

Personal Cloud Service Market in Japan: Key Research Findings 2011

◆ **Research Outline**

Yano Research Institute has defined domestic cloud service market targeted for individual users as “personal cloud service market,” and has conducted a study with the following conditions:

1. Research period: From June to August, 2011
2. Research targets:
 - 1) Survey to online storage providers, contents distribution service providers
 - 2) Surveys to users = domestic internet users
3. Research methodologies:
 - 1) Face-to-face interviews, survey via email/telephone in combination with literature research
 - 2) Questionnaire through internet

◆ **Key Findings**

- **Personal cloud service market in fiscal 2010 was 13.5 billion yen and expected to achieve 174.5 billion yen by FY 2015**

Personal cloud service centered on online storage was calculated as 13.5 billion yen, based on payment by the users. With expected increase of smart phone users and enhancement of services by major IT businesses overseas, the market is likely to achieve 174.5 billion yen by FY2015.

- **Current online storage market is driven by free-of-charge services by service providers overseas**

Although online storage users are currently increasing, they are in “advanced user hierarchy” who use free-of-charge services provided by foreign providers. Fee-based service users are only a few.

- **Keys to succeed in personal cloud market are “awareness of services” and “trigger creation” for using it**

When we asked a question to 200 domestic internet users the reason why they did not use online storage, many answered “Not aware of the service” or “Did not have reason to start using it.” It seems from the results of the survey that a key to expand the market is to exploit potential users.

◆ **Report format:**

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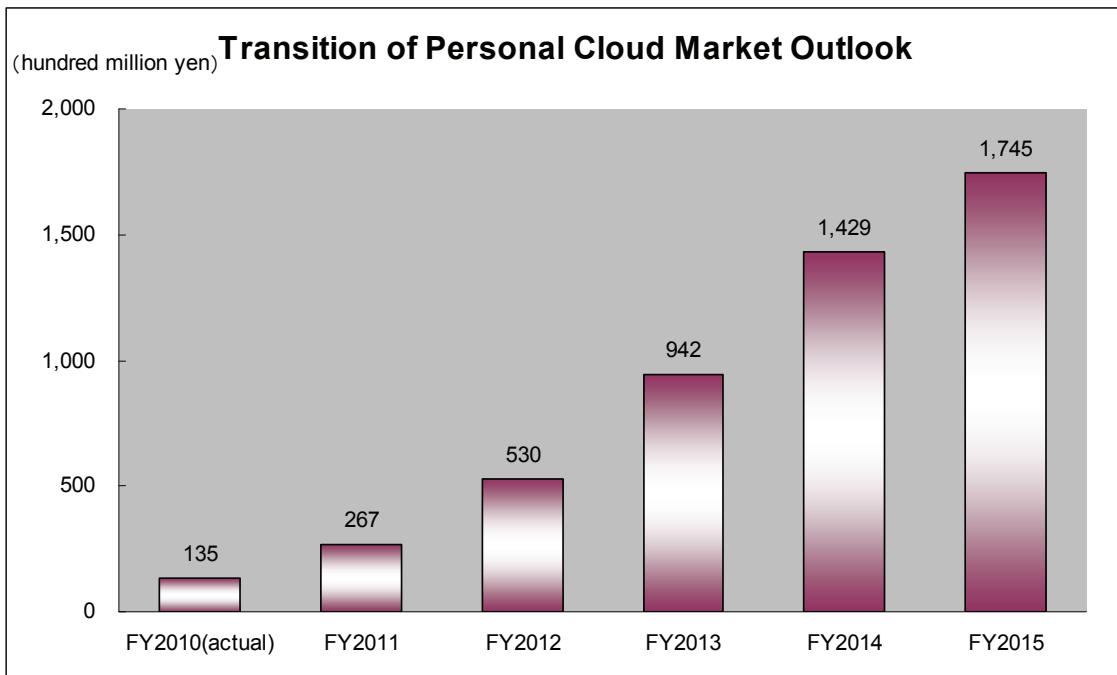
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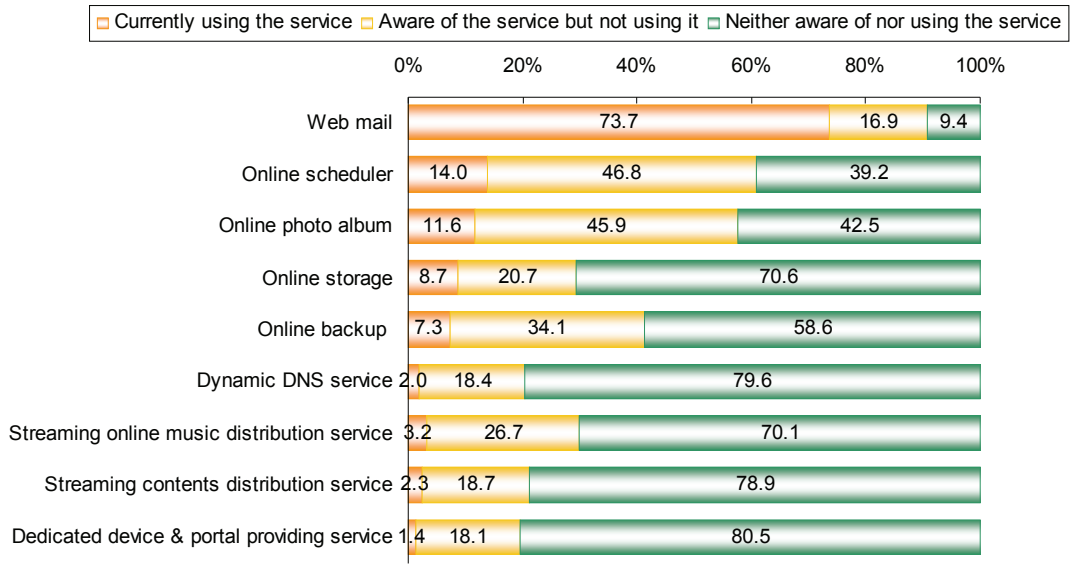
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Usage of Internet Services (n=6131)



The reason why you are not using online storage services (n=200)

