

# **Preliminary Report on the Basic Survey on the Information and Communications Industry**

**2015 Basic Survey on the Information and  
Communications Industry  
(Performance in FY2014)**

**November 19, 2015**

**Global ICT Strategy Bureau  
Ministry of Internal Affairs and Communications  
&  
Research and Statistics Department  
Minister's Secretariat  
Ministry of Economy, Trade and Industry**

# Summary of the Preliminary Report on the 2015 Basic Survey on the Information and Communications Industry

## Points

- The number of companies engaged in the information and communications business was 5,400, out of which 4,568 companies were operating this as their main business.
- The total sales of these 5,400 companies from the information and communications business were 44.5651 trillion yen. The total sales of the 4,568 companies primarily engaged in this business were 43.1458 trillion yen.

### Chapter 1, Section 1: Results Based on Business Activities

→ p.2

The number of companies engaged in the information and communications business (meaning companies that engage in this business, whether as their main business or not) was 5,400 and the total sales from this business were 44.5651 trillion yen (the total sales of these 5,400 companies were 70.7296 trillion yen) in FY2014. Sales from this business for companies that responded to the survey for the second consecutive year were 43.0695 trillion yen (up 3.2% compared to the previous fiscal year). Sales that are associated with information and communications business were the largest for the telecommunications business, followed by software, and data processing and information services. These three businesses accounted for 79.2% of the total.

The total number of workers was 1,580,881 (down 3.7%) and productivity was 13.602 million yen/person (down 3.8%).

### Chapter 1, Section 2: Results Based on Companies Rated as Mainly Engaged in IC Business

→ p.3

The number of companies rated as information and communications companies (IC companies) (meaning companies which earn more sales from IC business than from any other) was 4,568 and their total sales in FY2014 were 47.6136 trillion yen (sales from this business were 43.1458 trillion yen).

The average sales per IC company were 10.42 billion yen (up 9.7%). The average sales per IC company were the largest for telecommunications companies, followed by newspaper publishers and software companies.

### Chapter 2: Telecommunications and Broadcasting Business

→ p.4

The number of companies engaged in the telecommunications and broadcasting business was 991 and the total sales in FY2014 were 17.1899 trillion yen. Sales by companies that responded to the survey for the second consecutive year were 16.6510 trillion yen (up 1.8%). By business type, sales were 13.6583 trillion yen for the telecommunications business, 2.3867 trillion yen for the private broadcasting business and 470.1 billion yen for the cable television broadcasting business.

### Chapter 3: Broadcast Program Production Business

→ p.5

The number of companies engaged in the broadcast program production business was 394 and the total sales in FY2014 were 417.4 billion yen. Sales by companies that responded to the survey for the second consecutive year were 282.1 billion yen (down 7.0%).

The average sales per company were 1,060 million yen (up 19.2%).

### Chapter 4: Business of Services Incidental to Internet

→ p.6

The number of companies engaged in the services incidental to Internet was 532. The total sales in FY2014 were 1.8659 trillion yen (up 3.8%). Sales by companies that responded to the survey for the second consecutive year were 1.7091 trillion yen (up 8.4%).

The average sales per company were 3.51 billion yen (up 16.3%), for the second consecutive year of increase.

### Chapter 5: Information Service Business

→ p.7

The number of companies engaged in the information service business was 3,410. The total sales in FY2014 were 14.8308 trillion yen (up 3.1%), for the fifth consecutive year of increase. Sales by companies that responded to the survey for the second consecutive year were 13.6675 trillion yen (up 2.7%). By sector, custom software service companies accounted for the majority.

The average sales per company were 4.35 billion yen (up 3.8%), for the fifth consecutive year of increase.

### Chapter 6: Video Picture Information, Sound Information, Character Information Production and Distribution Business

→ p.8

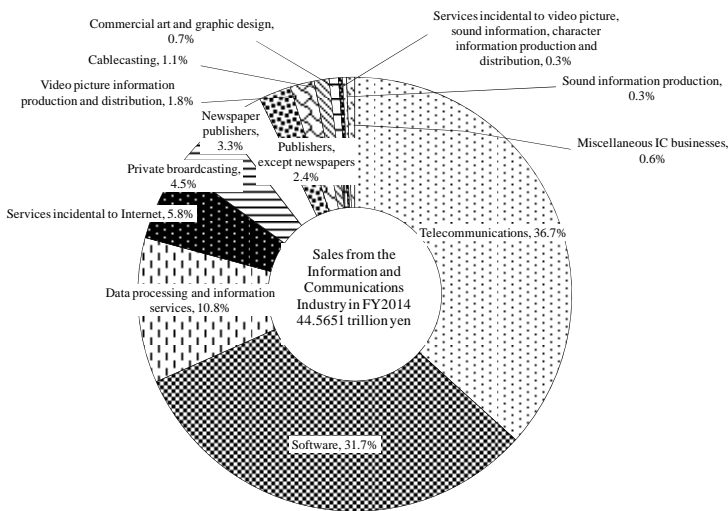
The number of companies engaged in the video picture information, sound information, character information production and distribution business was 723. The total sales in FY2014 were 2.9143 trillion yen (up 1.8%). Sales by companies that responded to the survey for the second consecutive year were 2.5269 trillion yen (down 5.3%). By sector, newspaper publishers accounted for the majority.

The average sales per company were 4.03 billion yen (down 3.0%) and decreased for motion picture and video production companies.

## Points of Chapter 1, Section 1: Results Based on Business Activities

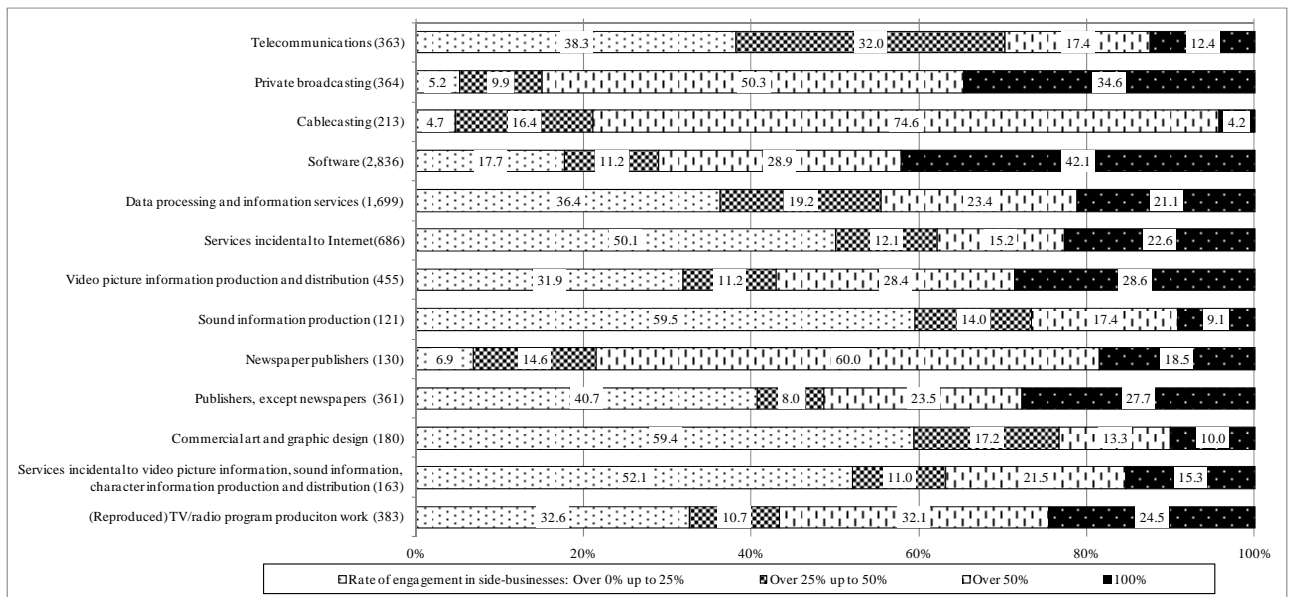
- The total number of companies engaged in the information and communications business (meaning companies that engage in this business, whether as their main business or not) was 5,400 and the total sales from this business were 44.5651 trillion yen (the total sales of these 5,400 companies were 70.7296 trillion yen) in FY2014.
- Sales were the largest for the telecommunications business, followed by the software business, and the data processing and information services business. These three businesses accounted for 79.2% of the total.
- Looking at the ratios of companies in this business by rate of engagement in side-businesses, in all 12 business types, over 50% of companies also operated other businesses concurrently. In particular, 95.8% of cablecasting companies, and 90.9% of sound information production companies were engaged in side-businesses.

Sales from the Information and Communications Business in FY2014



	Number of companies	Sales from the relevant business Sales (100 million yen)	Composition ratio (%)
Overall	5,400	445,651	100.0
Telecommunications	363	163,706	36.7
Software	2,836	141,214	31.7
Data processing and information services	1,699	48,045	10.8
Services incidental to Internet	686	25,752	5.8
Private broadcasting	364	20,242	4.5
Newspaper publishers	130	14,570	3.3
Publishers, except newspapers	361	10,875	2.4
Video picture information production and distribution	455	7,959	1.8
Cablecasting	213	5,078	1.1
Commercial art and graphic design	180	3,085	0.7
Services incidental to video picture information, sound information, character information production and distribution	163	1,281	0.3
Sound information production	121	1,273	0.3
Miscellaneous IC businesses	-	2,572	0.6

Ratios of Companies by Rate of Engagement in Side Businesses



Note: Rate of engagement in side businesses: Sales from the relevant business/Total sales of the company × 100

## Points of Chapter 1, Section 2:

### Results Based on Companies Rated as Mainly Engaged in the IC Business

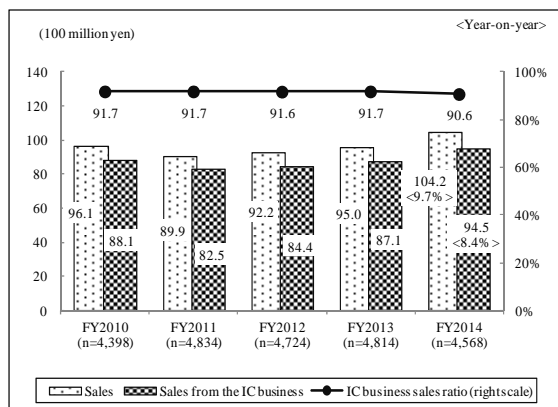
- Looking at companies rated as information and communications companies (IC companies) (meaning companies which earn more sales from IC business than from any other), per IC company, the average number of establishments was 3.8 (up 0.1 establishments), the number of regular workers was 254 (up 8.1%).
- The average sales per IC company were 10.42 billion yen (up 9.7%). Of the total sales, those from the information and communications business averaged 9.45 billion yen (up 8.4%), making up 90.6% of sales (down 1.1 points).
- The average operating profit per IC company was 950 million yen (up 7.1%), and ordinary profit per IC company was 990 million yen (up 5.5%). Average current net income per IC company was 600 million yen (up 26.5%).

### Outline of IC Companies (Per Company)

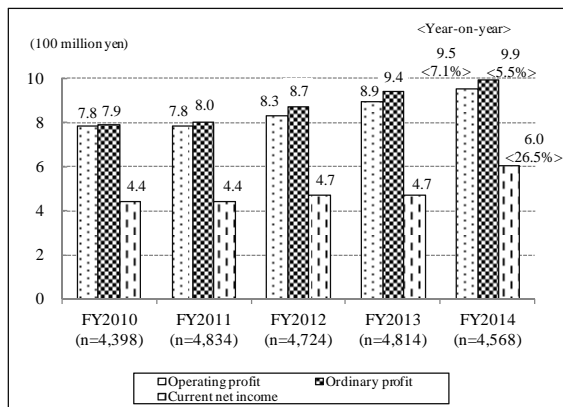
		Number of establishments	Number of workers (persons)	Number of regular workers (persons)	Sales (million yen)	Sales from the IC business (million yen)	Operating profit (million yen)	Ordinary profit (million yen)
IC companies	FY2013	3.7	236	235	9,504.8	8,712.1	886.5	942.0
	FY2014	3.8	256	254	10,423.3	9,445.2	949.7	993.4
	Year-on-year (%)	0.1	8.5	8.1	9.7	8.4	7.1	5.5
Telecommunications	FY2013	9.4	750	749	127,518.4	119,362.7	16,836.2	17,703.4
	FY2014	9.6	924	923	145,058.2	137,723.2	18,873.6	18,824.0
	Year-on-year (%)	0.2	23.2	23.2	13.8	15.4	12.1	6.3
Private broadcasting	FY2013	2.8	76	75	6,168.8	5,893.6	372.8	411.0
	FY2014	3.0	79	78	6,927.8	6,616.8	446.8	474.4
	Year-on-year (%)	0.2	3.9	4.0	12.3	12.3	19.8	15.4
Cablecasting	FY2013	2.5	77	76	3,626.6	3,589.1	483.6	418.7
	FY2014	2.7	74	74	3,527.7	3,489.8	485.7	446.1
	Year-on-year (%)	0.2	-3.9	-2.6	-2.7	-2.8	0.4	6.5
Software	FY2013	2.9	263	263	6,764.5	6,002.2	414.4	445.8
	FY2014	2.9	282	282	8,019.0	6,792.1	431.3	484.6
	Year-on-year (%)	0.0	7.2	7.2	18.5	13.2	4.1	8.7
Data processing and information services	FY2013	5.1	318	315	5,713.7	5,092.4	380.2	397.7
	FY2014	4.8	323	317	5,362.4	4,878.6	406.0	417.8
	Year-on-year (%)	-0.3	1.6	0.6	-6.1	-4.2	6.8	5.1
Services incidental to Internet	FY2013	2.6	174	173	6,214.6	5,997.3	1,218.5	1,302.8
	FY2014	2.7	208	203	7,772.1	7,377.1	1,669.5	1,802.1
	Year-on-year (%)	0.1	19.5	17.3	25.1	23.0	37.0	38.3
Video picture information production and distribution	FY2013	1.7	77	76	2,953.8	2,623.2	199.5	229.0
	FY2014	2.0	79	78	3,024.5	2,580.4	202.9	235.8
	Year-on-year (%)	0.3	2.6	2.6	2.4	-1.6	1.7	3.0
TV program production	FY2013	1.5	74	73	2,193.3	2,045.7	103.7	123.0
	FY2014	2.0	72	71	1,890.3	1,761.3	68.6	87.7
	Year-on-year (%)	0.5	-2.7	-2.7	-13.8	-13.9	-33.8	-28.7
Sound information production	FY2013	1.3	26	25	2,816.2	2,433.9	233.2	239.7
	FY2014	2.2	62	62	4,447.5	3,793.5	207.9	220.9
	Year-on-year (%)	0.9	138.5	148.0	57.9	55.9	-10.8	-7.8
Radio program production	FY2013	1.1	11	11	102.9	95.7	3.7	3.1
	FY2014	1.6	15	15	194.0	179.0	4.0	4.2
	Year-on-year (%)	0.5	36.4	36.4	88.5	87.0	8.1	35.5
Newspaper publishers	FY2013	17.0	341	335	14,731.2	13,170.9	561.5	665.0
	FY2014	18.6	367	365	15,418.6	13,774.0	537.0	655.8
	Year-on-year (%)	1.6	7.6	9.0	4.7	4.6	-4.4	-1.4
Publishers, except newspapers	FY2013	3.4	135	134	5,616.9	5,454.4	149.6	241.5
	FY2014	3.2	131	130	5,534.3	5,356.1	131.3	239.8
	Year-on-year (%)	-0.2	-3.0	-3.0	-1.5	-1.8	-12.2	-0.7
Commercial art and graphic design	FY2013	2.1	59	59	1,789.4	1,739.5	85.7	89.0
	FY2014	2.7	85	84	1,587.7	1,406.4	49.1	57.2
	Year-on-year (%)	0.6	44.1	42.4	-11.3	-19.1	-42.7	-35.7
Services incidental to video picture information, sound information, character information production and distribution	FY2013	3.4	102	97	1,721.4	1,444.9	35.5	51.2
	FY2014	3.6	104	102	1,911.0	1,631.6	42.5	56.8
	Year-on-year (%)	0.2	2.0	5.2	11.0	12.9	19.7	10.9

(Note) The year-on-year comparison for the number of establishments per company represents the difference as compared to the previous fiscal year.

### Sales per IC Company



### Profit per IC Company



(Note) Year-on-year comparison is calculated in 1 million yen units.

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## Points of Chapter 2: Telecommunications and Broadcasting

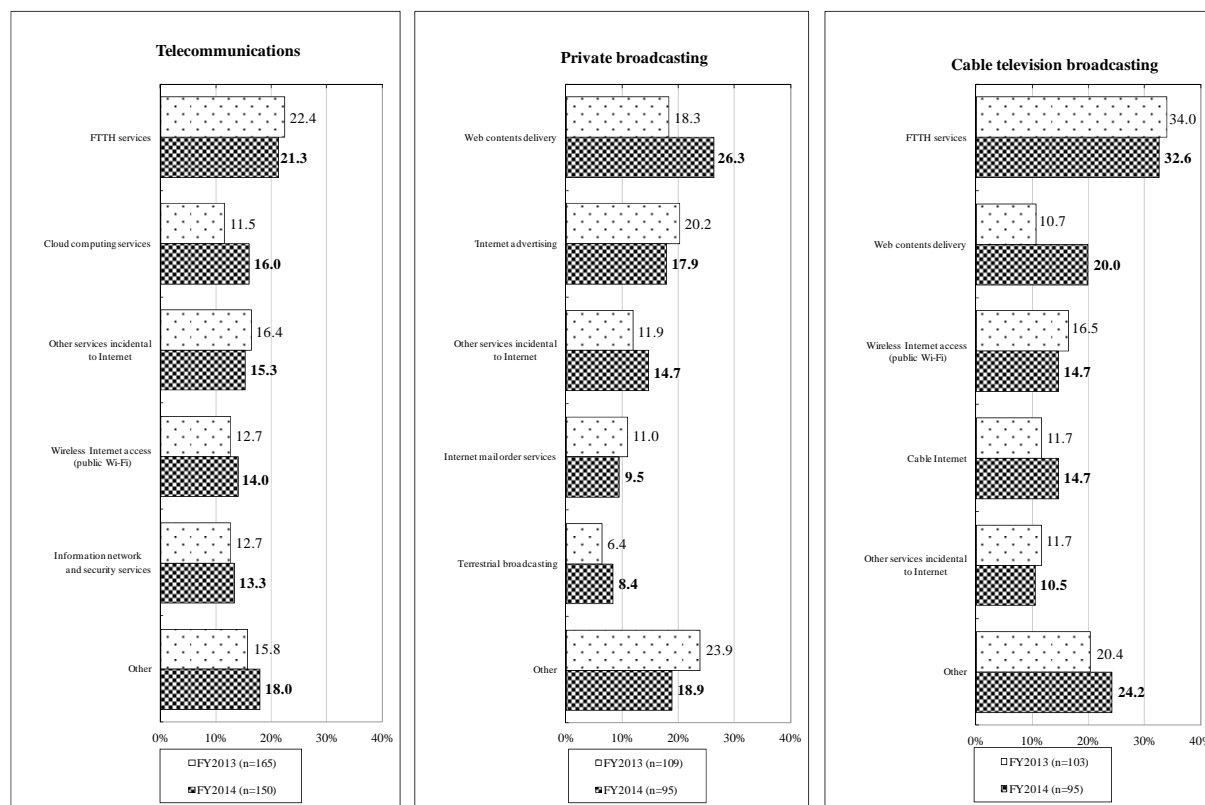
- The total sales in the telecommunications and broadcasting business were 17.1899 trillion yen in FY2014. Among this, sales by companies that responded to the survey for the second consecutive year were 16.6510 trillion yen (up 1.8%). Looking at sales in FY2014 by business type, sales were 13.6583 trillion yen for the telecommunications business, 2.3867 trillion yen for the private broadcasting business, and 470.1 billion yen for the cable television broadcasting business.
- With regard to companies that intend to start new businesses within one year, telecommunications and cable television broadcasting businesses intending to start “FTTH service” were 21.3% and 32.6% respectively. Private broadcasting businesses intending to start “Web contents delivery” were the highest, at 26.3%.

Sales of Telecommunications and Broadcasting Business by Business Type

Classification	FY2014		(Special tabulation) Companies that responded to the survey for the second consecutive year				
	Number of companies	Sales	FY2013		FY2014		
			Number of companies	Sales	Number of companies	Sales	Year-on-year (%)
Overall	991	171,899	846	163,522	846	166,510	1.8
Telecommunications	395	136,583	321	131,761	321	134,445	2.0
Broadcasting	596	35,317	525	31,761	525	32,065	1.0
Private broadcasting	391	23,867	341	21,120	341	21,095	-0.1
Cable television broadcasting	204	4,701	183	4,071	183	4,222	3.7
NHK	1	6,748	1	6,570	1	6,748	2.7

\*Data for NHK are based on publicized materials.

New Businesses that Companies Intend to Start within One Year (Multiple answers allowed)

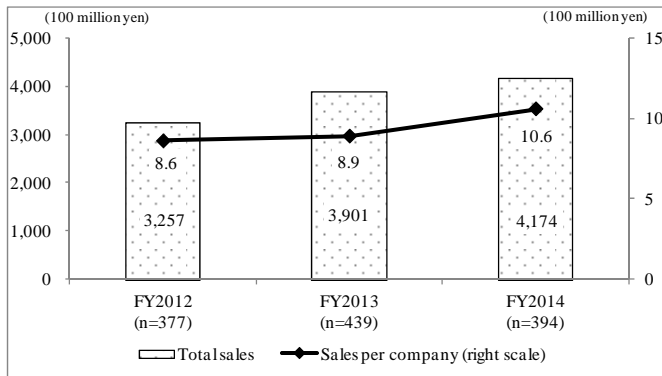


(Note) Values represent the ratio of companies that responded that they were intending to start new businesses within one year.

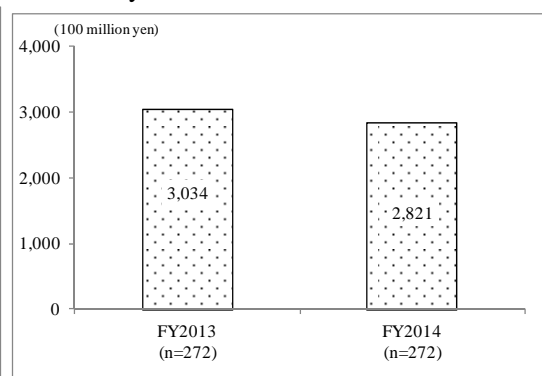
### Points of Chapter 3: Broadcast Program production

- The total sales in FY2014 were 417.4 billion yen, the average sales per company were 1,060 million yen (up 19.2%). Among which the total sales by companies that responded to the survey for the second consecutive year were 282.1 billion yen (down 7.0%).
- With regard to broadcast programs for which secondary use is possible based on a company's own intent, the percentage of broadcast program producers that are actually carrying out secondary use decreased to 83.4% (up 4.9 points).
- The rate of digitalization of equipment used for the broadcast program production business around 90% for VTRs, cameras and editing machines.

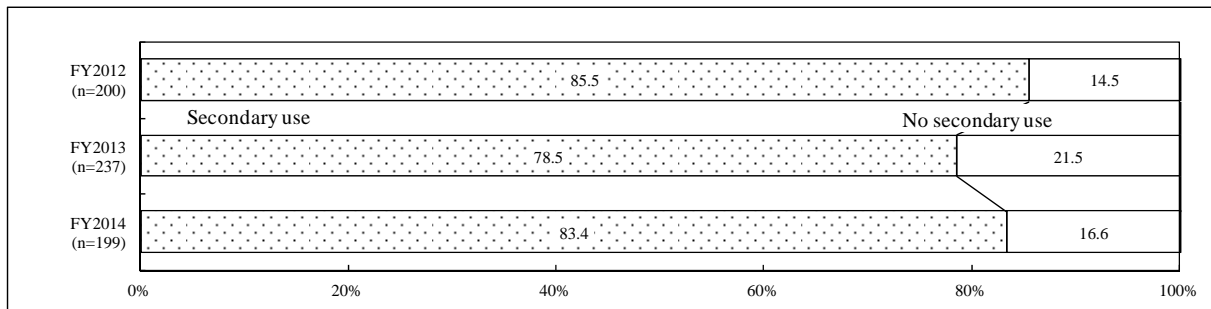
Changes in Sales in the Broadcast Program Production Business



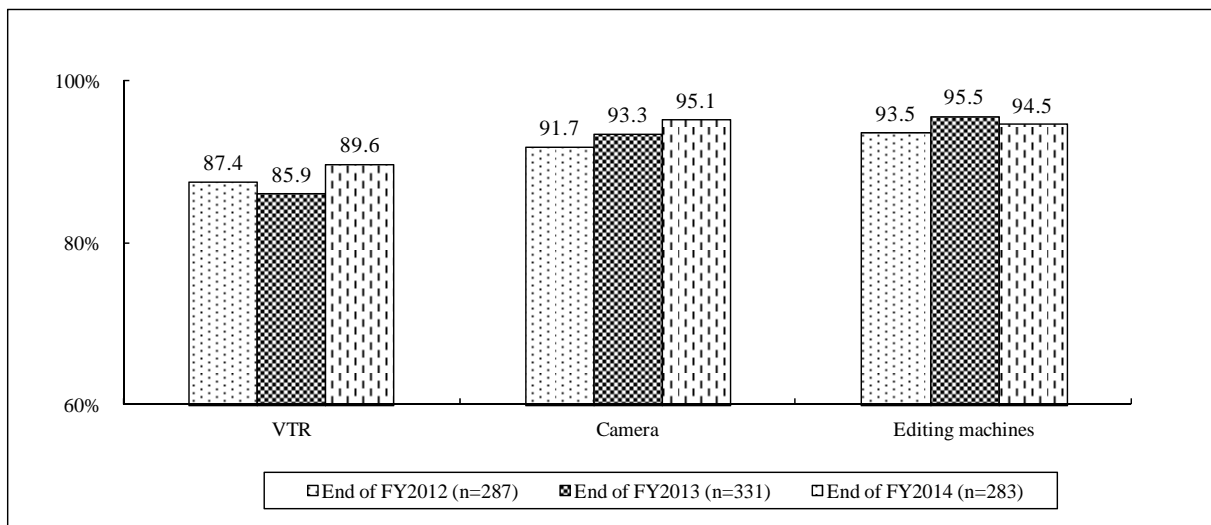
Changes in Sales by Companies that Responded to the Survey for the Second Consecutive Year



Secondary Use of Television Broadcast Programs



Changes in Digitalization Ratios of equipment Used for the Broadcast Program Production Business



## Points of Chapter 4: Business of Services Incidental to Internet

- The total sales in FY2014 were 1.8659 trillion yen (up 3.8%), the largest since the start of the survey.
- The sales per company were 3.51 billion yen (up 16.3%). By Service type, sales increased mainly in web contents delivery services, information network security services.
- Regarding new business fields that companies intend to start within one year, “Cloud computing services” and “Web contents delivery services” were mentioned by many companies (22.5% and 17.2%, respectively).

### Number of Companies and Sales by Service Type (Based on Companies' Activities)

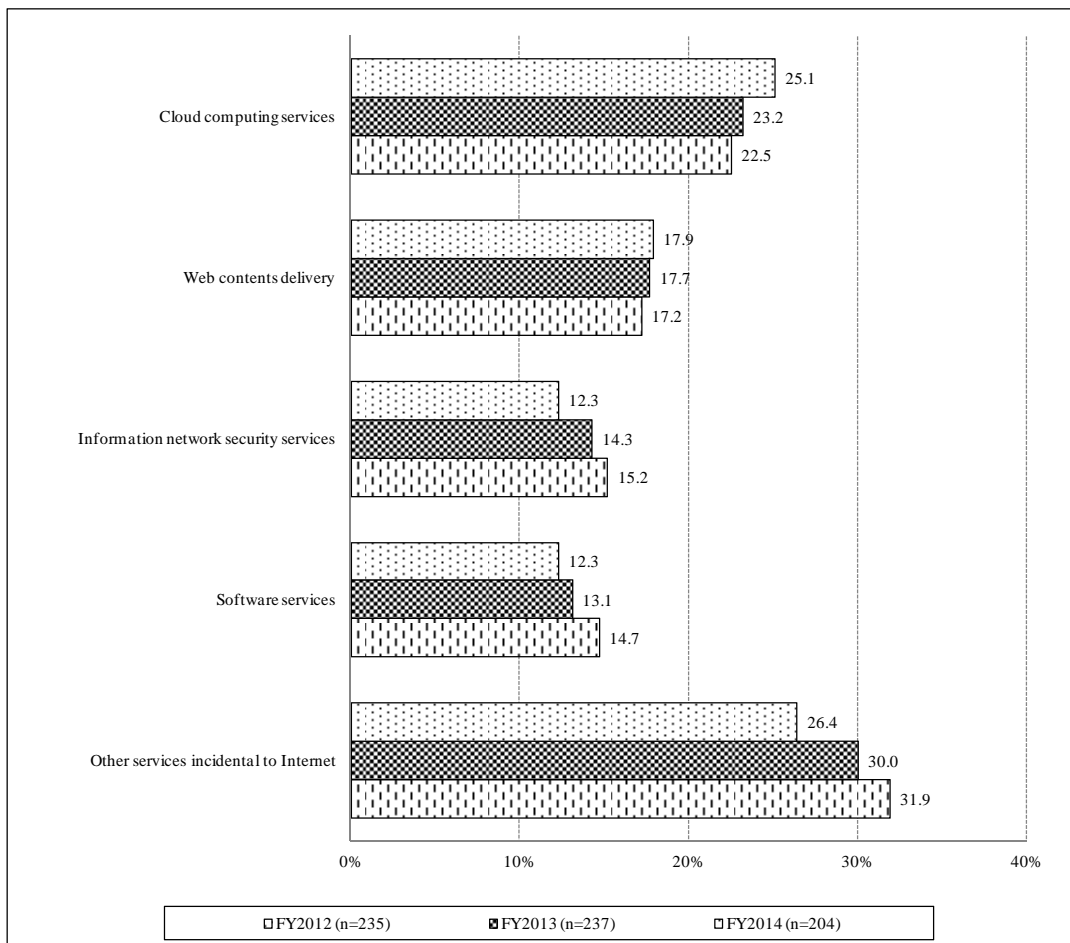
	Number of companies			Sales (million yen)			Sales per company (million yen)		
	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)
Total	596	532	-10.7	1,796,952	1,865,885	3.8	3,015.0	3,507.3	16.3
Web information search services	73	74	1.4	165,913	119,946	-27.7	2,272.8	1,620.9	-28.7
Shopping site operation and auction site operation	83	75	-9.6	208,222	224,029	7.6	2,508.7	2,987.1	19.1
Electronic bulletin board services, blog services, and SNS operation	27	19	-29.6	160,326	134,076	-16.4	5,938.0	7,056.6	18.8
Web contents delivery services	154	147	-4.5	435,812	672,160	54.2	2,829.9	4,572.5	61.6
Revenue from IPTV services	18	17	-5.6	58,313	60,917	4.5	3,239.6	3,583.4	10.6
Cloud computing services	141	134	-5.0	95,202	71,815	-24.6	675.2	535.9	-20.6
Electronic authentication services	10	8	-20.0	4,345	4,667	7.4	434.5	583.4	34.3
Information network security services	63	68	7.9	50,300	66,003	31.2	798.4	970.6	21.6
Charging/settlement agent services	29	23	-20.7	145,704	61,469	-57.8	5,024.3	2,672.6	-46.8
Server management consignment	106	94	-11.3	53,460	40,801	-23.7	504.3	434.1	-13.9
Other services incidental to Internet	192	137	-28.6	470,712	399,421	-15.1	2,451.6	2,915.5	18.9
(Special tabulation) Companies that responded to the survey for the second consecutive year	435	435	-	1,577,387	1,709,140	8.4	3,626.2	3,929.1	8.4

(Notes) As some companies operate multiple services businesses, the total number of companies does not necessarily match the sum of the breakdown figures.

As some companies do not provide data on the breakdown of sales, the numbers for total sales and the sum of the breakdown do not match.

“Shopping site operation and auction site operation” refer to Internet shopping site operation and Internet auction site operation businesses. Hereinafter the same shall apply.

### New Businesses that Companies Intend to Start within One Year (Multiple answers allowed)



(Note) Figures are obtained by dividing the number of companies that provided positive responses to this question.

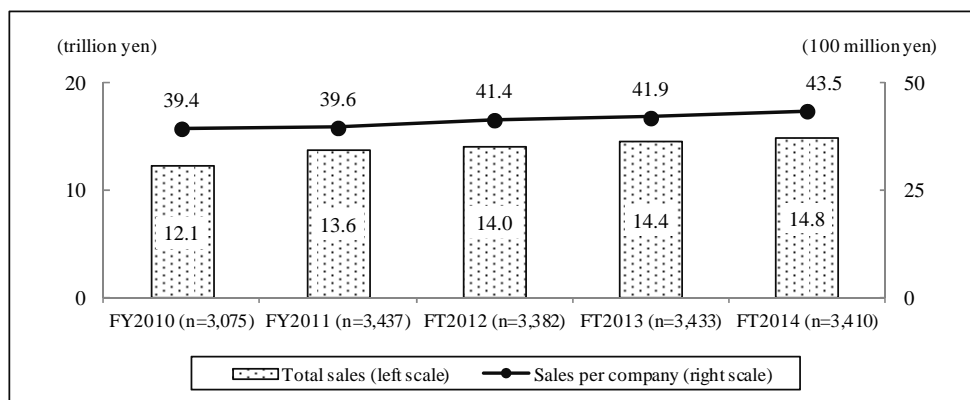
## Points of Chapter 5: Information Services

- The total sales in FY2014 were 14.8308 trillion yen (up 3.1%), the fifth consecutive year of increase. The sales increased mainly in market research, opinion survey and social survey service companies and data processing service companies.
- The sales per company were 4.35 billion yen (up 3.8%), with an increase in sales by market research, opinion survey and social survey service companies and data processing service companies.
- Looking at the percentage of the number of companies according to primary contractors and subcontractors, primary contractors accounted for 86.5% (up 0.3 points). By capital, the percentage of primary contractors increased, and the percentage of subcontractors decreased as capital was larger.

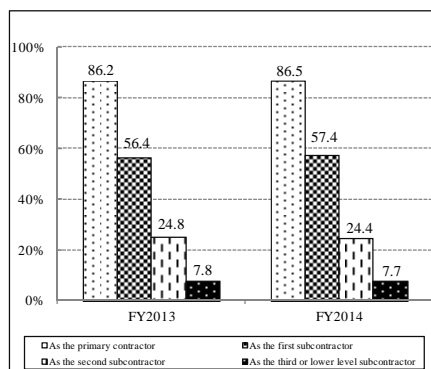
Number of Companies and Sales by Sector (Based on Main Business)

	Number of companies			Sales (million yen)			Sales per company (million yen)		
	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)
Total	3,433	3,410	-0.7	14,380,319	14,830,761	3.1	4,188.8	4,349.2	3.8
Custom software service companies	1,712	1,725	0.8	7,187,597	7,000,498	-2.6	4,198.4	4,058.3	-3.3
Embedded software service companies	99	87	-12.1	164,668	157,178	-4.5	1,663.3	1,806.6	8.6
Package software service companies	280	274	-2.1	469,160	485,110	3.4	1,675.6	1,770.5	5.7
Game software service companies	67	80	19.4	561,490	629,874	12.2	8,380.4	7,873.4	-6.0
Data processing service companies	609	610	0.2	2,893,223	3,501,627	21.0	4,750.8	5,740.4	20.8
Information service companies	126	96	-23.8	229,160	186,290	-18.7	1,818.7	1,940.5	6.7
Market research, opinion survey and social survey service companies	53	65	22.6	88,128	136,530	54.9	1,662.8	2,100.5	26.3
Miscellaneous information service companies	487	473	-2.9	2,786,893	2,733,654	-1.9	5,722.6	5,779.4	1.0
(Special tabulation) Companies that responded to the survey for the second consecutive year	2,947	2,947	-	13,306,226	13,667,461	2.7	4,515.2	4,637.8	2.7

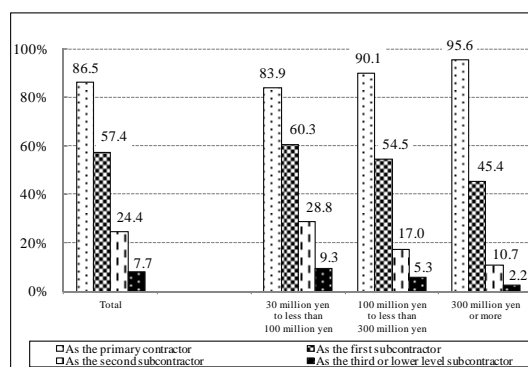
Changes in sales



Percentage of Number of Contractors and Subcontractors



Percentage of Number of Primary Contractors and Subcontractors by Capital



(Note) Multiple answers were allowed for implementation of primary contractors and subcontractors; numbers are counted using the number of companies for which there were valid responses.



### Point of Chapter 6:

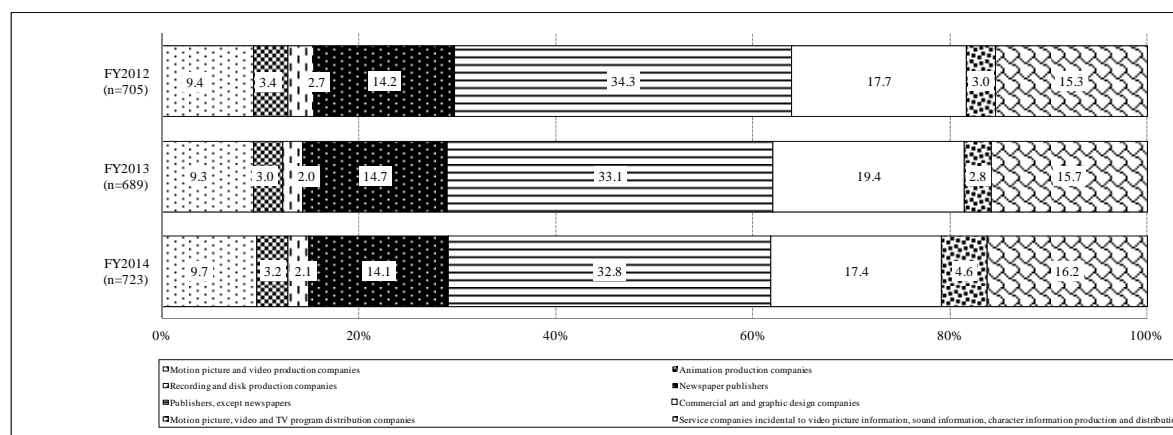
#### Video Picture Information, Sound Information, Character Information Production and Distribution

- The total sales in FY2014 were 2.9143 trillion yen (up 1.8%). By sector, sales were the largest for newspaper publishers, followed by publishers, except newspapers, and commercial art and graphic design companies.
- The average sales per company were 4.03 billion yen (down 3.0%) and decreased for motion picture and video production companies as well as others.
- Looking at the ratios of the number of companies and sales by sector, publishers, excluding newspapers are the largest sector in terms of the number of companies, accounting for 32.8%, while newspaper publishers are the largest in sales, with a share of 36.4%.

Number of Companies and Sales by Sector (Based on Main Business)

	Number of companies			Sales (million yen)			Sales per company (million yen)		
	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)	FY2013	FY2014	Year-on-year (%)
Total	689	723	4.9	2,863,556	2,914,305	1.8	4,156.1	4,030.9	-3.0
Motion picture and video production companies	64	70	9.4	114,523	74,794	-34.7	1,789.4	1,068.5	-40.3
Animation production companies	21	23	9.5	79,117	75,065	-5.1	3,767.5	3,263.7	-13.4
Recording and disk production companies	14	15	7.1	85,864	164,775	91.9	6,133.1	10,985.0	79.1
Newspaper publishers	101	102	1.0	1,068,527	1,061,873	-0.6	10,579.5	10,410.5	-1.6
Publishers, except newspapers	228	237	3.9	827,561	812,739	-1.8	3,629.7	3,429.3	-5.5
Commercial art and graphic design companies	134	126	-6.0	456,195	435,386	-4.6	3,404.4	3,455.4	1.5
Motion picture, video and television program distribution companies	19	33	73.7	101,018	146,141	44.7	5,316.7	4,428.5	-16.7
Service companies incidental to video picture information, sound information, character information production and distribution	108	117	8.3	130,751	143,532	9.8	1,210.7	1,226.8	1.3
(Special tabulation) Companies that responded to the survey for the second consecutive year	570	570	-	2,668,104	2,526,874	-5.3	4,680.9	4,433.1	-5.3

Ratios of the Number of Companies by Sector (Based on Main Business)



Ratios of Sales by Sector (Based on Main Business)

