Creazione di una pagina web o di un sito localizzato in lingua**



**Attività di posizionamento sul motore di ricerca locale con paid ads e SEO**

**Apertura di canali in lingua sui social media locali**



**Posizionamento sui marketplace specifici per il settore**

**Scegliere influencer e brand ambassador locali**



**Assistenza e Customer Care in lingua**



# **SENZA DIMENTICARE...**

- **LOCAL PARTNER/DISTRIBUTOR**
- **STRATEGIA DI COMUNICAZIONE LOCALE**
- **TRADUZIONI PROFESSIONALI E LOCAL TEAM**
- **STRATEGIA CROSS-MEDIALE (DIGITAL / MSM / OUTDOOR /  
EVENTI / PR / RETAIL)**
- **CUSTOMIZZAZIONE PRODOTTO (Taglia/Fit, Limited edition,  
colori etc etc)**
- **TRY ON e PUNTO VENDITA**



# Contatti

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NIPPON  
CONCIERGE

≡ EAST MEDIA