

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 28, 2006****The Key Phrase for 2006 Was
“Consumption 2.0 ~ Everyone Gets into the Act;
Everyone Plays a Leading Role.”****— Dentsu Announces 2006 Hit Products in Japan —**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the release of its *2006 Hit Products in Japan*. The report, produced as part of a series that has been chronicling hit products since 1985, examines and generalizes major trends that represented the “consumer mindset” in 2006. This year’s report is based on an Internet survey of Japanese consumers carried out in November 2006 by Dentsu’s Center for Consumer Studies (CCS). The products (including some popular content and social phenomena) selected by the respondents as the top 10 products of 2006 are listed below.

The report identified the “Drama-engendering Dynamic,” “Mashup Dynamic,” “Identity Resonance Dynamic,” “Own Body Dynamic” and “Value Assessment Dynamic” as the new consumption dynamics that will continue into and after 2007. These were summarized by the key phrase, “Consumption 2.0 ~ Everyone Gets into the Act; Everyone Plays a Leading Role.”

During 2006, Japan’s economic recovery surpassed the Izanagi Boom, which lasted from November 1965 to July 1970, making it the first year of a new economic paradigm following the extended post-bubble structural reforms. Rather than a simple polarization of winners and losers reflected by social disparities, the new paradigm gives consumers the opportunity to “edit” their own lives and make improvements to suit themselves.

It became apparent that “consumers are acquiring the ability to create and augment values, not only through their purchasing but also through personal participation,” since they are being empowered to go beyond receiving/searching out information to sharing/transmitting

it as well, especially in connection with the ongoing development of the Internet. By securing the potential for everyone to say, “I will/can play a leading role,” these circumstances evoke the advent of a new type of relationship between consumers and corporations.

Identifying this structural change accordingly as “Consumption 2.0 ~ Everyone Gets into the Act; Everyone Plays a Leading Role,” the report cites five “dynamics” that can be expected to power the Consumption 2.0 Era.

- (1) **Drama-engendering Dynamic:** The process by which products create connections with consumers’ minds, producing drama and increasing value
- (2) **Mashup Dynamic:** Use of original personal editing to produce “1 x 1 = 3” synergies
- (3) **Identity Resonance Dynamic:** Provision of venues where people can confirm their own existence and deepen bonds with others
- (4) **Own Body Dynamic:** A shift from functionality to sensibility and, furthermore, to “physicality” as consumers focus on their own bodies
- (5) **Value Assessment Dynamic:** Measurement of purchasing satisfaction in terms of personal cost-effectiveness

2006 Hit Products Top 10 List

- No. 1: Brain training products
- No. 2: Widescreen flat-panel televisions
- No. 3: *The Da Vinci Code*
- No. 4: HDD-equipped DVD recorders
- No. 5: High-performance portable game machines
- No. 6: 2006 FIFA World Cup Germany™
- No. 7: TORINO 2006 Olympic Winter Games
- No. 8: WBC (World Baseball Classic)
- No. 9: Music player-equipped mobile phones
- No. 10: 1-SEG compatible mobile phones

Note: The above products were chosen from approximately 150 popular items included in the Internet survey. The total scores in three categories — “recognition,” “have/had interest” and “is/was popular” — were calculated to determine the top products of 2006.

Dentsu “Hit Product Recognition Survey” Overview

Survey period: November 3 to 7, 2006
Survey subjects: Men and women nationwide aged over 15
Sample size: 1,000 (responses received)
Survey type: Closed Internet survey
Subject selection: Subjects were randomly selected from a list of registered monitors.

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