

Big data Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the actual status of and future perspectives regarding investments to big data by the domestic companies:

1. Research period: From December 2015 to February 2016
2. Research targets: Domestic companies, organizations, and public institutions
3. Research methodologies: Literature research and mail-in questionnaire conducted to private enterprises, public institutions and organizations.

The Big Data Market in This Research

Size of the big data market is the domestic investment amount for big data which is according to “the Questionnaire on Big Data Utilized at Enterprises”^{*1} conducted as a part of this research and to the economic census and other materials published by METI. Note that this research does not define big data but targets what the user companies regard as big data respectively.

*1) Period of the questionnaire conducted: August to October 2015. Target of the questionnaire: 546 domestic companies, organizations, and public institutions. Methodologies of the target: mail-in questionnaire.

◆ Key Findings

■ Investment to Big Data in FY2015 Projected to Attain 53.5 Billion Yen

According to the results of the questionnaire sent to the domestic companies and public institutions regarding big data, conducted as a part of this research, the amount of investment to big data at user companies in FY2015 has been estimated as 53.5 billion yen. The questionnaire showed that 2.4% of the user companies "have already incorporated big data into business tasks," and 1.7% of the users "are tentatively using big data," totaling only 4.1% of the users are actually attempting to utilize big data.

■ Development of Big Data Goes Hand in Hand with Progress of IoT and AI

The new attention-attracting technologies such as “IoT” and “AI,” are very technologies that utilize big data, meaning that vast volume of data is contributing to the development of such future technologies. Big data is likely to continue being developed by being positioned as technological basis of IoT and AI.

As services become less expensive, the opportunities to utilize IoT are expected to increase. In addition, growing number of practical use of new technologies is likely to pave the way for broader application of AI technologies which widens the possibility of adopting such technologies into more diverse areas and industries.

◆ **Report format:**

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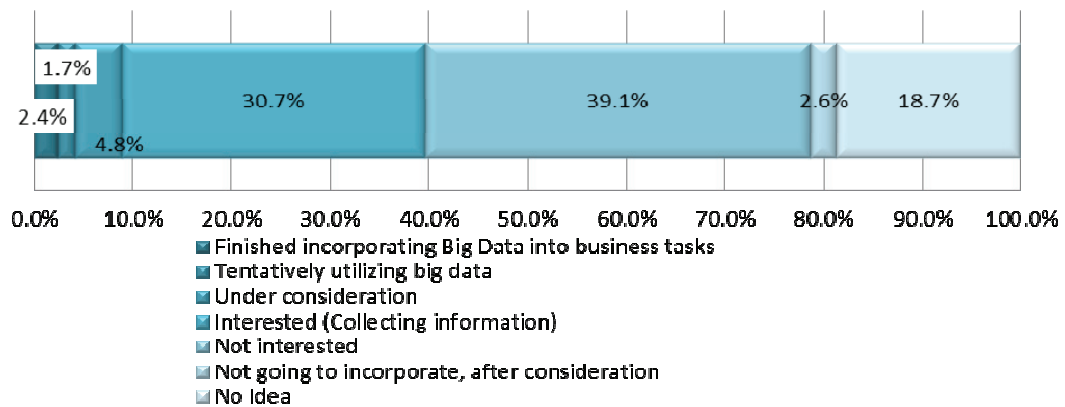
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■ **Figure 1. Big Data Utilization Status of at Domestic User Companies**



Survey by Yano Research Institute

Note:

1. Period of the questionnaire; August to October 2015, Target of the questionnaire; 546 domestic companies, organizations, and public institutions, Methodologies; mail-in questionnaire.