




Consumer Actions and SFS in Japan

Process	Concert goer	CD listener	SFS (present about CD)
Attention 	<div> <div>Flyers</div> <div>Free magazine "Bravo"</div> <div>Newspaper advertisement</div> </div>	<div> <div>Magazine "the Record-geijutsu"</div> <div>Web portal</div> <div>Online stores exposure at HOME comments by customers rating by customers special feature</div> <div>CD stores POP trial audition poster, panel, place special feature</div> <div>Viral</div> </div>	<div> <div>×</div> <div>×</div> <div>×</div> <div>×</div> <div>×</div> <div>×</div> <div>strong but limited</div> </div>
Interest 	<div> <div>Magazines(promotional articles) Ongaku-no-tomo Mostly Classic</div> <div>Website</div> </div>	<div> <div>Search (need to enter keywords) Website, Blog</div> </div>	<div> <div>high reputation</div> </div>
Action 	<div> <div>Ticket services(website) Ticket Pia e-plus</div> <div>Box Office</div> </div>	<div> <div>Online stores HMV Amazon</div> <div>CD stores HMV Tower Records Ishimaru(Akihabara)</div> </div>	
Feedback	<div> <div>Reviews Magazines, Newspapers</div> <div>Blog Viral</div> </div>	<div> <div>Blog Viral</div> </div>	<div> <div>high reputation strong but limited</div> </div>

Exposure to the masses

Exposure to the masses

Opinion by Ushio

Japanese classical music lovers divide to two types. The first is people who can access foreign information. SFS is already appreciated by them. But the majority is people who depend on information written or spoken by Japanese language only. (I think we need Japanese subtitles in KEEPING SCORE DVDs !)

They are influenced by massmedia.

The SFS' high reputation among the former doesn't spread to the latter now.

To raise it generally around Japan, the recognition of the latter is essential.