Kakaku.com, Inc.
October 2013
Report on Site Access Status

Kakaku.com, Inc.

The original disclosure in Japanese was released on Nov. 6, 2013 at 15:00 (GMT+9)

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Summary of major sites' monthly status (traffic)

Oct. 2013	Users per Month (YoY)	Total pages views (YoY)
Kakaku.com	45.59mn (+19.5%*) (Breakdown) PC 30.74mn Smart phone 14.15mn Feature phone 0.71mn	948.36mn (+0.0%*)
tabelog	50.43mn (+21.7%*) (Breakdown) PC 25.77mn Smart phone 22.97mn Feature phone 1.69mn	1,144.10mn (+30.2%*)
4travel	5.73mn (-10.4%*) (Breakdown) PC 3.81mn Smart phone 1.77mn Feature phone 0.16mn	39.20mn (-12.9%*)
eiga.com	6.46mn (+39.4%*) (Breakdown) PC 4.65mn Smart phone 1.52mn Feature phone 0.29mn	39.22mn (+52.0%*)
Sumaity	1.09mn (+18.8%*) (Breakdown) PC 0.81mn Smart phone 0.27mn Feature phone 0.02mn	11.12mn (+17.8%*)

As of November 5, 2013, 24,025 restaurants had applied for paid tabelog memberships.
As of November 5, 2013, premium member subscriptions reached 280,000 users.

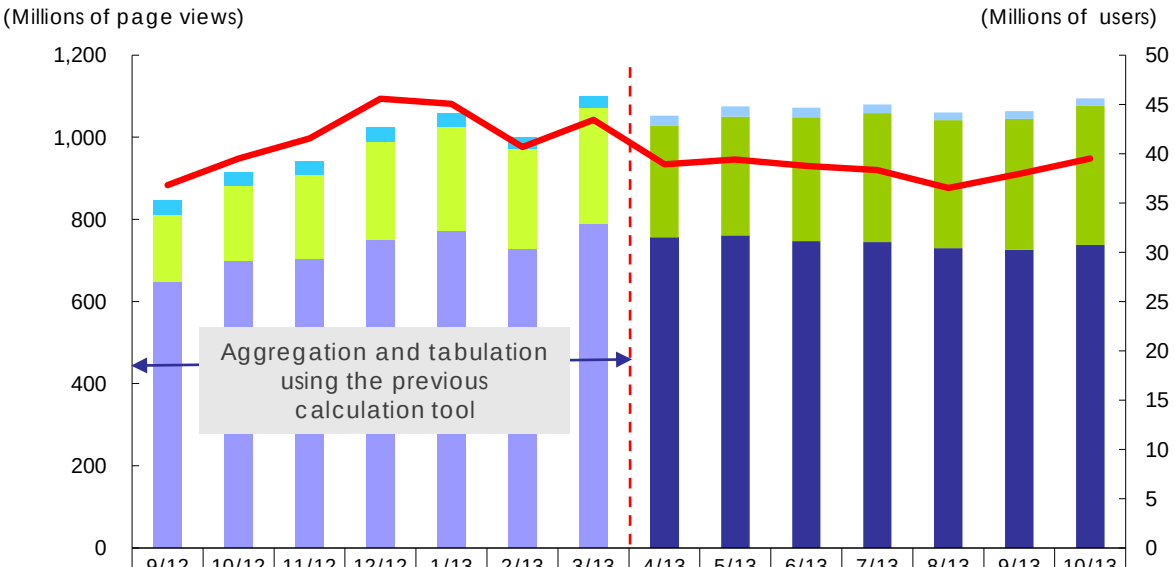
【Method of counting monthly users (unique users)】
-Our sites' calculation logic for counting PC, smartphone browser and smartphone app users was revised in April 2013 in conjunction with an aggregation tool upgrade. Traffic count data from April onward are consequently no longer directly comparable with year-earlier data, which are included for reference. In addition, we have revised the calculation logic for counting smartphone optimized page traffic for eiga.com on July 2013. With this change, eiga.com's smartphone optimized page will no longer be aggregated as PC traffic but as smartphone traffic. Earnings impact from change of calculation logic is minimal and therefore have not revised previously traffic numbers before July 2013.

This monthly report is intended to provide data based on information available as of the report's release date. The user and page-view counts reported herein are subject to fluctuations due to various factors, including economic conditions and seasonality. Traffic counts for travel and real estate sites in particular tend to fluctuate substantially due to seasonal factors.

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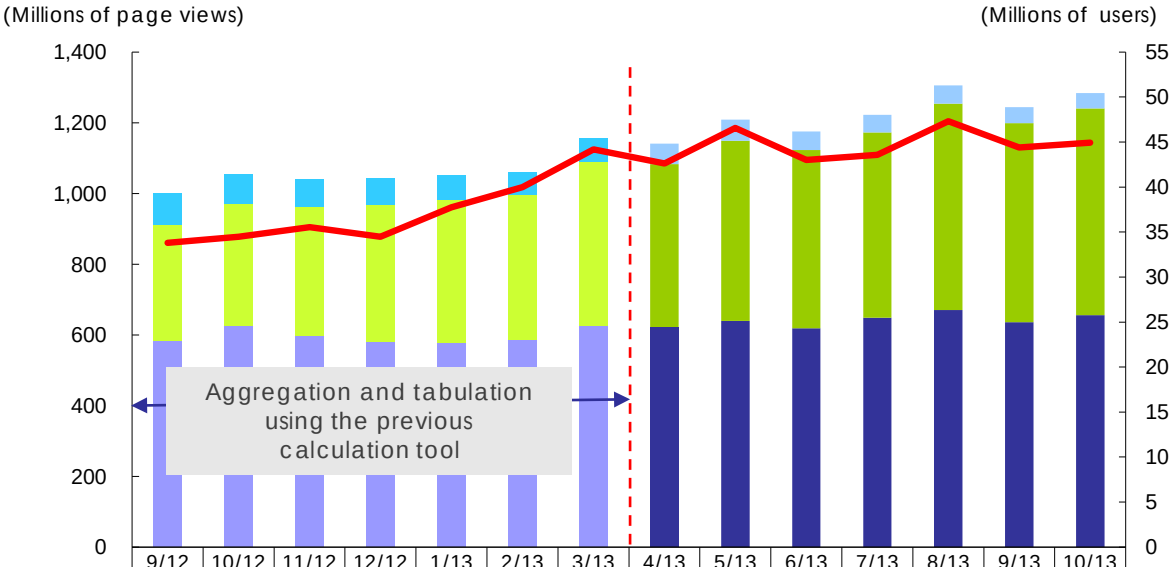
Monthly traffic by site

Kakaku.com



	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13
Users: feature phones	1.49	1.38	1.38	1.44	1.34	1.18	1.19	1.05	1.04	0.95	0.88	0.78	0.77	0.71
Users: smartphones	6.79	7.66	8.50	9.95	10.62	10.17	11.80	11.34	12.02	12.57	13.10	12.99	13.28	14.15
Users: PCs	27.01	29.11	29.33	31.29	32.12	30.36	32.86	31.47	31.72	31.13	31.02	30.41	30.26	30.74
Total users	35.29	38.14	39.21	42.69	44.08	41.71	45.85	43.87	44.78	44.65	45.00	44.18	44.31	45.59
Page Views	883	948	997	1,094	1,081	976	1,042	934	946	930	920	876	911	948

tabelog

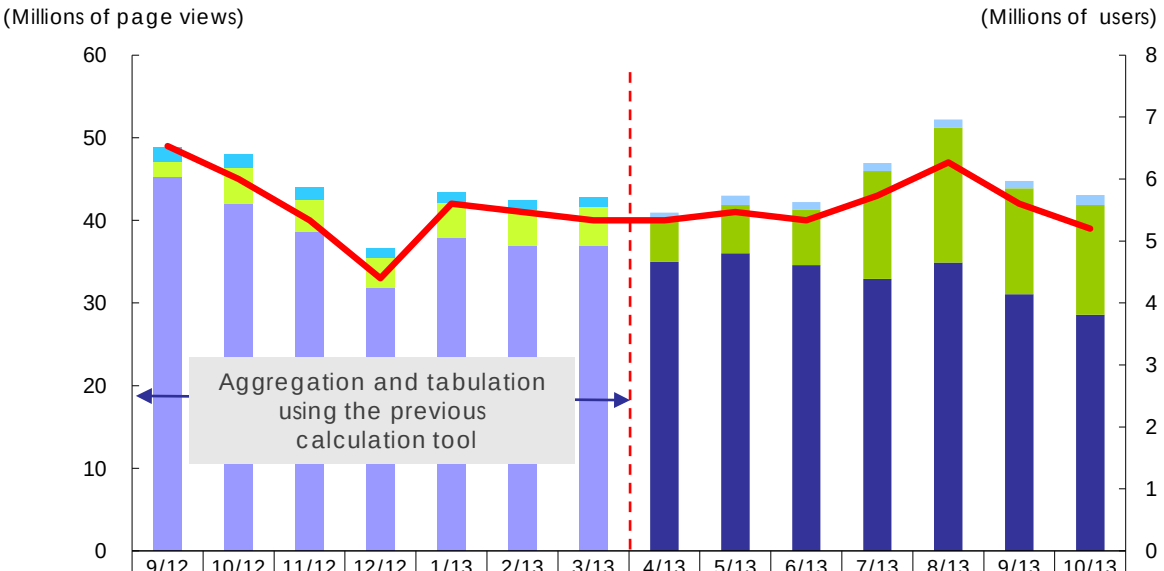


	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13
Users: feature phones	3.52	3.27	3.07	2.92	2.69	2.49	2.58	2.29	2.34	2.04	1.96	2.01	1.78	1.69
Users: smartphones	12.88	13.57	14.35	15.18	15.87	16.17	18.30	18.11	20.04	19.81	20.60	22.94	22.14	22.97
Users: PCs	22.88	24.61	23.51	22.85	22.72	23.01	24.57	24.44	25.11	24.31	25.48	26.34	24.97	25.77
Total users	39.28	41.45	40.93	40.95	41.28	41.67	45.46	44.84	47.50	46.16	48.04	51.30	48.89	50.43
Page Views	860	878	905	878	961	1,018	1,125	1,085	1,185	1,095	1,109	1,204	1,130	1,144

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Monthly traffic by site

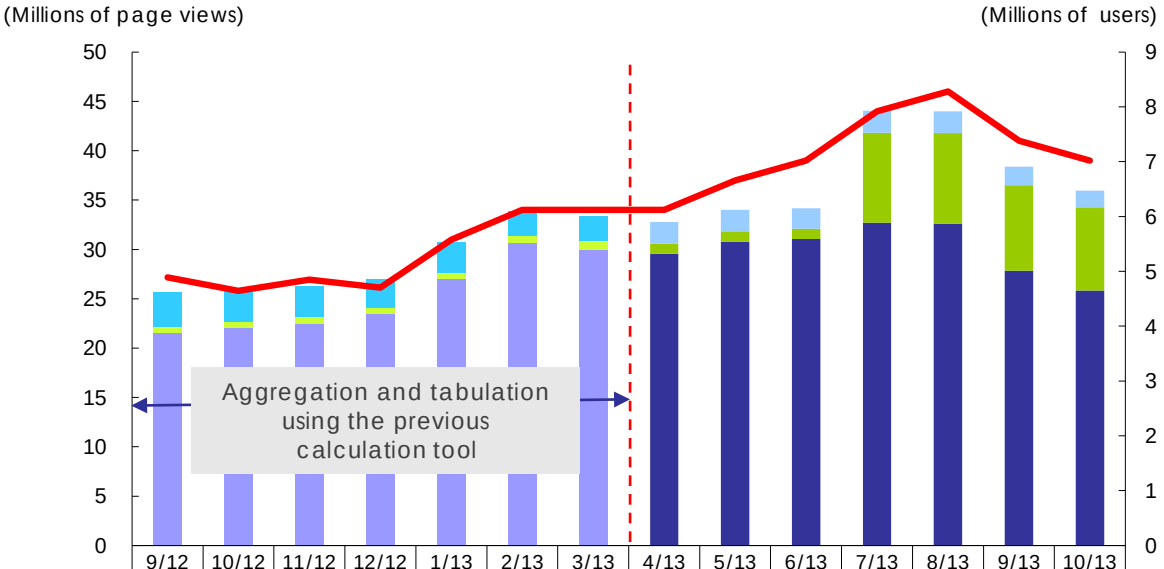
4travel



	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13
Users: feature phones	0.24	0.22	0.20	0.16	0.17	0.16	0.16	0.14	0.15	0.12	0.13	0.13	0.12	0.16
Users: smartphones	0.24	0.57	0.52	0.47	0.56	0.58	0.63	0.66	0.78	0.90	1.74	2.18	1.71	1.77
Users: PCs	6.04	5.61	5.15	4.25	5.05	4.92	4.92	4.66	4.80	4.61	4.39	4.65	4.14	3.81
Total users	6.52	6.40	5.86	4.88	5.78	5.66	5.70	5.46	5.73	5.62	6.26	6.96	5.97	5.73
Page Views	49	45	40	33	42	41	40	40	41	40	43	47	42	39

(Operated by consolidated subsidiary 4travel, Inc.)

eiga.com



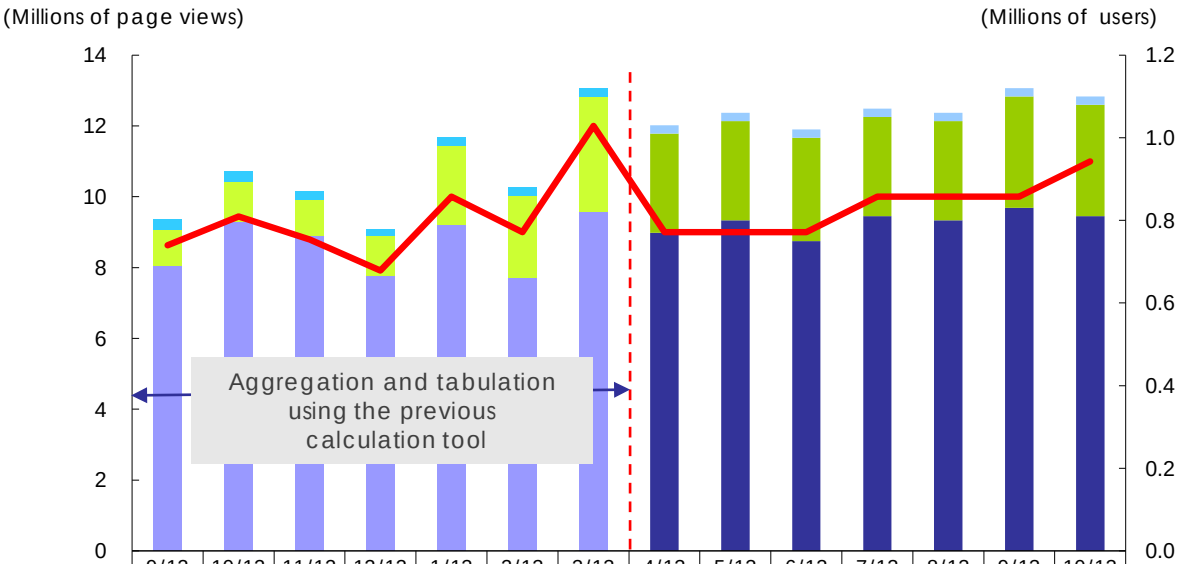
	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13
Users: feature phones	0.62	0.56	0.56	0.52	0.55	0.45	0.45	0.40	0.39	0.37	0.40	0.40	0.34	0.30
Users: smartphones	0.11	0.11	0.11	0.11	0.12	0.12	0.15	0.18	0.19	0.19	1.64	1.65	1.56	1.52
Users: PCs	3.89	3.96	4.05	4.23	4.86	5.52	5.40	5.32	5.54	5.59	5.89	5.87	5.01	4.65
Total users	4.62	4.64	4.73	4.86	5.53	6.10	6.00	5.90	6.12	6.15	7.93	7.93	6.91	6.46
Page Views	27	26	27	26	31	34	34	34	37	39	44	46	41	39

(Operated by consolidated subsidiary eiga.com, Inc.)

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Monthly traffic by site

Sumaity



	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13
Users: feature phones	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
Users: smartphones	0.09	0.10	0.09	0.10	0.19	0.20	0.28	0.24	0.24	0.25	0.24	0.24	0.27	0.27
Users: PCs	0.69	0.80	0.76	0.67	0.79	0.66	0.82	0.77	0.80	0.75	0.81	0.80	0.83	0.81
Total users	0.80	0.92	0.87	0.78	1.01	0.88	1.12	1.03	1.06	1.01	1.06	1.06	1.11	10.90
Page Views	9	9	9	8	10	9	12	9	9	9	10	10	10	11

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