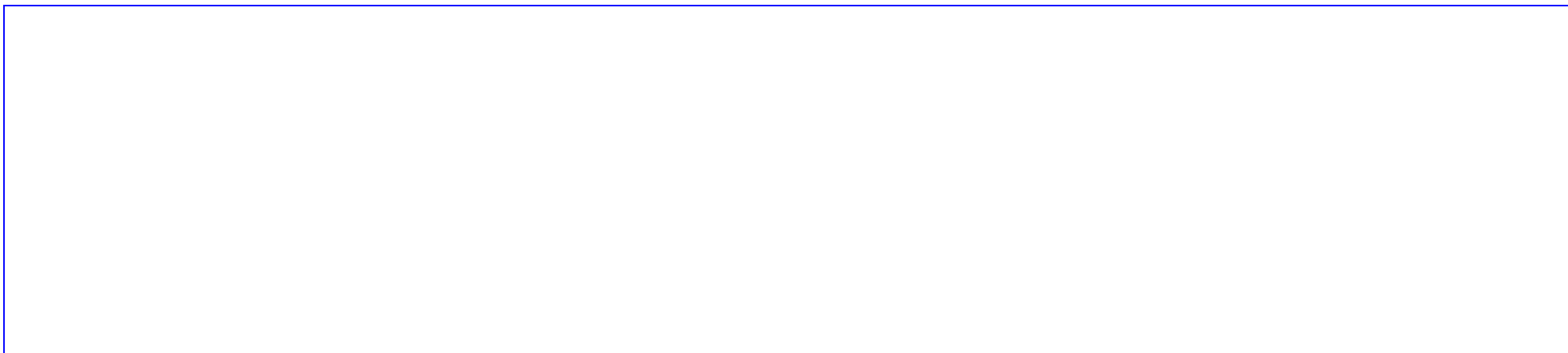


ITpro Profile Survey

August , 2017

Survey Outline

<p>Survey objectives</p>	<p>Collecting data of advertising media and understanding the online access status, evaluation and user profile.</p>
<p>Survey method</p>	<p>Online survey</p>
<p>Valid responses</p>	<p>719 responses</p>
<p>Announcement</p>	<ul style="list-style-type: none"> - Selected ITpro members from e-marking system and requested response via email (100,000 requests). - Announced via subject-related emails such as an email newsletter of ITpro's latest news
<p>Survey period</p>	<p>June 28 to July 12, 2017</p>
<p>Survey planned/ conducted by:</p>	<p>Nikkei BP Digital Marketing Group/Nikkei BP Consulting, Research Department</p>



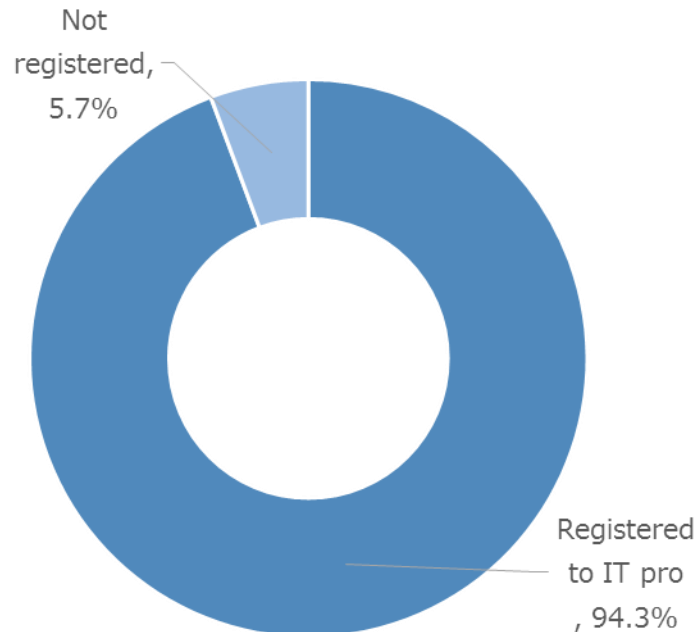
Survey Results

Q . ITpro Registration status ("select only one that applies")

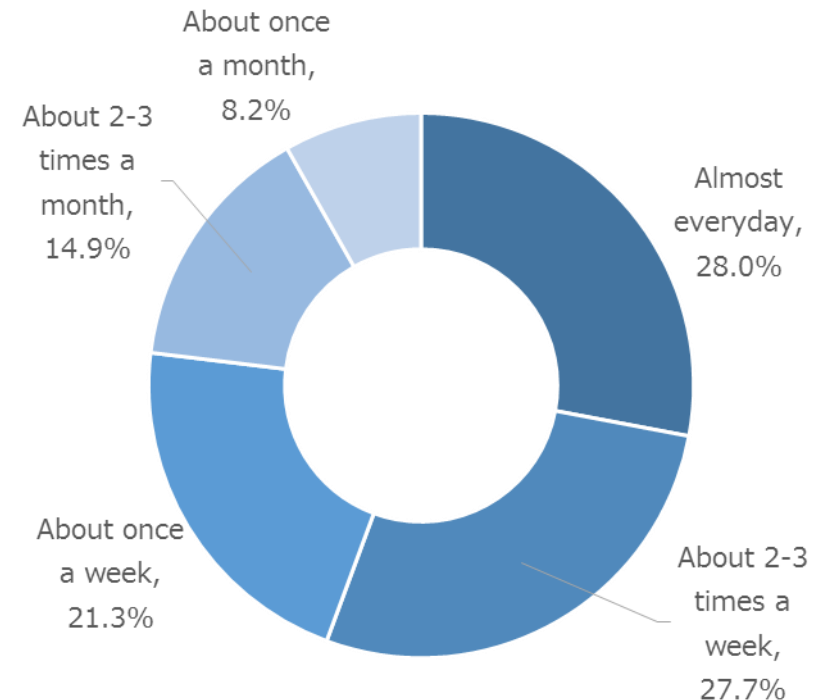
Q . ITpro Access frequency ("select only one that applies")

Readers who access ITpro almost everyday are 28%. 77% readers access more than once a week.

ITpro registration status



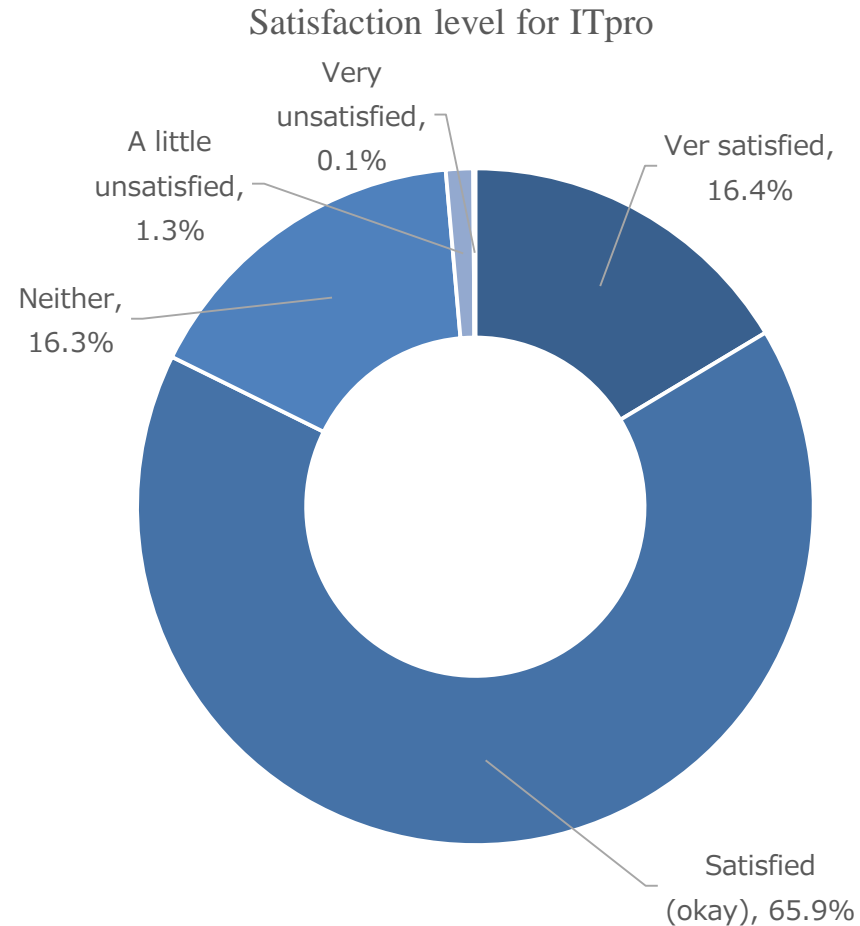
ITpro access frequency



ITpro Readership Profile Survey
 Survey period: June 28, 2017 – July 12, 2017
 Survey conducted by: Nikkei BP Consulting
 Sample responses: 719 (by those who access more than once a month)

Q. Your satisfaction level for ITpro ("select only one that applies")

More than 82.3% responded as satisfactory for ITpro.

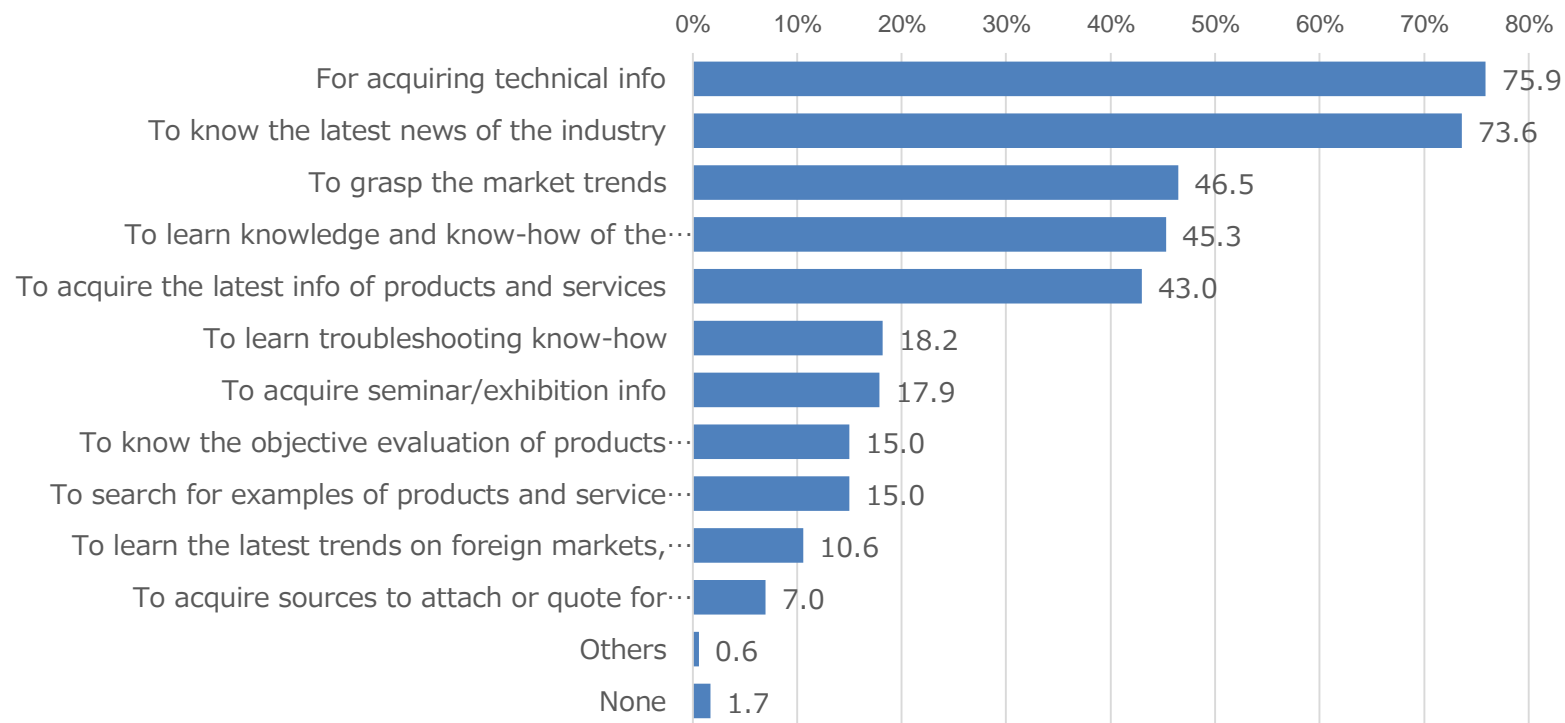


n=719

ITpro Readership Profile Survey
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“For acquiring technology info” (75.9%) and “to know the latest news of the industry” (73.9%) ranked top (over 70%).
“To grasp the market trends”, “to learn knowledge and know-how of the specialized field” and “to acquire the latest info of products and service” followed (over 40%), thus utilized to grasp various know-how and info.

Occasions to use ITpro

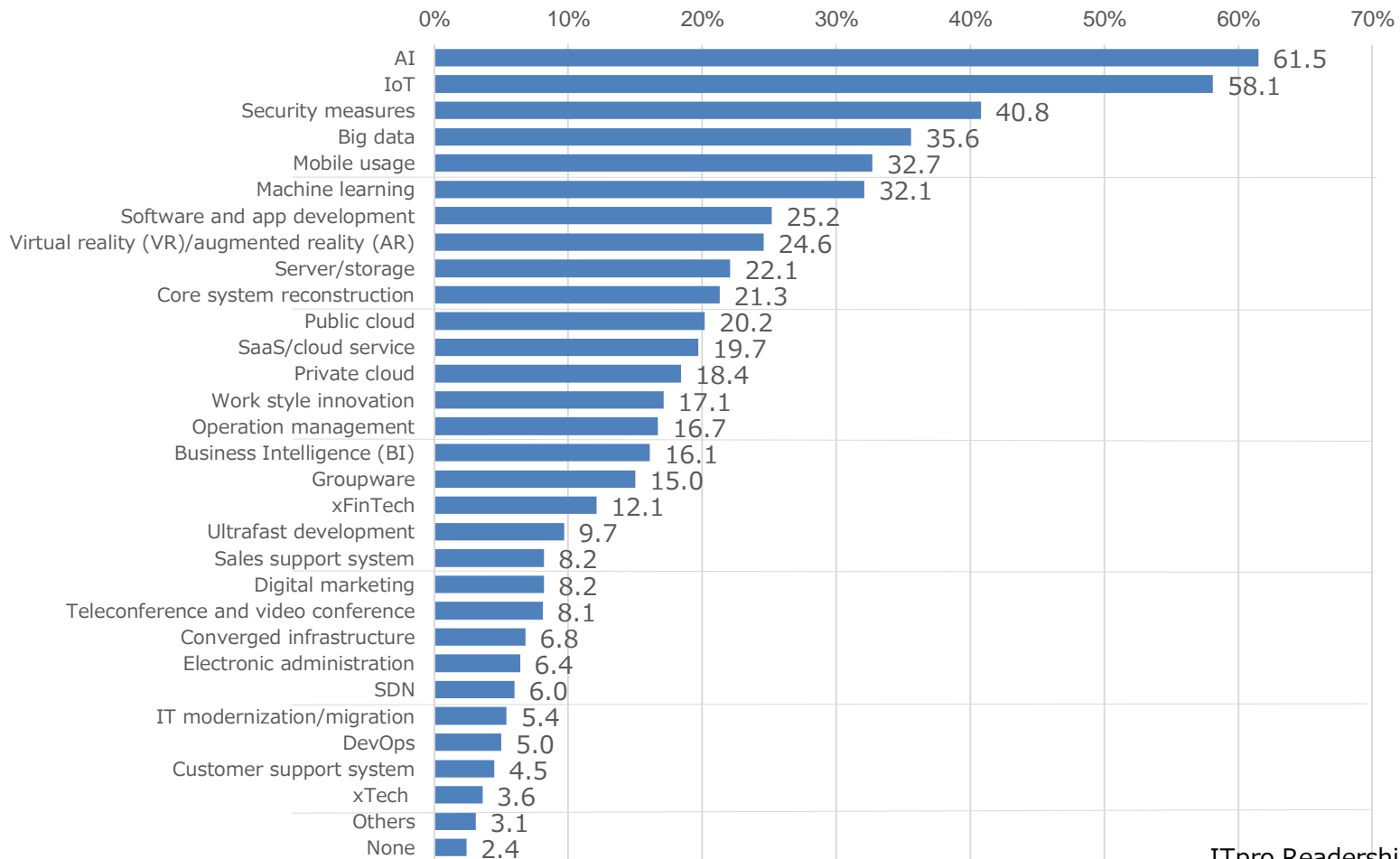


ITpro Readership Profile Survey
 Survey period: June 28, 2017 – July 12, 2017
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Q. Interested topics in ITpro articles ("select as many as applies")

"AI" (61.5%) " IoT " (58.1%) ranks top, with wide interest in many topics.

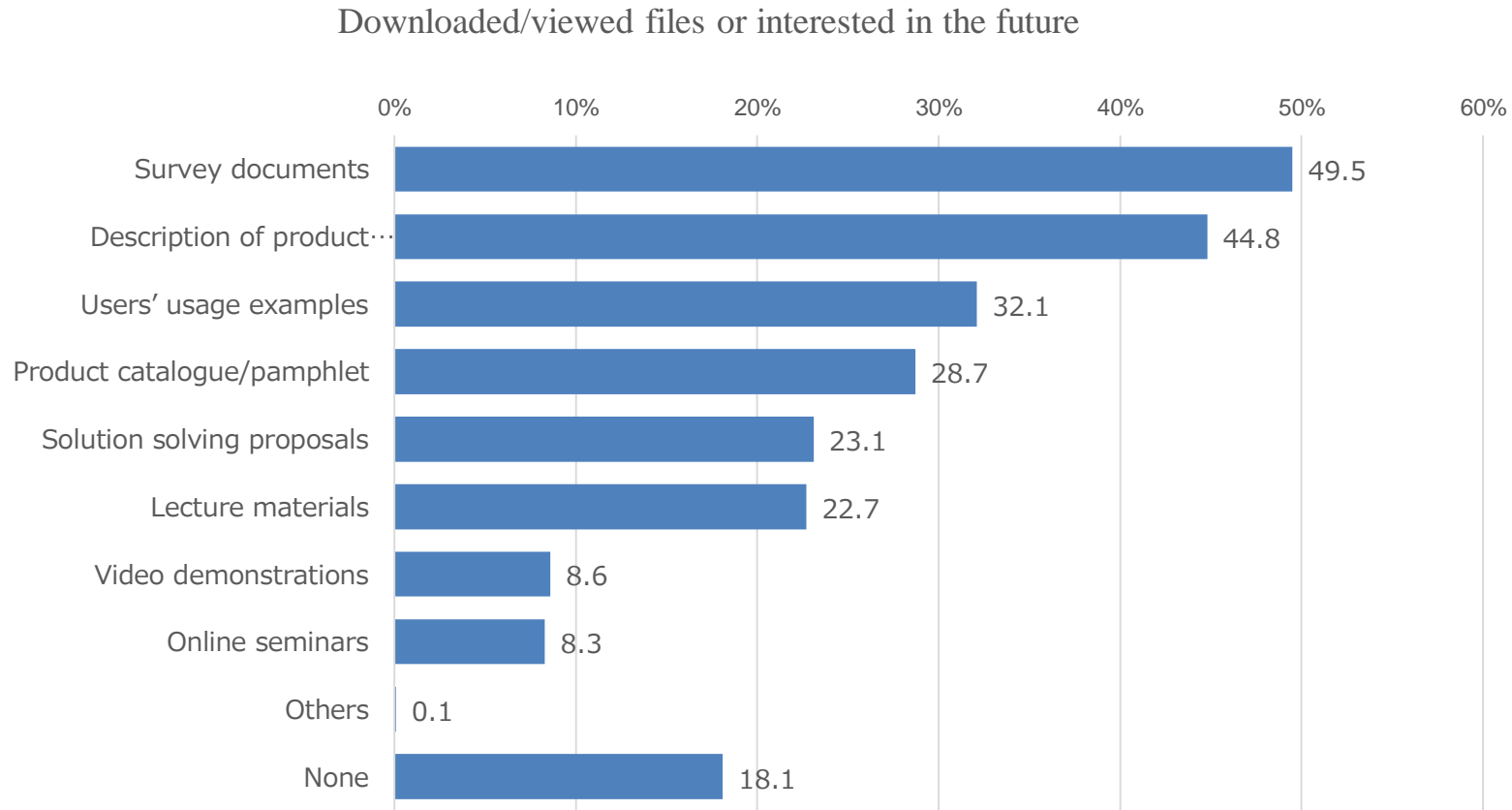
Interested topics in ITpro articles



n=719

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The most interested was “survey documents” (over 50%). “Description of product features and/or technology” followed (45%). “Usage examples” and “catalogue/pamphlet” are also over 30%.



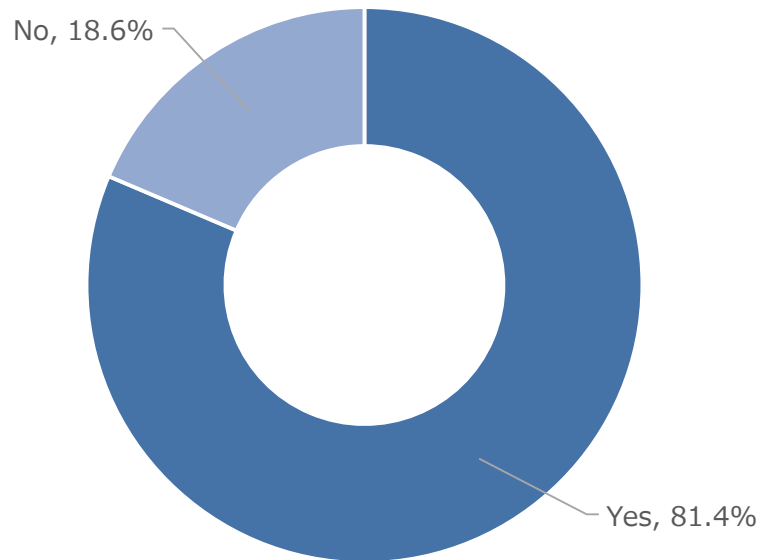
ITpro Readership Profile Survey
Survey period: June 28, 2017 – July 12, 2017
Survey conducted by: Nikkei BP Consulting
Sample responses: 719 (by those who access more than once a month)

Q. "File downloading service" use ("select only one that applies")

Q. "File downloading service" usage ("select as many as applies")

More than 81.4% has downloaded from "file downloading service". The service is utilized for business and/or system problem-solving, for examination on introduction of new system and for investigating other companies. More than 20% has made contact due to this downloading service, and 3.3% responded it lead them to introduction.

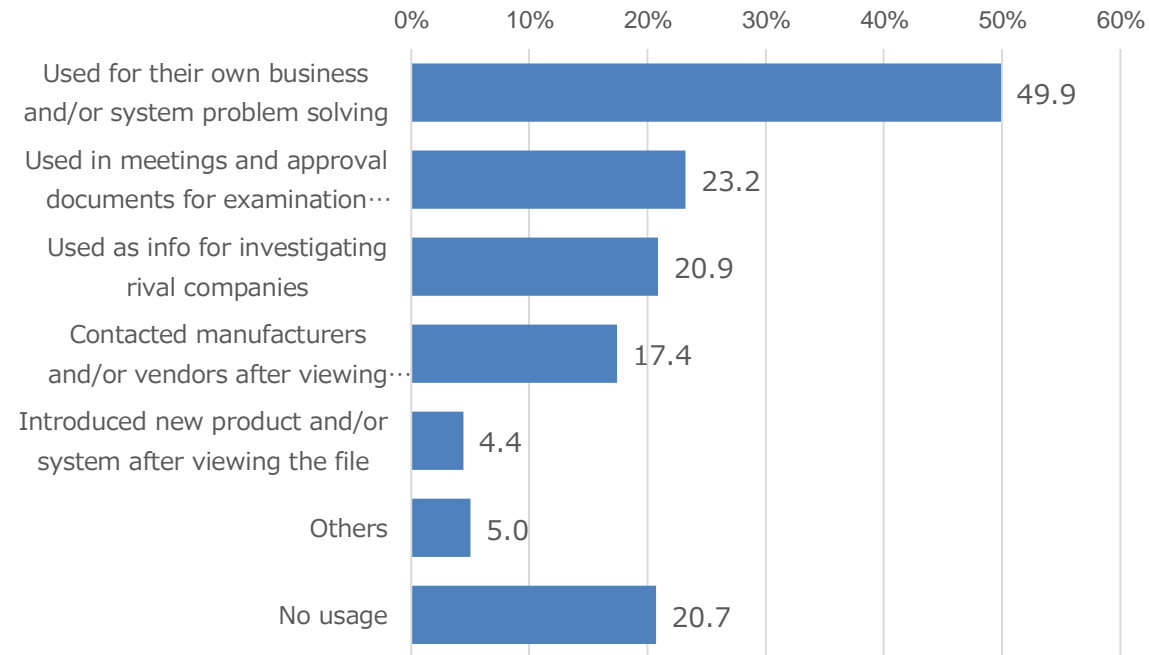
"File downloading service" use



n=719

Based on the data of "file downloading service" users

"File downloading service" usage



ITpro Readership Profile Survey

Survey period: June 28, 2017 – July 12, 2017

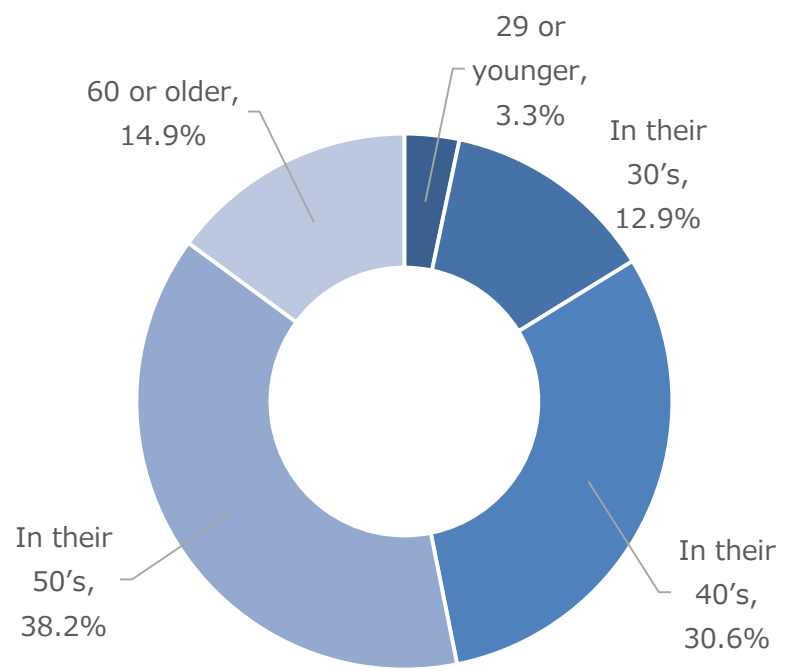
Survey conducted by: Nikkei BP Consulting

Sample responses: 585 (by those who have used "file downloading service" and those who access more than once a month)

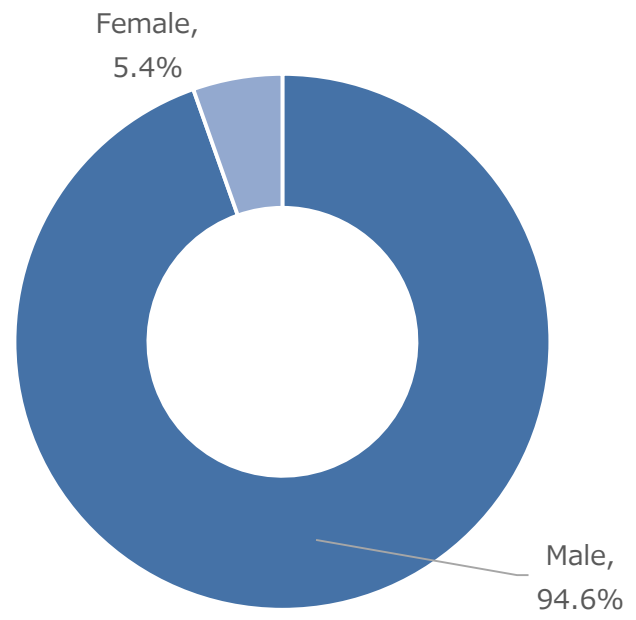
Q. Age ("select only one that applies")
Q. Gender ("select only one that applies")

The average age of the readers is 49.8. 94.6% of the readers are male.

Age (average age - 49.88 years old)



Gender



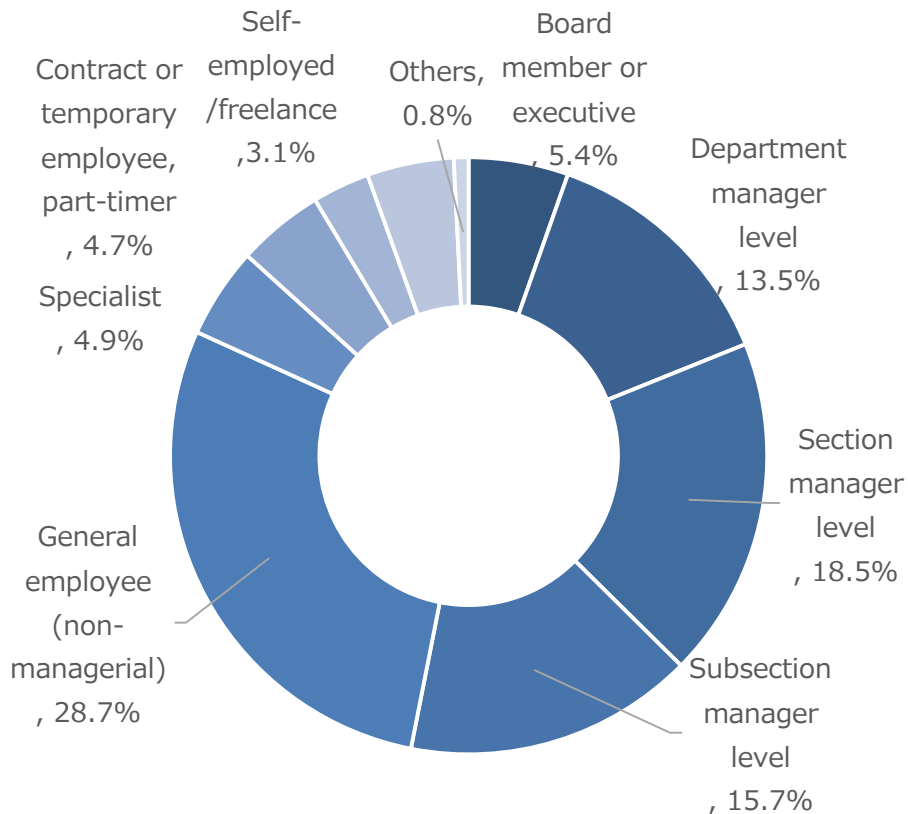
n=719

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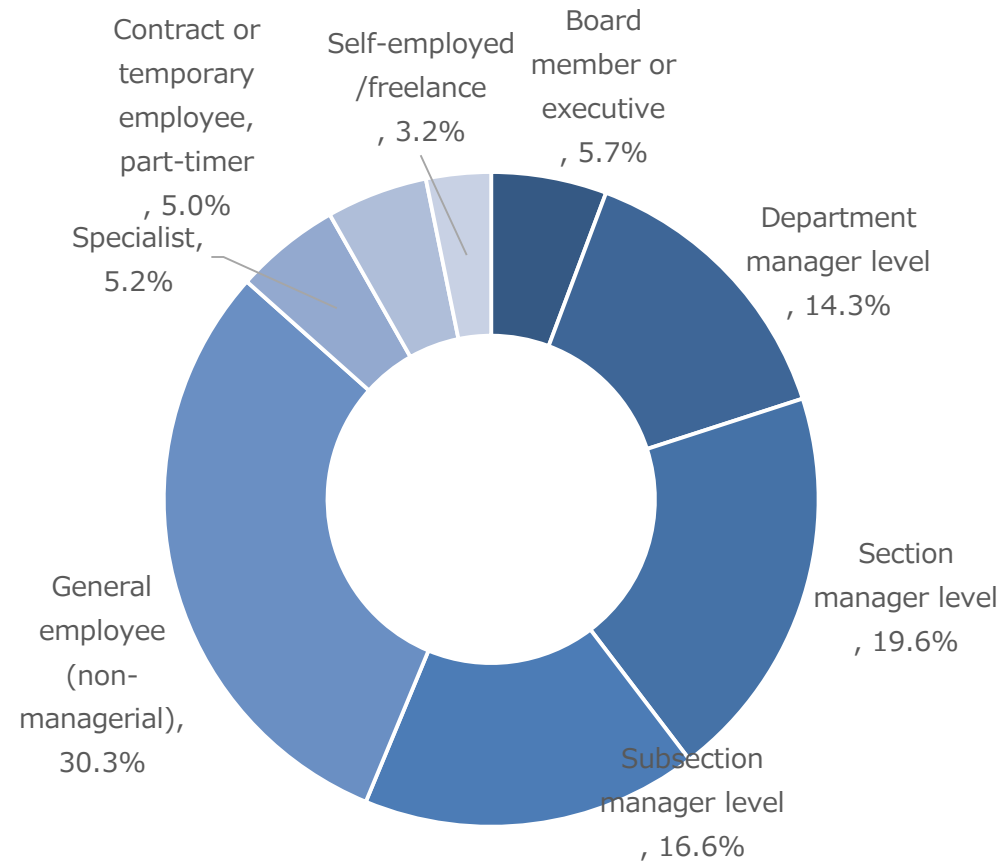
Q. Job title ("select only one that applies")

More than half holds a job title.

Job title



Job title (employed only)



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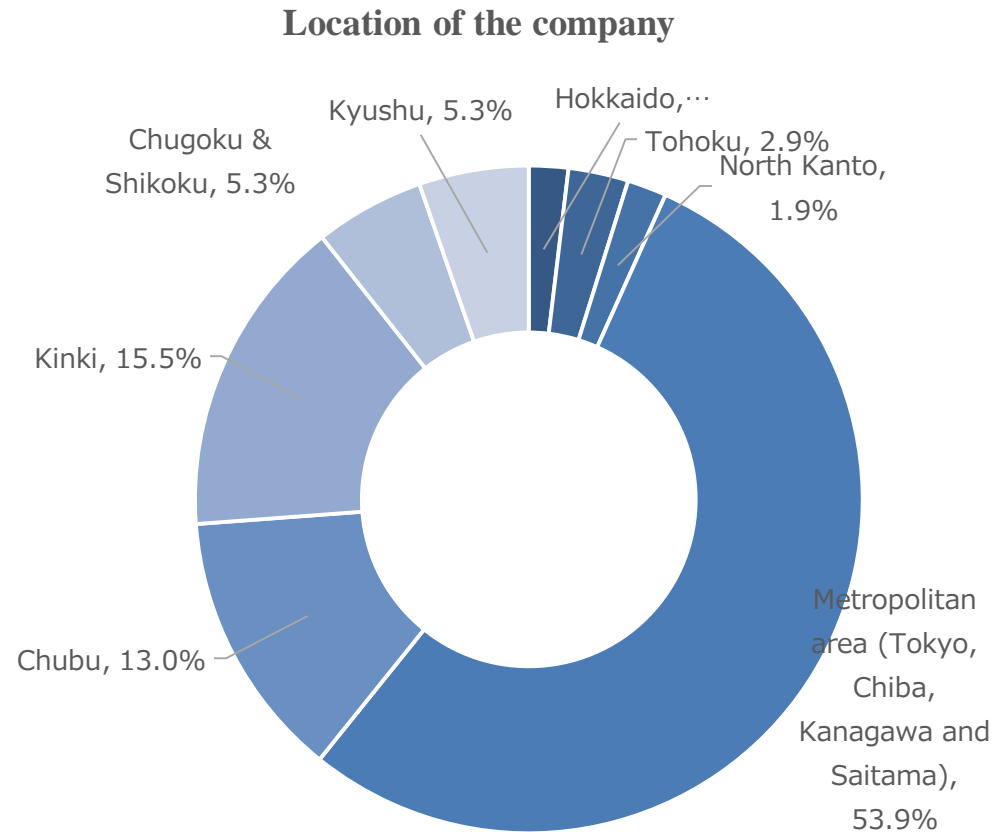
ITpro Readership Profile Survey

Survey period: June 28, 2017 – July 12, 2017

Survey conducted by: Nikkei BP Consulting

Sample responses: 679 (by those who access more than once a month and employed)

The location spreads nationwide, centering around Tokyo metropolitan area.

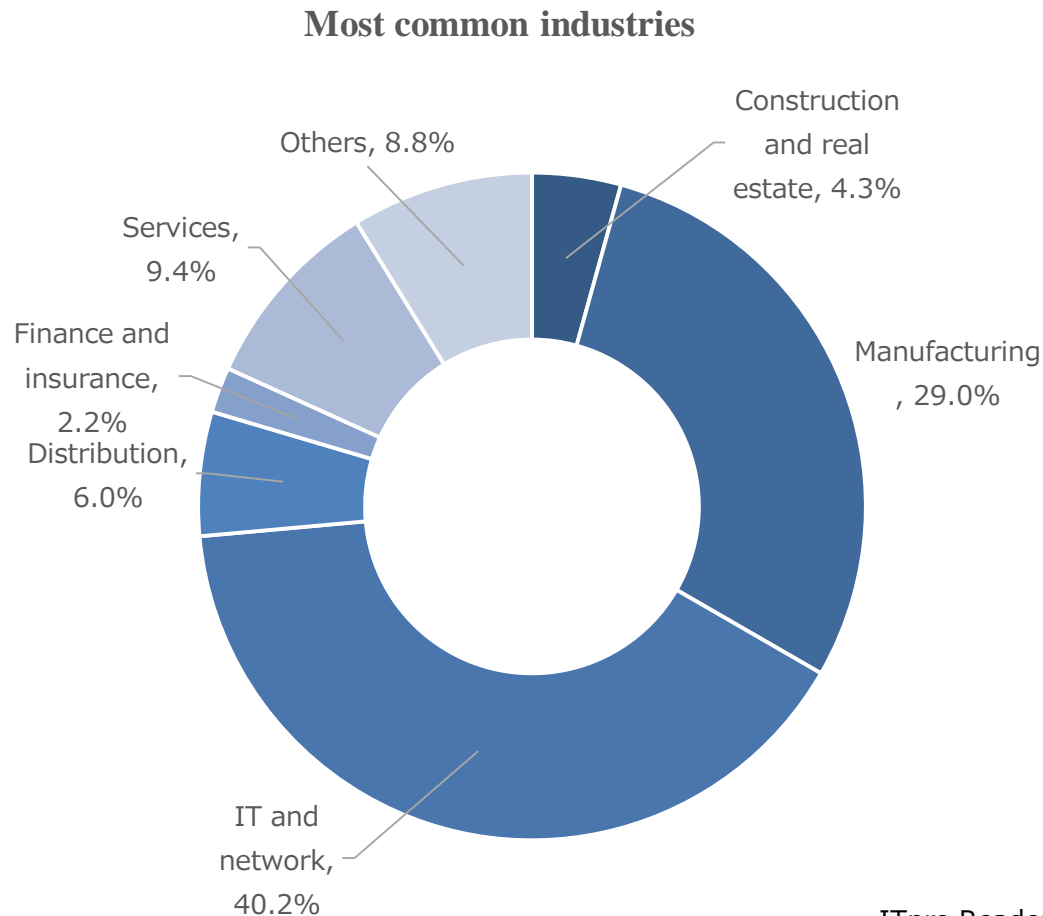


(Data from those employed only)

ITpro Readership Profile Survey
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Q. Most common industries ("select only one that is closest to the one that applies")

IT and network industries were most common (over 40%), followed by manufacturing industry (30%).



(Data from those employed only)

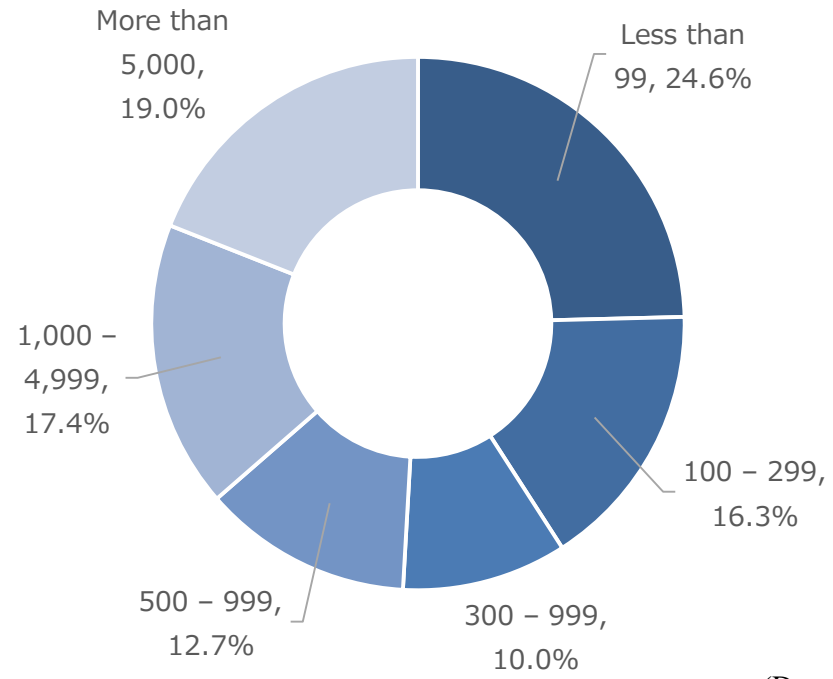
n=679

ITpro Readership Profile Survey
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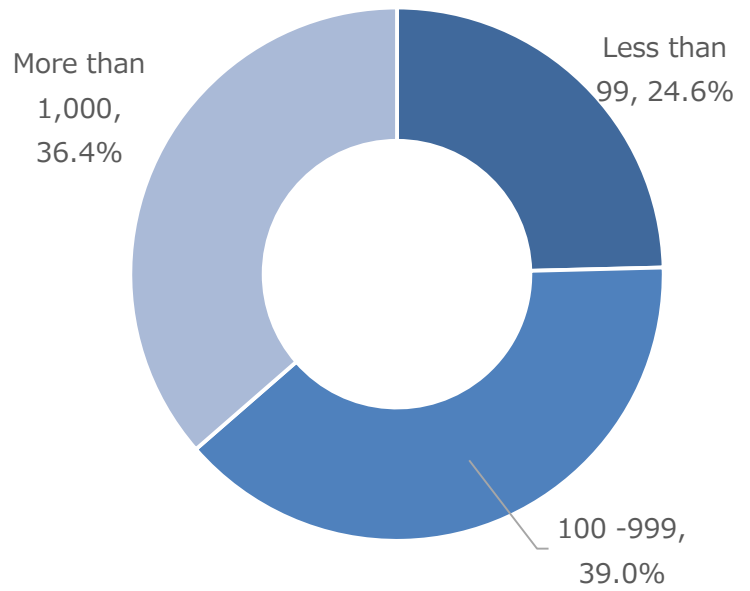
Q. Number of employees in the company ("select only one that is closest to the one that applies")

36.4% responded "more than 1,000."

Total number of employees in the company



Total number of employees in the company (Categorized in large)

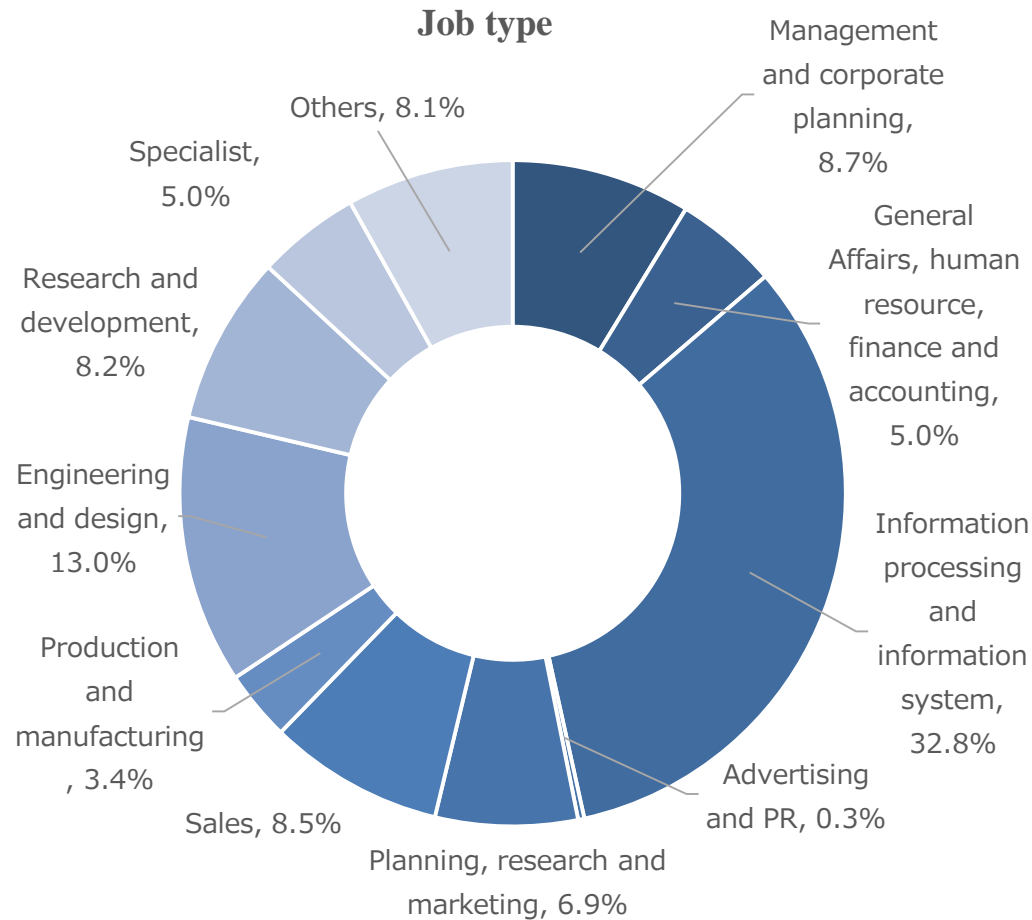


(Data from those employed only) n=679

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Q. Job type (“select only one that is closest to the one that applies”)

Those in charge of information processing and/or information systems was 32.8%.

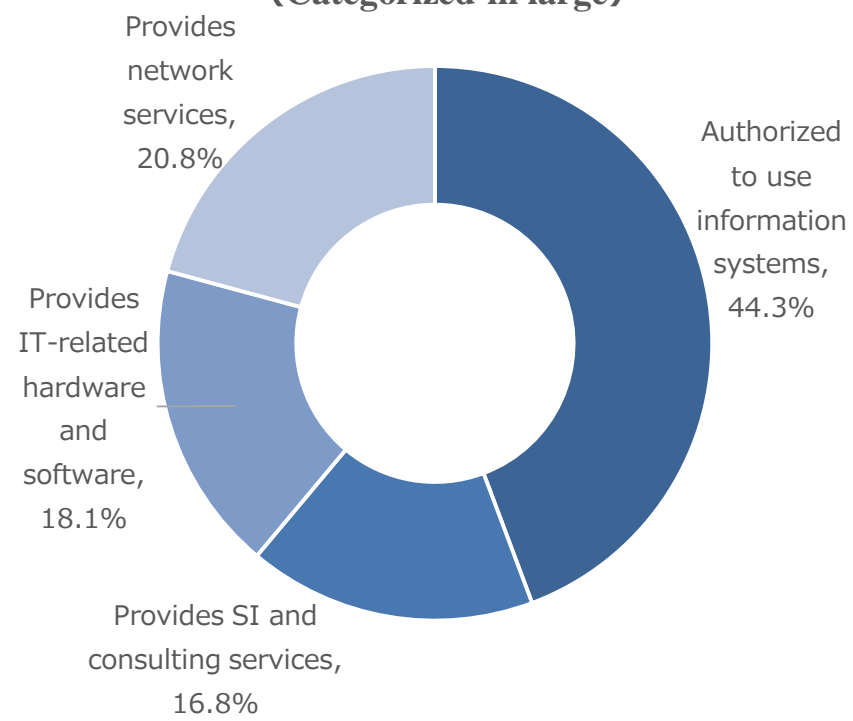


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44.3% is authorized to use information systems.

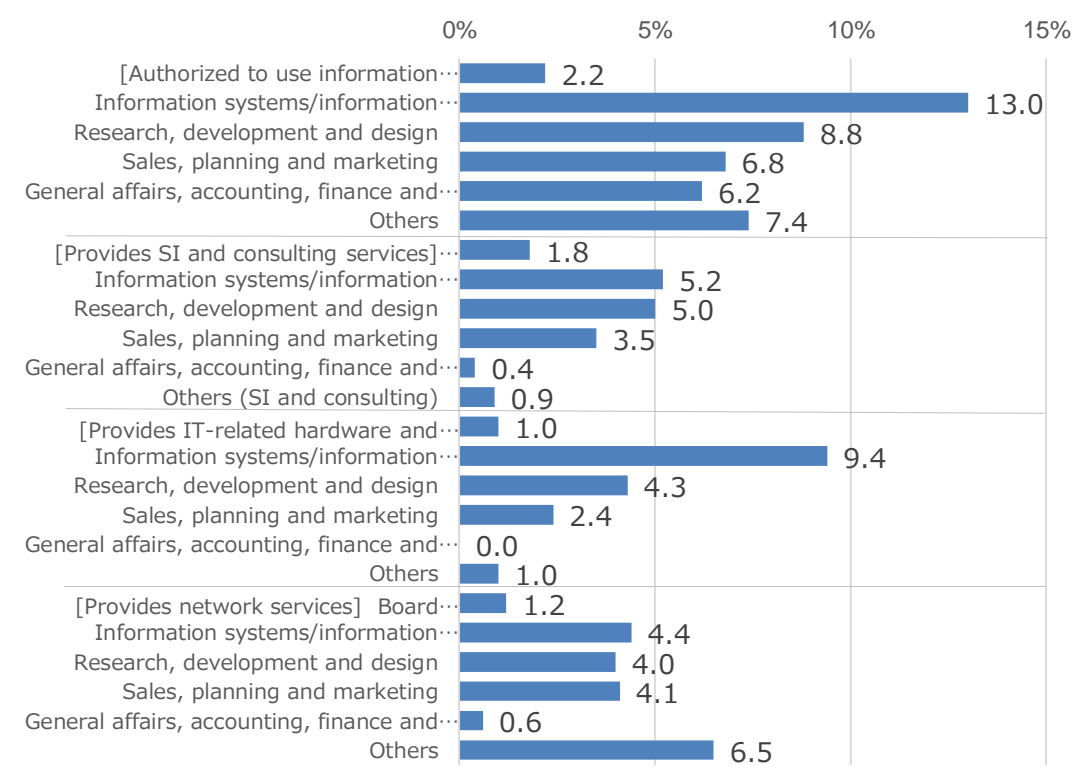
(Data from those employed only) n=679

**Position regarding information systems
(Categorized in large)**



(Data from those employed only) n=679

Position regarding information systems



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Q. Department and job positions involved in introducing a new product or service regarding computers or network systems ("select as many as applies")

**CIO and information systems department are deeply involved in introducing new product/services.
26.2% belongs in management and corporate position.**

Job position and department involved in making the decision in the company



(Data from those employed only) n=679

ITpro Readership Profile Survey

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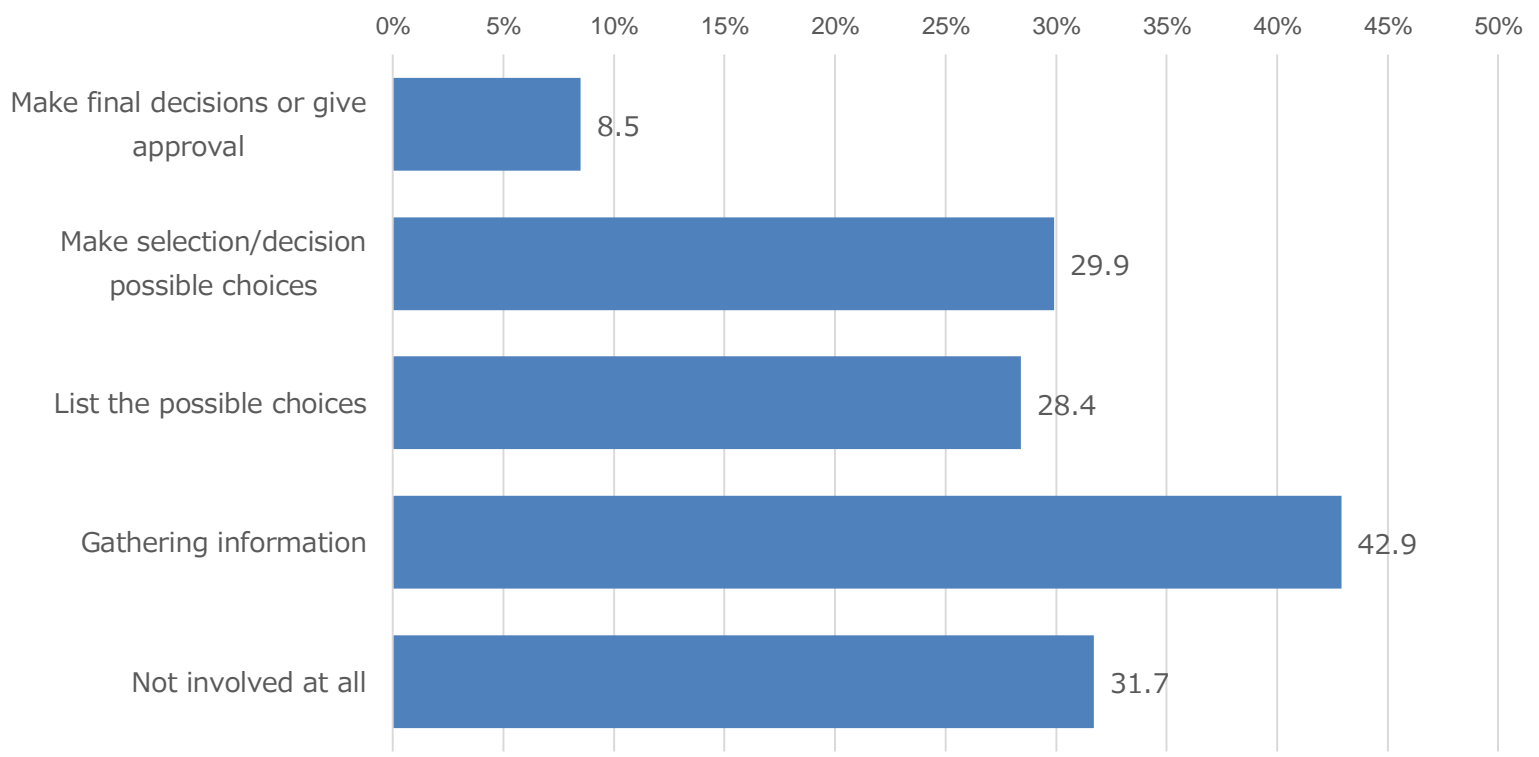
Survey conducted by: Nikkei BP Consulting

Sample responses: 679 (by those who access more than once a month and employed)

Q. How the readers are involved in selecting and introducing a new product or service regarding computers or network systems in your company ("select as many as applies")

70% of the readers are involved in making decisions, approval or selection.

How involved in the selection/introduction in your company

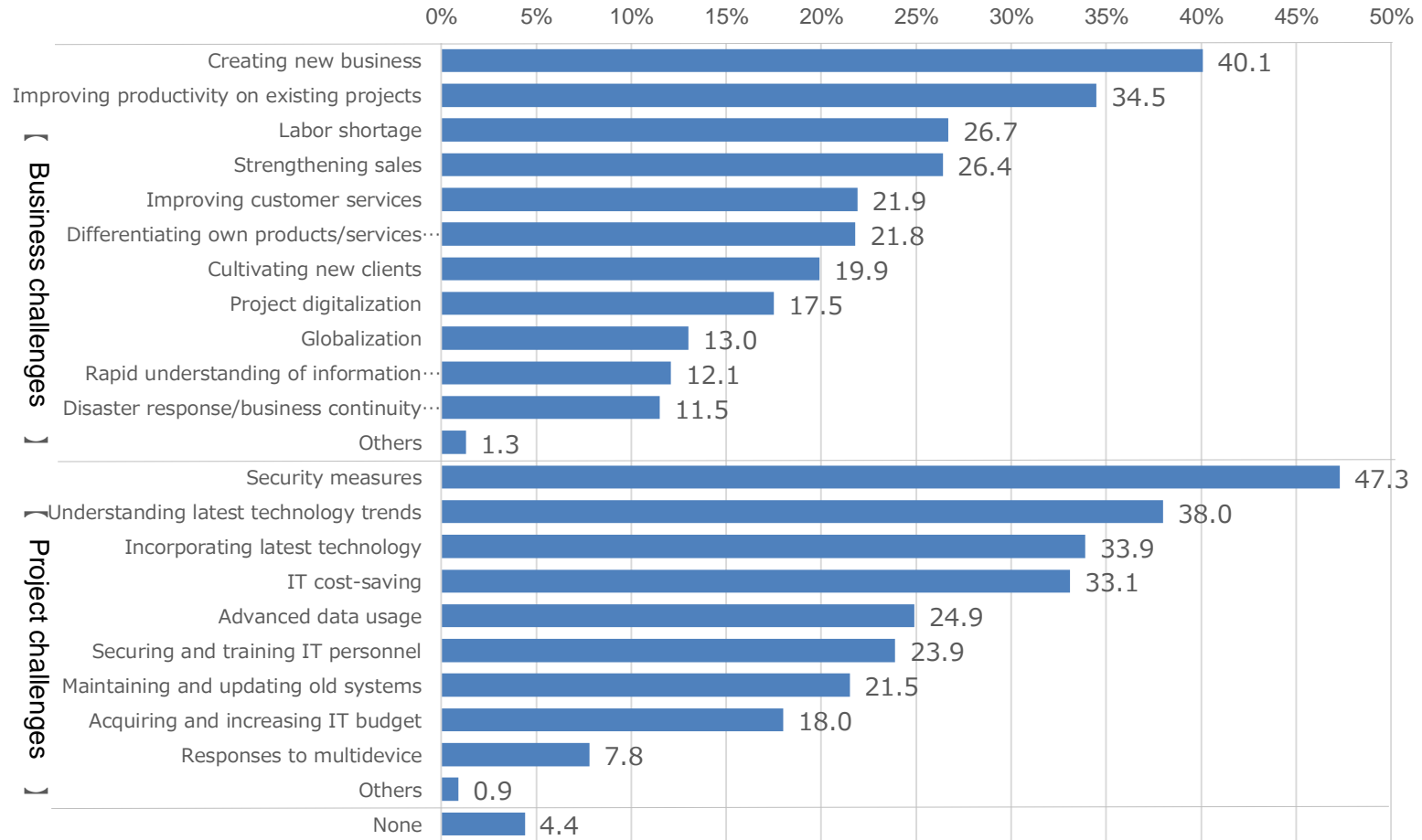


(Data from those employed only) n=679

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The challenges are wide spread from "creating new business" to "security measures"

The readers and their companies' challenges



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