

Lifelog Market in Japan: Key Research Findings 2011

◆ **Research Outline**

Yano Research Institute has conducted a study on the Lifelog market with the following conditions:

1. Research period: From October to November, 2011
2. Research target: Companies in the business using lifelog, B-to-C enterprises, and consumers
3. Research methodologies: Face-to-face interviews by the specialized researchers, survey via telephone/email and literature research

◆ **Key Findings**

- **Lifelog market has estimated to reach 1.06 billion yen in FY2011, impressive 302.9% of the previous year**

As of 2011, there are only tens of companies that provide services using lifelog, majority of which are provided free for consumers. Despite such an environment, size of the lifelog market for FY2011 is anticipated to rise to 1.06 billion yen, 302.9% of the previous year.

- **In spite of low awareness, 48.6% showed willingness to use lifelog in future**

In the results of the questionnaire conducted to 400 men and women nationwide from age 18 to 69 through the internet, only 5.8% of the whole respondents were “well aware of” or “somewhat familiar with” the word “lifelog.” However, after some explanations with examples were given regarding the meanings of the word and detailed services that can be provided, 48.6%, almost half of the respondents including those that did not know the word answered that they “were willing to use the service” or “would use the service in some ways.”

- **Growth of lifelog market is expected to accelerate and reach 5.2 billion yen by FY2015**

With yearly accumulated volume of lifelog information continue growing for the future, it is easy to imagine that there will be wider range of consumers who can analyze information, improving the lifelog value year by year. Therefore, the lifelog market is promising and is expected to reach 5.2 billion yen by FY2015.

◆ **Report format**

Published report: “Lifelog related business 2011”

Issued on: November 30, 2011

Language: Japanese

Format: 310 pages in A4 format

Price: 157,500 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

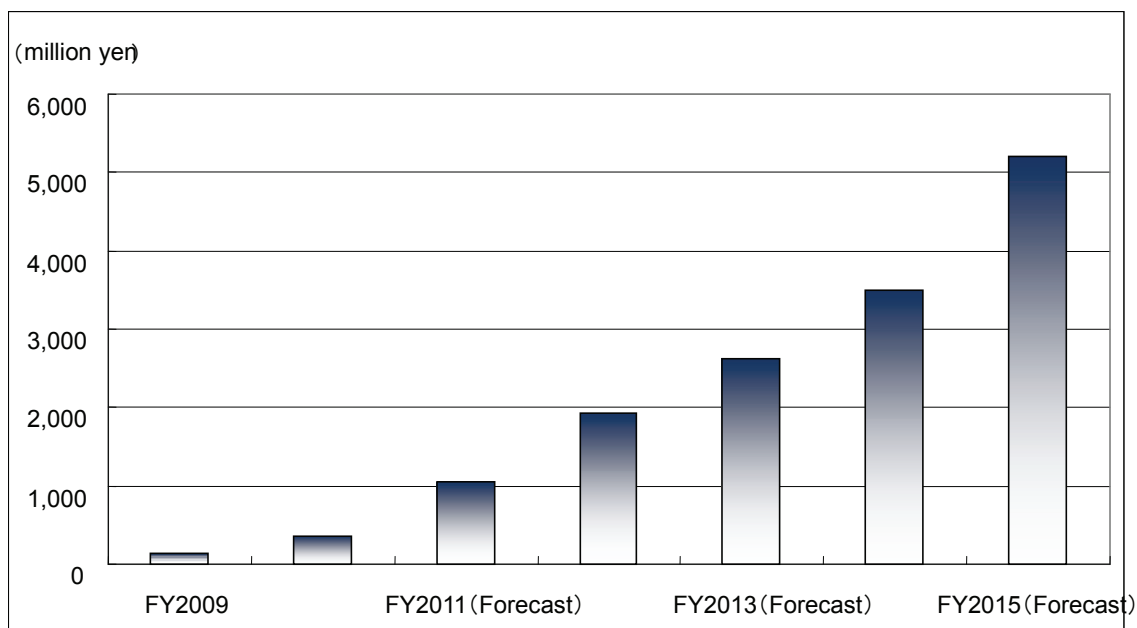
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■ **Figure 1: Transition and Forecast on Size of Lifelog Market**

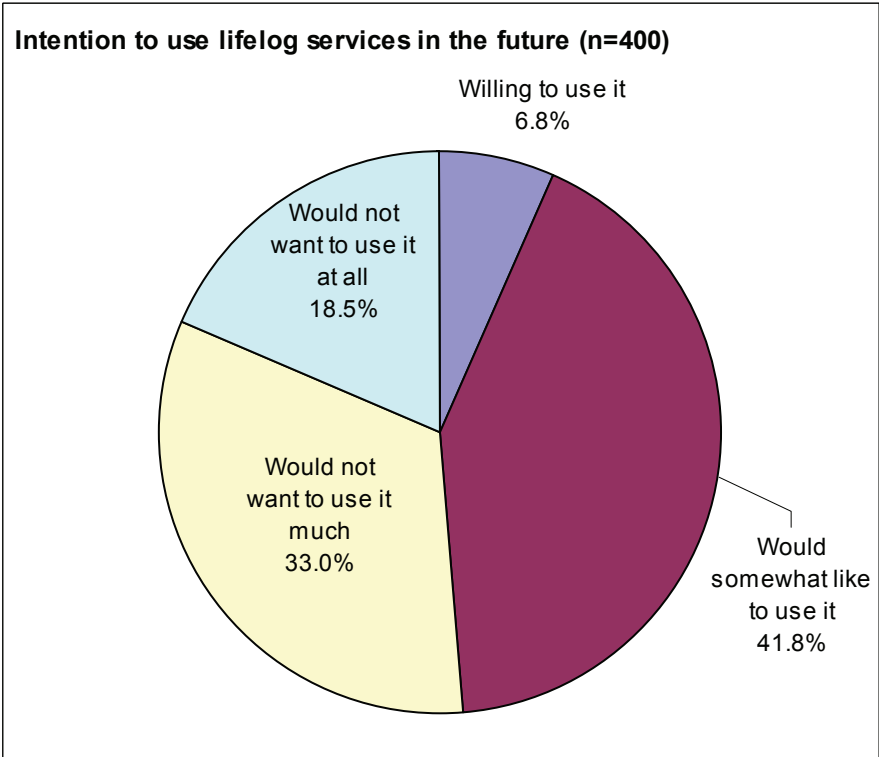
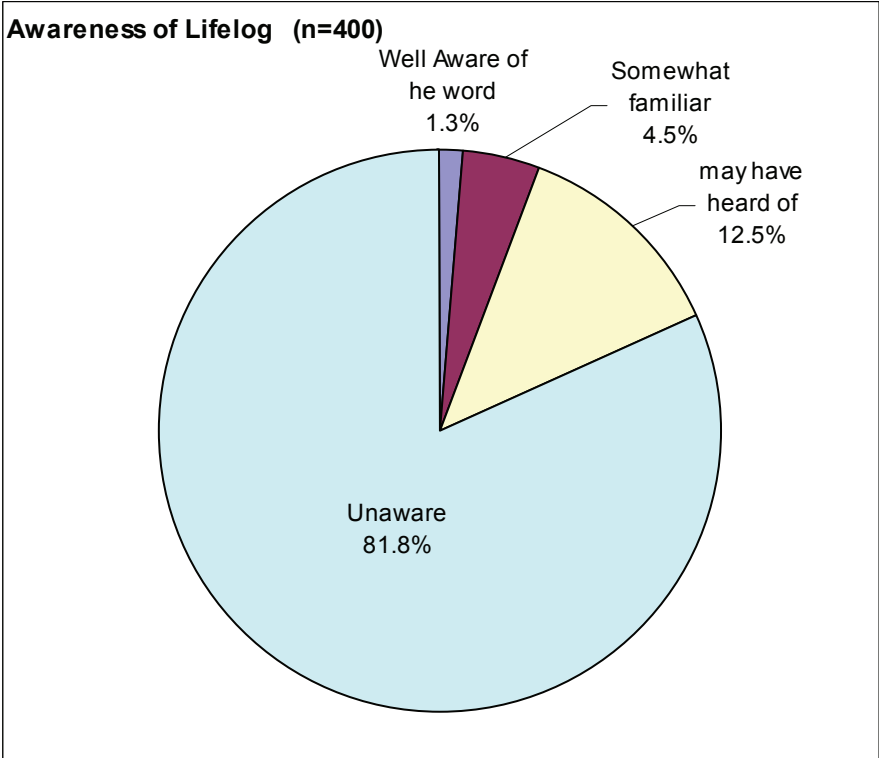


FY	FY2009	FY2010	FY2011(Prospect)	FY2012(Forecast)	FY2013(Forecast)	FY2014(Forecast)	FY2015(Forecast)
	2008/4 ~2009/3	2009/4 ~2010/3	2010/4 ~2011/3	2011/4 ~2012/3	2012/4 ~2013/3	2013/4 ~2014/3	2014/4 ~2015/3
Lifelog market size	140 million yen	350 million yen	1,060 million yen	1,920 million yen	2,630 million yen	3,500 million yen	5,200 million yen

Note:

1. The estimated figures are based on turnover of companies in lifelog business.
2. Value of FY2011 is a prospect, values from FY2012 to FY2015 are forecast.

■ **Figure 2: Awareness of and willingness to use Lifelog Market**



Note:

3. The survey was conducted to 400 men and women nationwide from age 18 to 69 through the internet in November 2011,