



Press Release

J.D. Power Asia Pacific Reports: eo HIKARI and Plala Each Rank Highest in Customer Satisfaction with High-Speed Internet Service Providers in Japan in Their Respective Segments

Overall Customer Satisfaction with High-Speed Internet Service Providers Declines

TOKYO: 30 November 2009 — Among high-speed Internet service providers in Japan, eo HIKARI ranks highest in customer satisfaction in the FTTH segment for a second consecutive year, while Plala ranks highest in the ADSL segment for a fourth consecutive year, according to the J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider (ISP) Customer Satisfaction Study.SM

The study, now in its sixth year, measures customer satisfaction with high-speed Internet service providers in two segments: FTTH, which connects through a fiber-optic cable, typically resulting in faster connections; and ADSL, which utilizes data connections through a phone line. Within both segments, eight factors are used to measure overall satisfaction: cost; connection and other operational settings; connection quality; information from provider; provider Web site; services offered; subscription and sign-up process; and user support.

In the ADSL segment, Plala (542) ranks highest for a fourth consecutive year and performs particularly well in three factors: cost; connection quality; and subscription and sign-up process. Following Plala in the segment rankings are So-net (532) and @nifty (531), which performs particularly well in the user support factor.

In the FTTH segment, eo HIKARI ranks highest for second consecutive year and achieves a score of 551 on a 1,000-point scale. The provider performs particularly well in four of eight factors: cost; subscription and sign-up process; user support; and connection and other operational settings. Following eo HIKARI in the segment rankings are ASahi Net (534) and au one net (530), which performs particularly well in the connection quality factor.

The study finds that overall satisfaction has declined in 2009, compared with 2008, for both segments. In the FTTH segment, overall satisfaction declines by 5 points from 2008 to an average of 524 in 2009. Overall satisfaction for the ADSL segment averages 517 in 2009, decreasing by four points from 2008.

The study also finds that high customer satisfaction with services and features other than connecting to the Internet—such as e-mail/home page capacity enhancement; assistance with creating blogs; photo sharing; and security measures, have a positive effect on overall satisfaction and brand loyalty. However, usage rates for these types of services are relatively low, compared with usage rates for Web mail services. In addition, customer awareness of these additional services averages below 30 percent.

“Although usage of additional services may improve satisfaction and strengthen ties with customers, awareness of their existence is lacking,” said Kuniko Isoda, project manager at J.D. Power Asia Pacific, Tokyo. “The study finds that awareness levels are as much as 10 percentage points higher, on average, among customers who set their provider’s Web page as their browser home page, so encouraging this practice among customers could be an effective strategy for providers to use in improving awareness rates.”

The 2009 Japan High-Speed Internet Service Provider (ISP) Customer Satisfaction Study is based on evaluations from 4,000 FTTH subscribers and 4,000 ADSL subscribers between the ages of 18 and 64 throughout Japan. The study was fielded in September 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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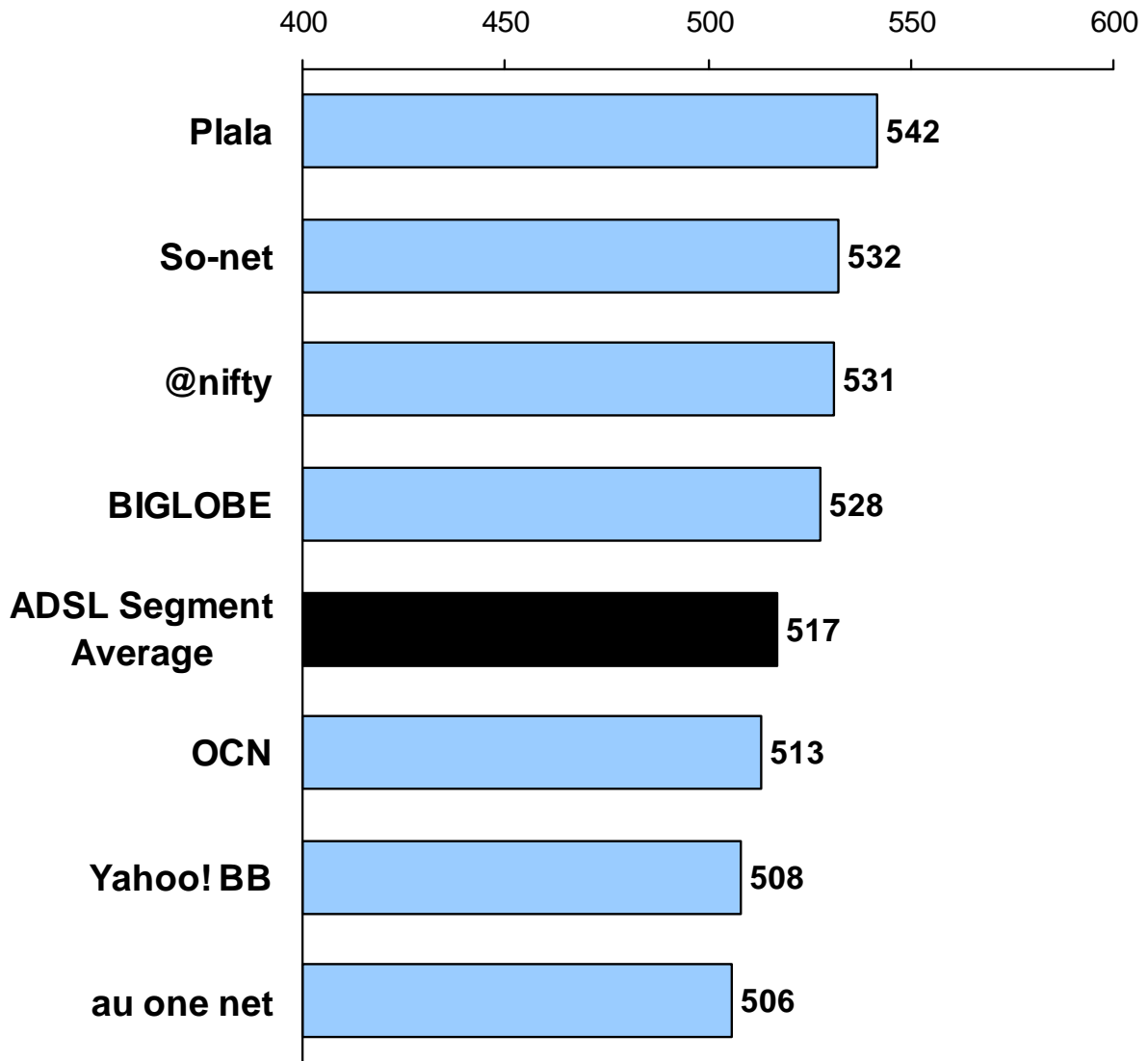
NOTE: Four charts follow.

J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

ADSL Segment

(Based on a 1,000-point scale)



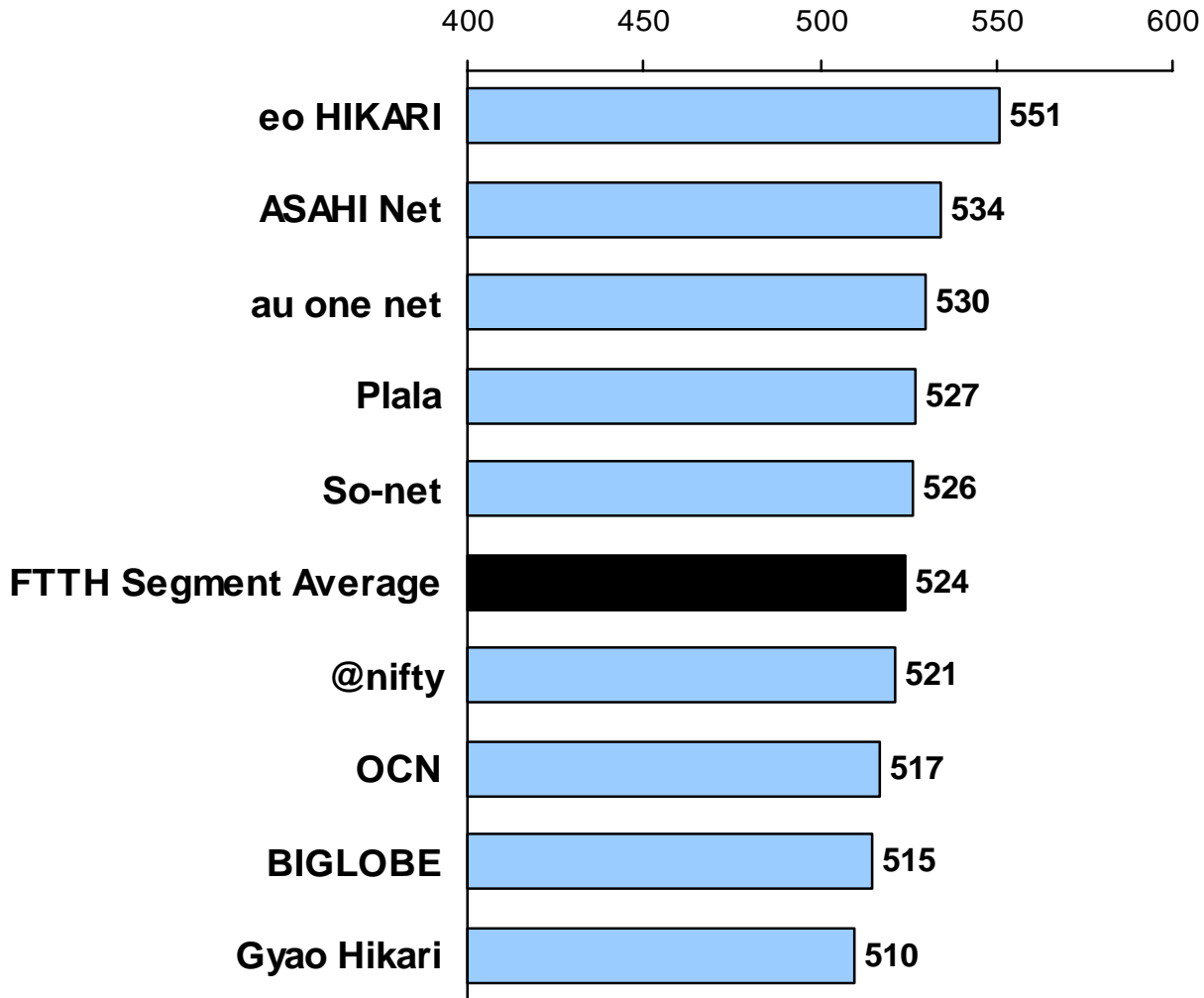
NOTE: Included in the study, but not ranked due to small sample size, are: AOL, ASAHI Net, BB.excite, DTI, hi-ho, ODN, TikiTiki Internet and WAKWAK.

Source: J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Satisfaction StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power Asia Pacific.

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Overall Customer Satisfaction Index Ranking **FTTH Segment** (Based on a 1,000-point scale)



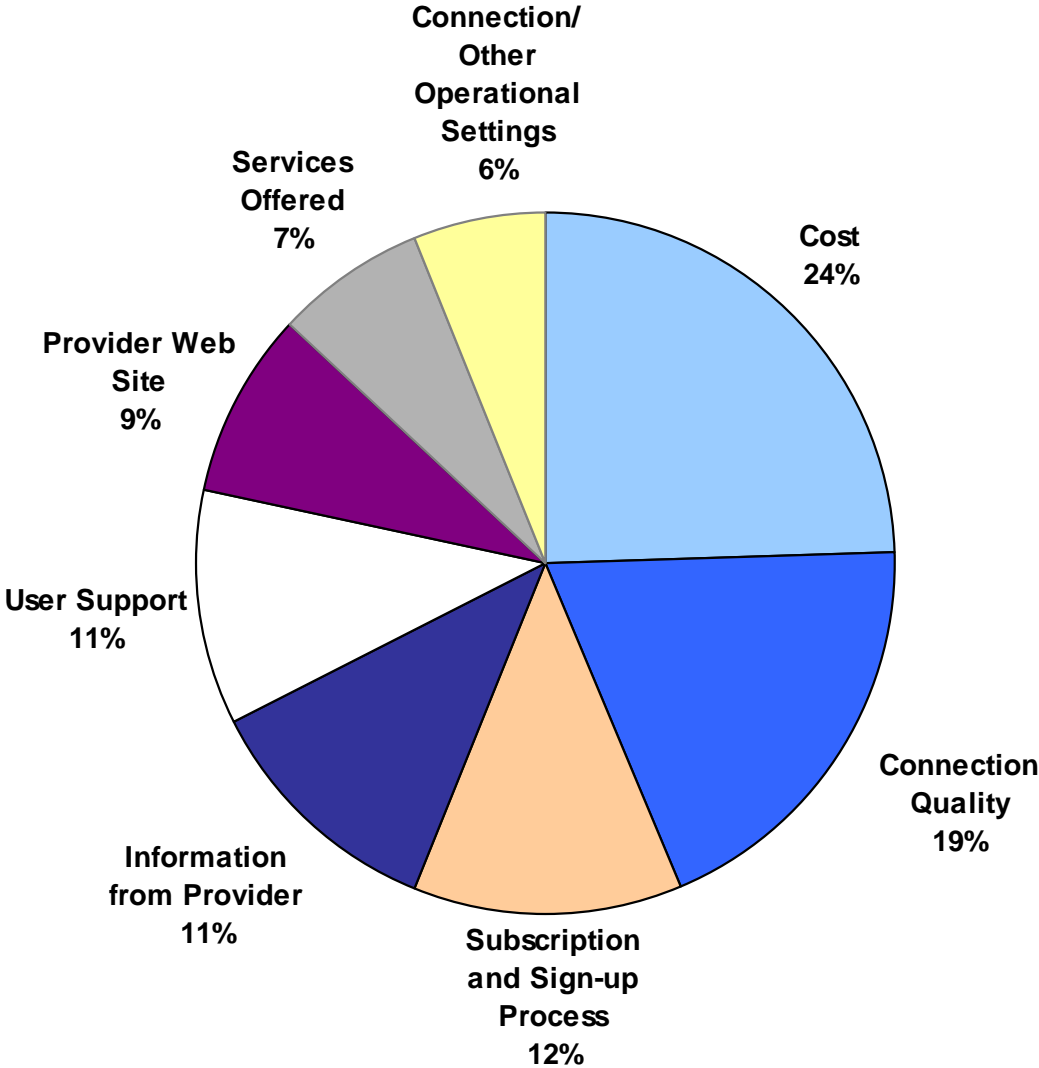
NOTE: Included in the study, but not ranked due to small sample size, are: AOL, BB.excite, Commufa, DTI, hi-ho, ODN, TikiTiki Internet, WAKWAK and Yahoo!BB.

Source: J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

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Factors Contributing to Overall Satisfaction ADSL Segment

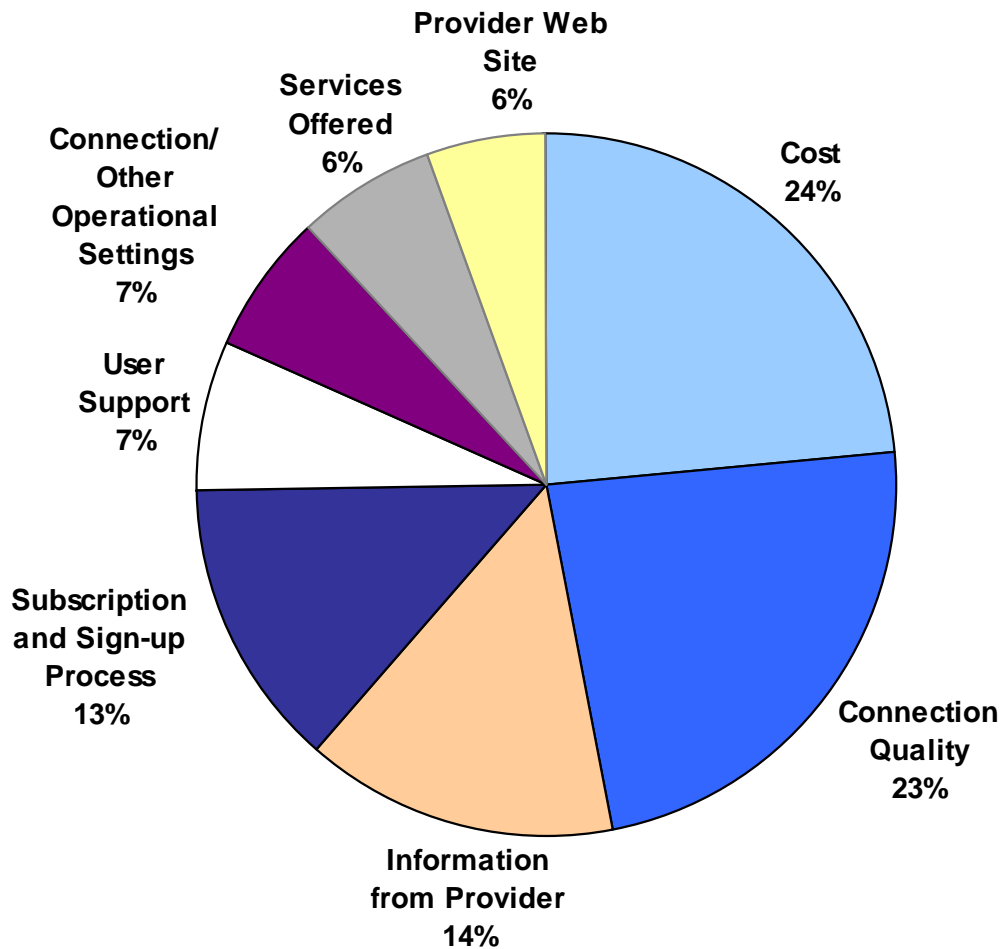


Source: J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

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Factors Contributing to Overall Satisfaction FTTH Segment



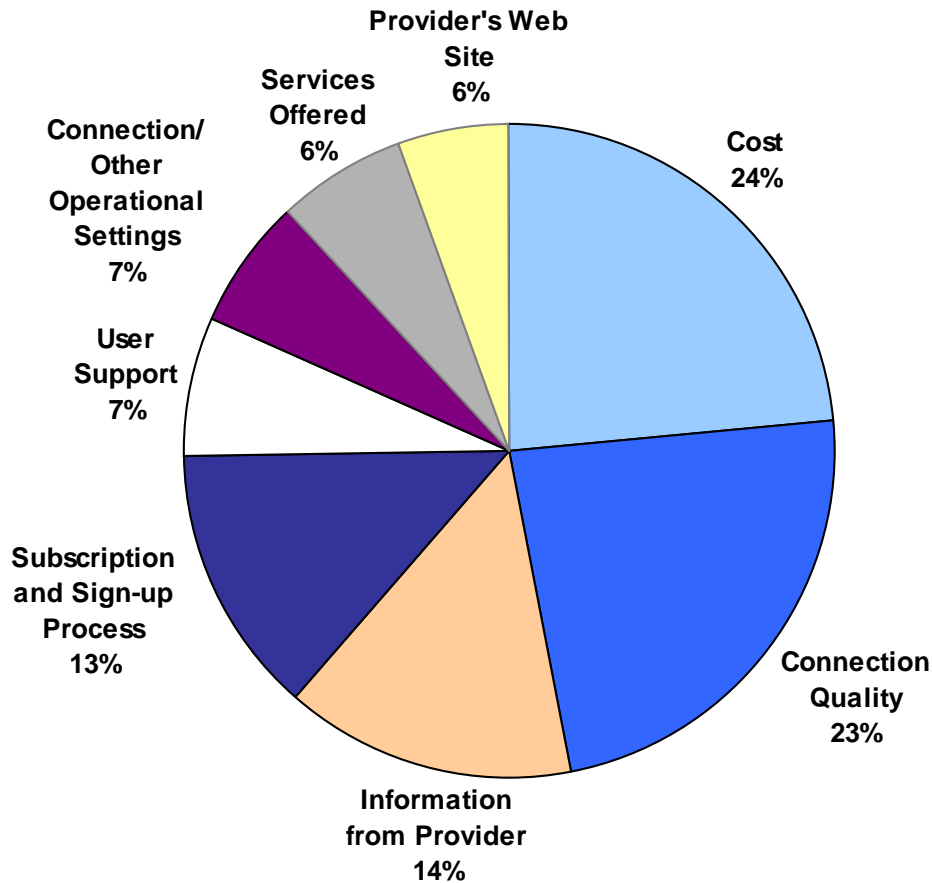
NOTE: Percentages may not total 100 due to rounding.

Source: J.D. Power Asia Pacific 2009 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

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Factors Contributing to Overall Satisfaction FTTH Segment



NOTE: Percentages may not total 100 due to rounding.

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