

Monthly Page Views	16,224,830
Smartphone (iPhone/Android) Optimized Site	9,193,045

Unique Browsers	3,011,320
Smartphone (iPhone/Android) Optimized Site	1,920,979

■ Page View Breakdown

Homepage Page Views	971,980
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Category	Page Views	Unique Browsers
Trend	7,601,512	1,558,721
Digital	7,526,858	1,572,514
Total	15,128,370	3,131,235

Number of email delivery

TRENDYnet mail	203,263
Weekly TRENDYnet	203,263

Aggregated Total of All Nikkei BP Websites

Monthly Page Views	97,434,684
Unique Browsers	15,390,736