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# Overview of Japan's mobile phone situation

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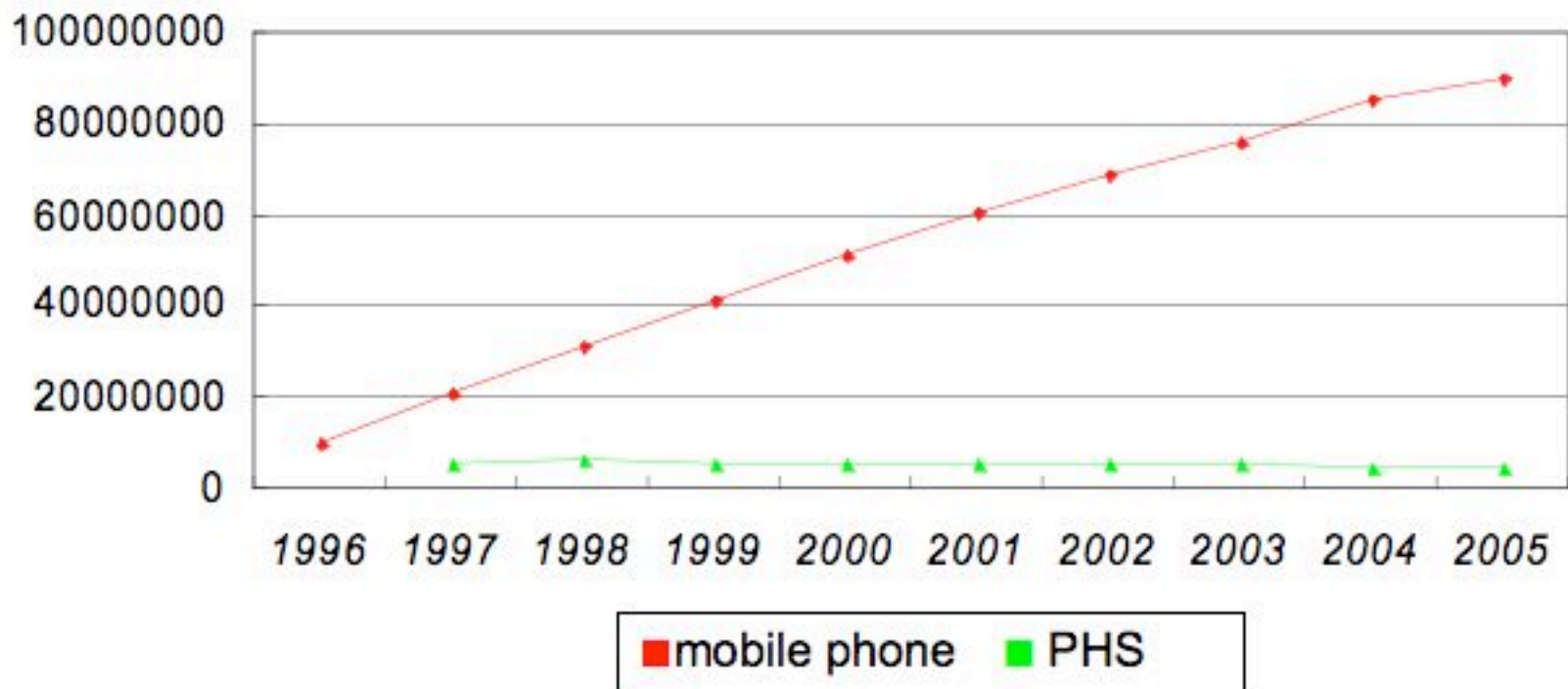
# Characteristics of Mobile Phone Development

- mobile phone service contracts
  - 90 million / total population 125 million (rate = 72%)
  - 3G = 45 million (rate = 50.5%)
- rich growth in Internet services
  - 84 million (94 %) are directly connected to the Internet
- preeminent e-mail activities
  - 84% use e-mail
  - mobile phone compensated for the late spread of PC-based Internet access
  - Japanese culture weight on indirect communication
  - long tradition of literacy; keeping diaries and writing letters
- rapid development of visual communication
  - 75 million (84%) are with built-in camera models
  - low usage rates of live video call

# Brief History of Mobile Communication

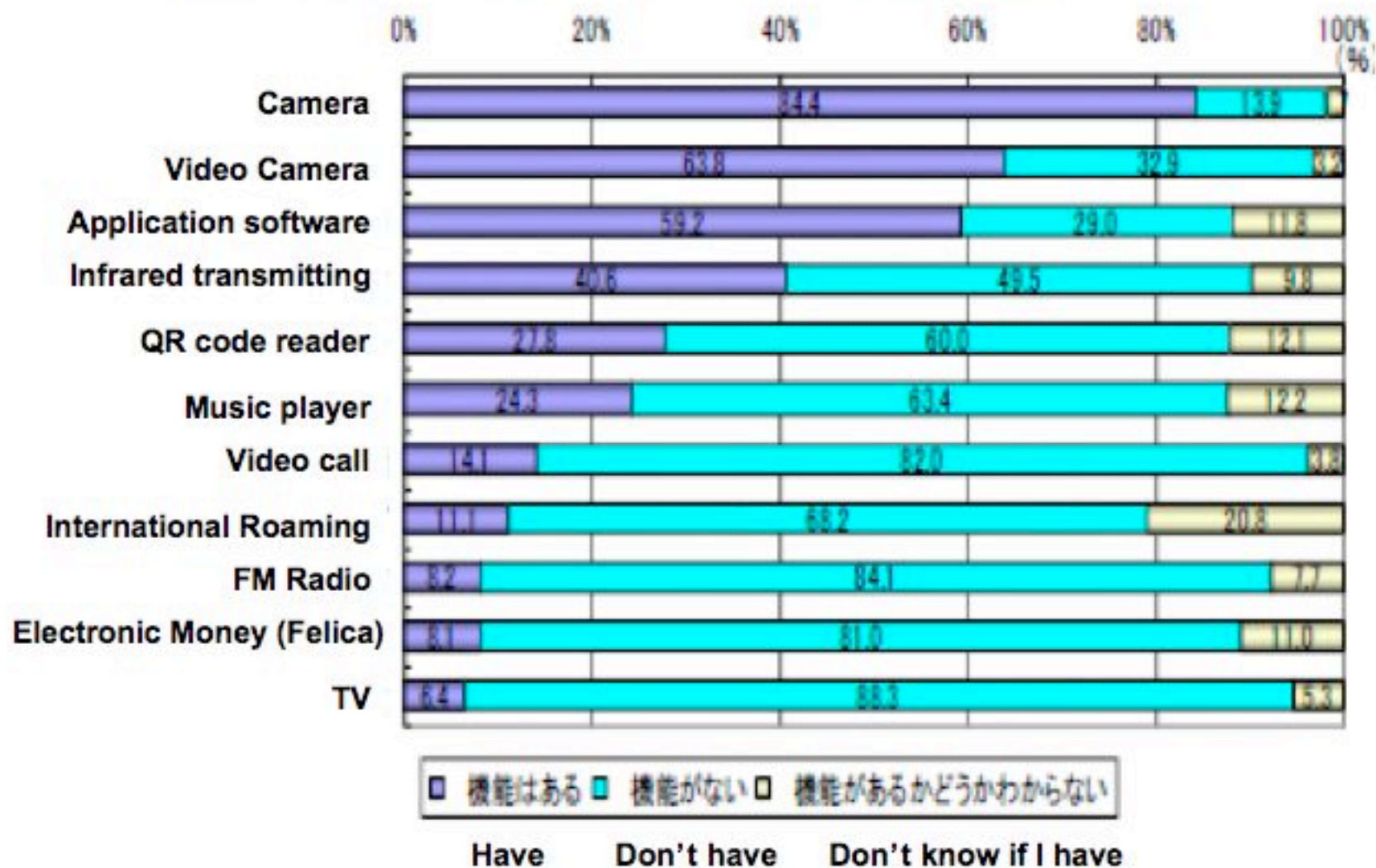
- 1950 Nippon Telegraph and Telephone Public Corporation is founded
- 1957 The Public Telephone service start in a train. (The first train, Kinki Japan Express Railway "Vista car" runs between Osaka to Nagoya.)
- 1968 The Beeper (present Quick Cast) service starts in 23-ku (main districts in Tokyo)
- 1979 The Car Phone service starts in 23-ku
- 1985 Nippon Telegram and Telephone Public Corporation is privatized and becomes Nippon Telegraph and Telephone Corporation(NTT)
- 1987 **NTT starts the mobile phone service**
- 1988 New corporations such as Nippon Mobile Telecommunications(IDO) and Kansai Cellular(affiliated with DDI) start mobile communication service.
- 1992 **NTT founds NTT DoCoMo to divides mobile communication business**
- 1995 **PHS service starts**
- 1999 **NTT DoCoMo starts "i-mode" service**
- 2001 **NTT DoCoMo starts 3G"FOMA" service**

# Change of contract's number

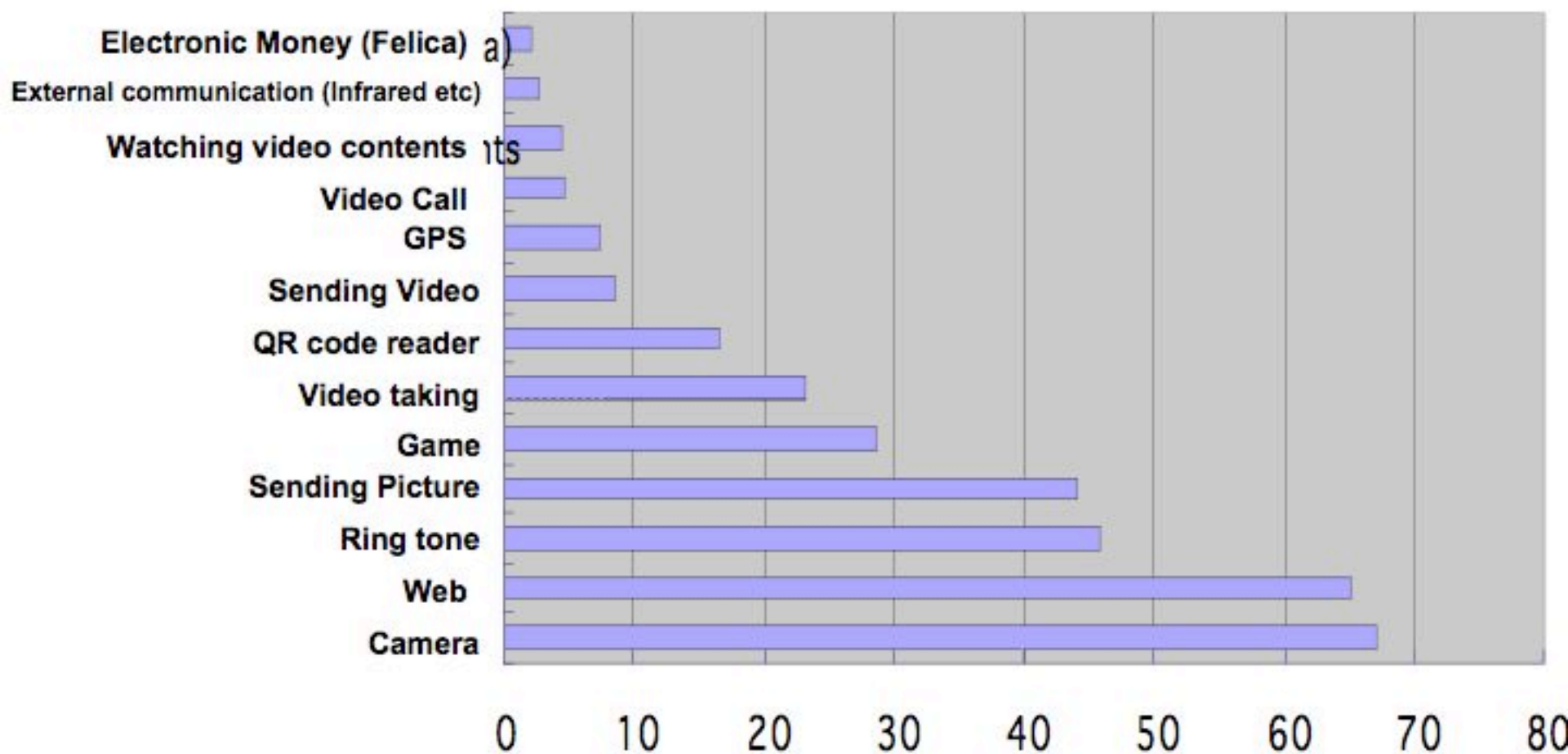


The total number of mobile phone contracts...90,767,700 (28/2/2006)  
Telecommunications Carriers Association

# Which functions do you have?

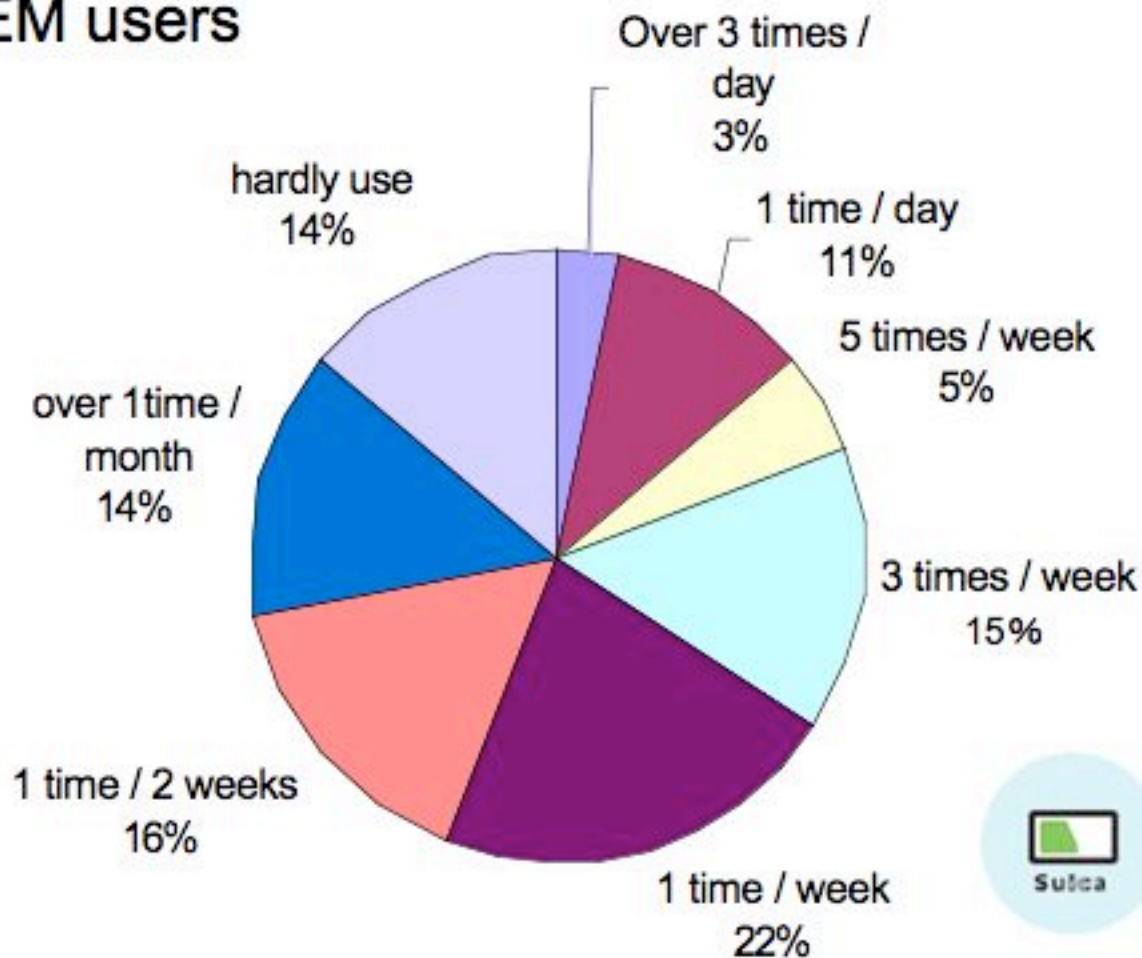


# Which functions do you use?

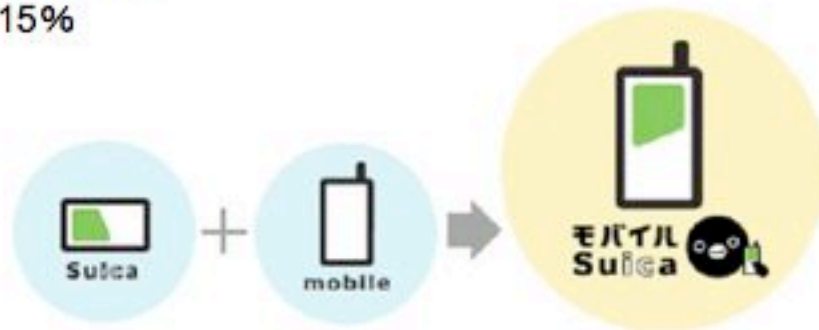


# Electronic Money Use (Felica)

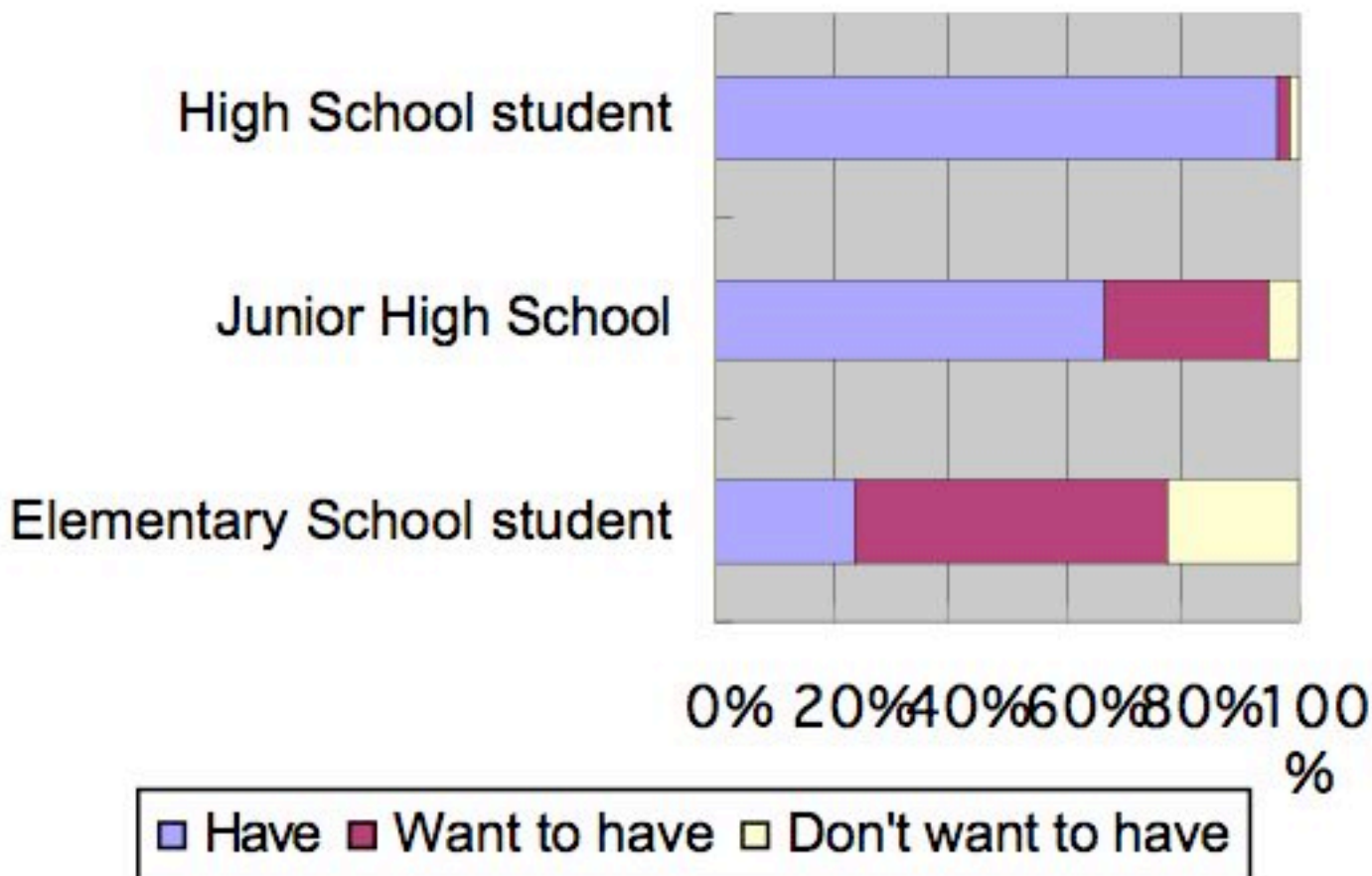
Among Docomo's  
EM users



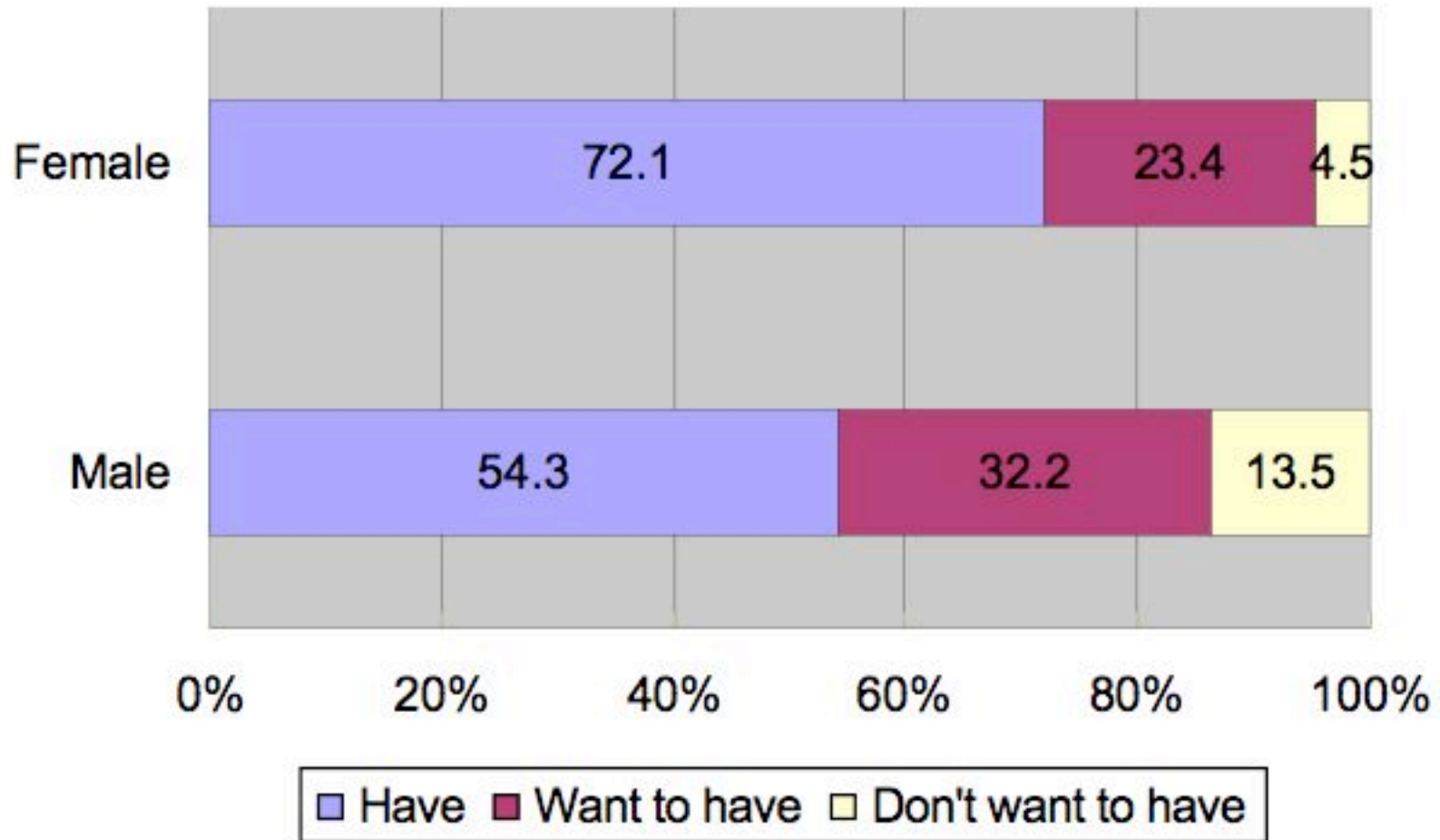
2 types of EM:  
Edy & Suica



# Student use before University 1



# Student use before University 2



# Decoration/Cute culture

アニメーションも挿入できる  
「食事や飲み会のお誘い」を  
アニメーションで表現！  
アニメーション画像は「[ボードサイズ](#)  
」でダウンロードすることができ  
ます

カメラで撮った画像を  
挿入できる

背景色が変えられる！

文字の大きさや色を  
自由自在に変えられる

文字が楽しく動く  
(スライド・ドロップ・スウィング)

文字が右から左へ  
向かうように動きます

文字が右に動き、右端  
までいくと持ち止ります

受信メール  
1/ 1  
04/12/01 09:00  
どこもようこ  
お食べに来ない？

見て見てっ00コレっ!!  
私が  
つくったんだあきん

おいしそう  
でしょん  
ほかにもイッパイ  
つくっちゃったから、  
つから  
食べにおいでよ  
デザートもあるよ  
-END-

文字の大きさや指定 色の指定

文字が削除します

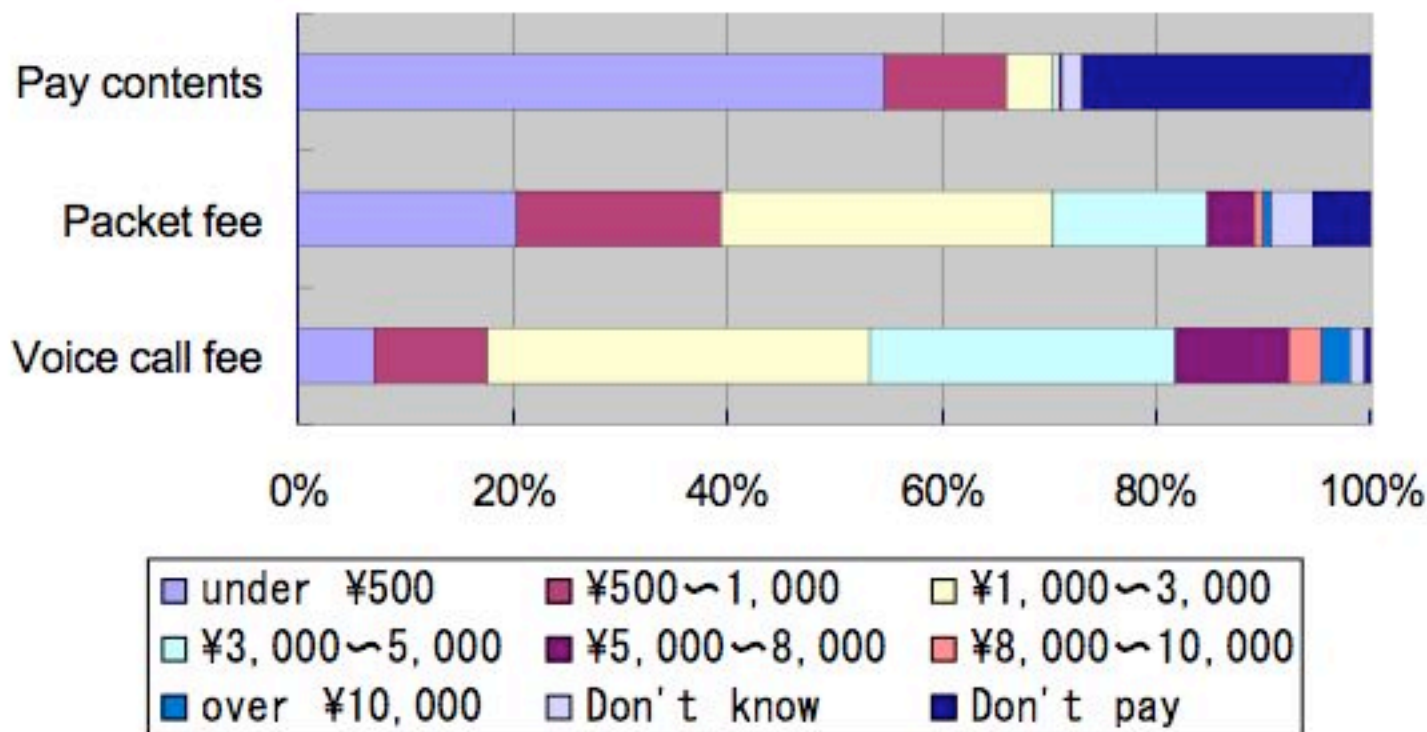
文字が右から左へ  
向かうように動きます

文字が右に動き、右端  
までいくと持ち止ります

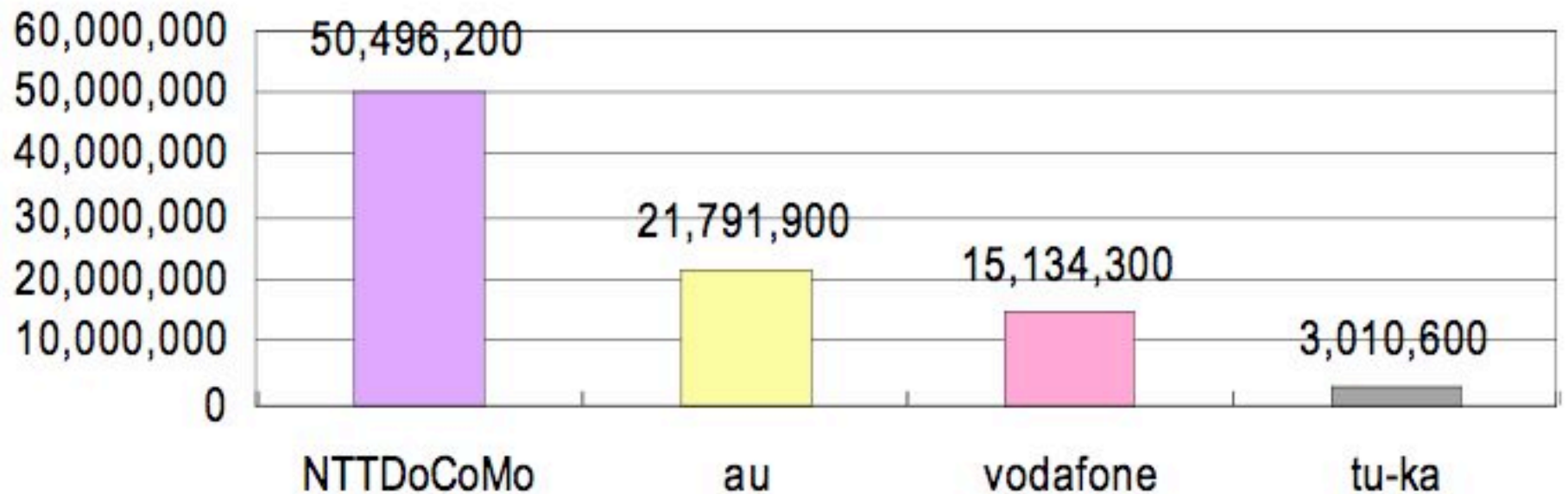


# Amount of Fee

- With a growth of 3Gs, packet communication fee can be very expensive (ex. Downloading a 5 minutes song)
- A fixed payment plan has become general (A maximum fee is around ¥4,000)



# Number of contract by Carriers



# Carrier Companies



- The biggest share
- Various ages for user target
- Internet service "i-mode"

au by KDDI



- Design preferred by young
- Internet service "EZ web"

TU-Ka by KDDI



- International roaming is strongly promoted
- Internet service "vodafone live!"

SoftBank

eAccess  
Broadband Services

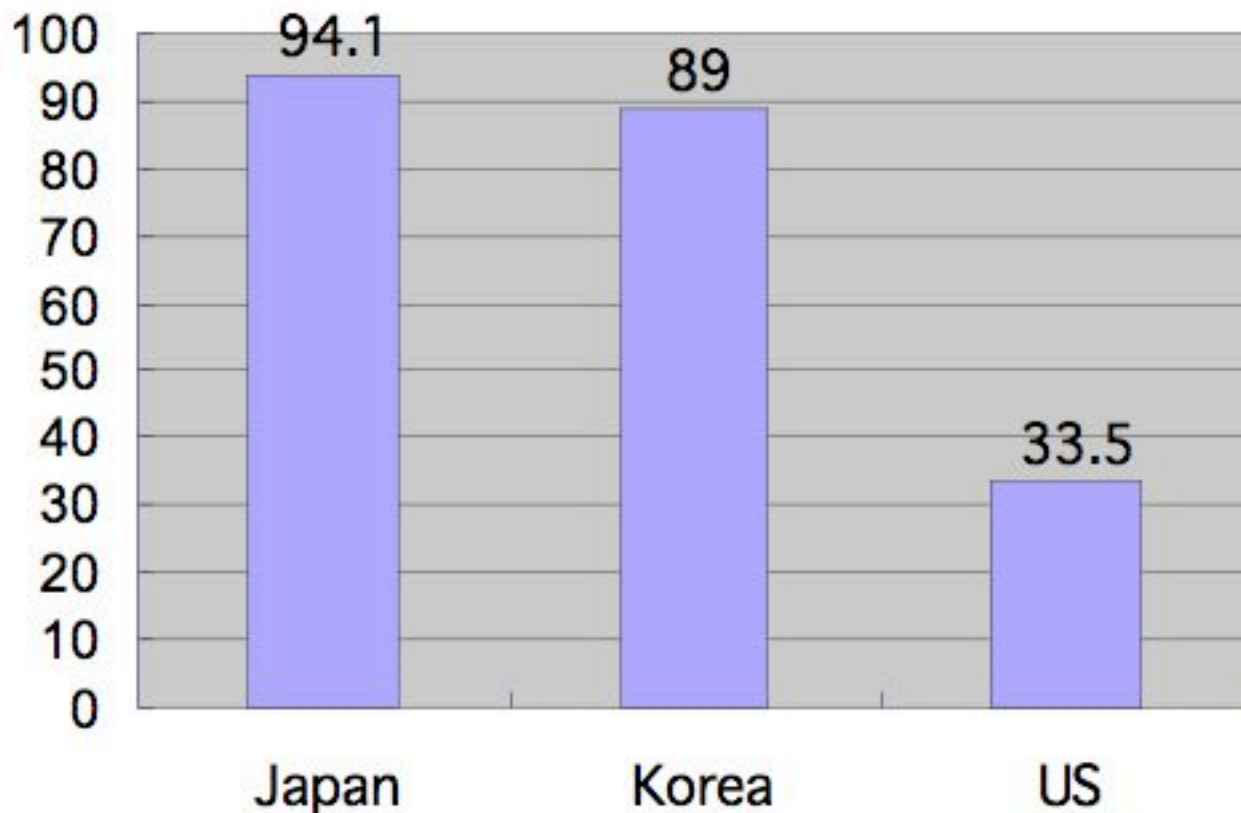
\*ipmobile

The image features a decorative background with a patterned surface on the left and a pen on the right. The pattern consists of repeating geometric shapes in shades of blue and purple. The pen is dark with a light-colored grip. The central text is bold and black, set against a white background.

# **Comparing with other countries**

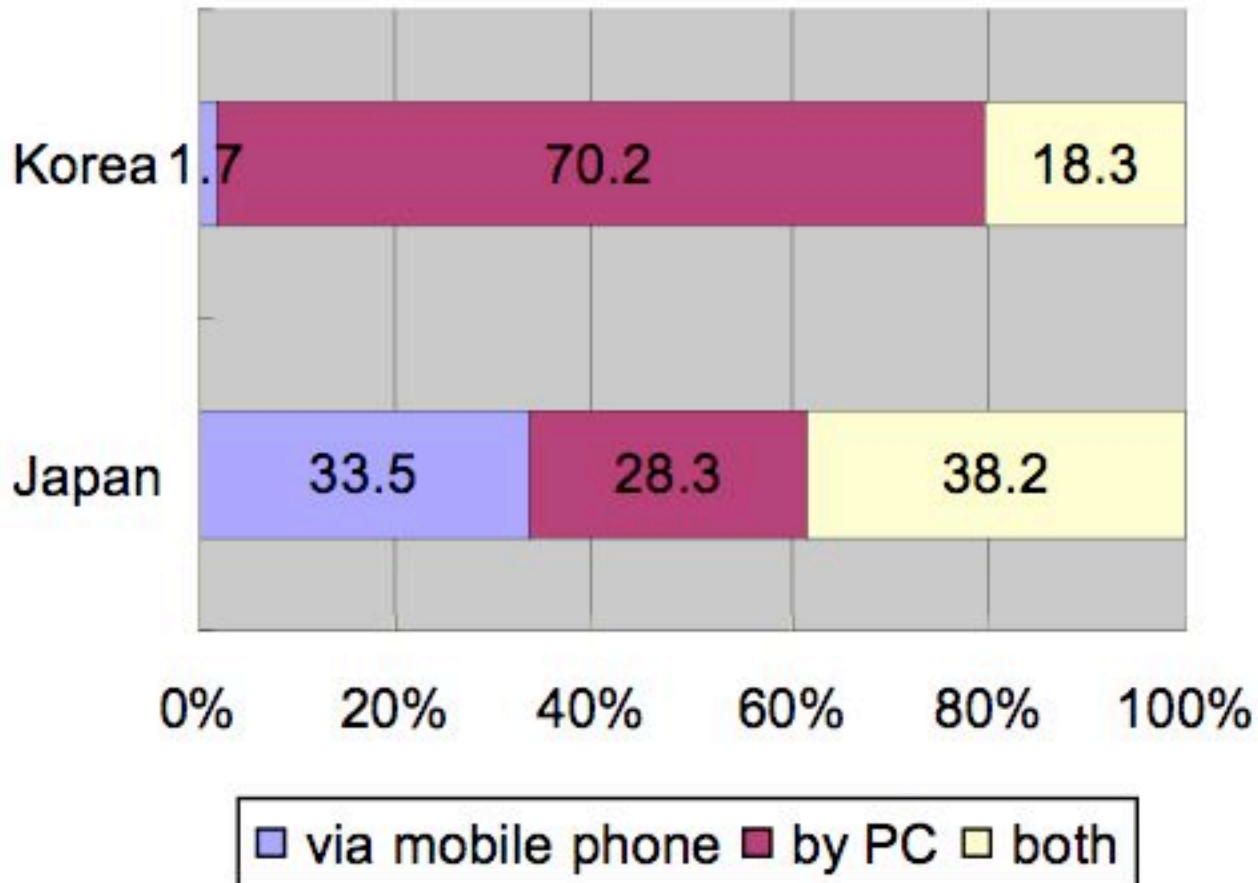
# Internet access 1

Percentage of mobile phones that support Internet access:

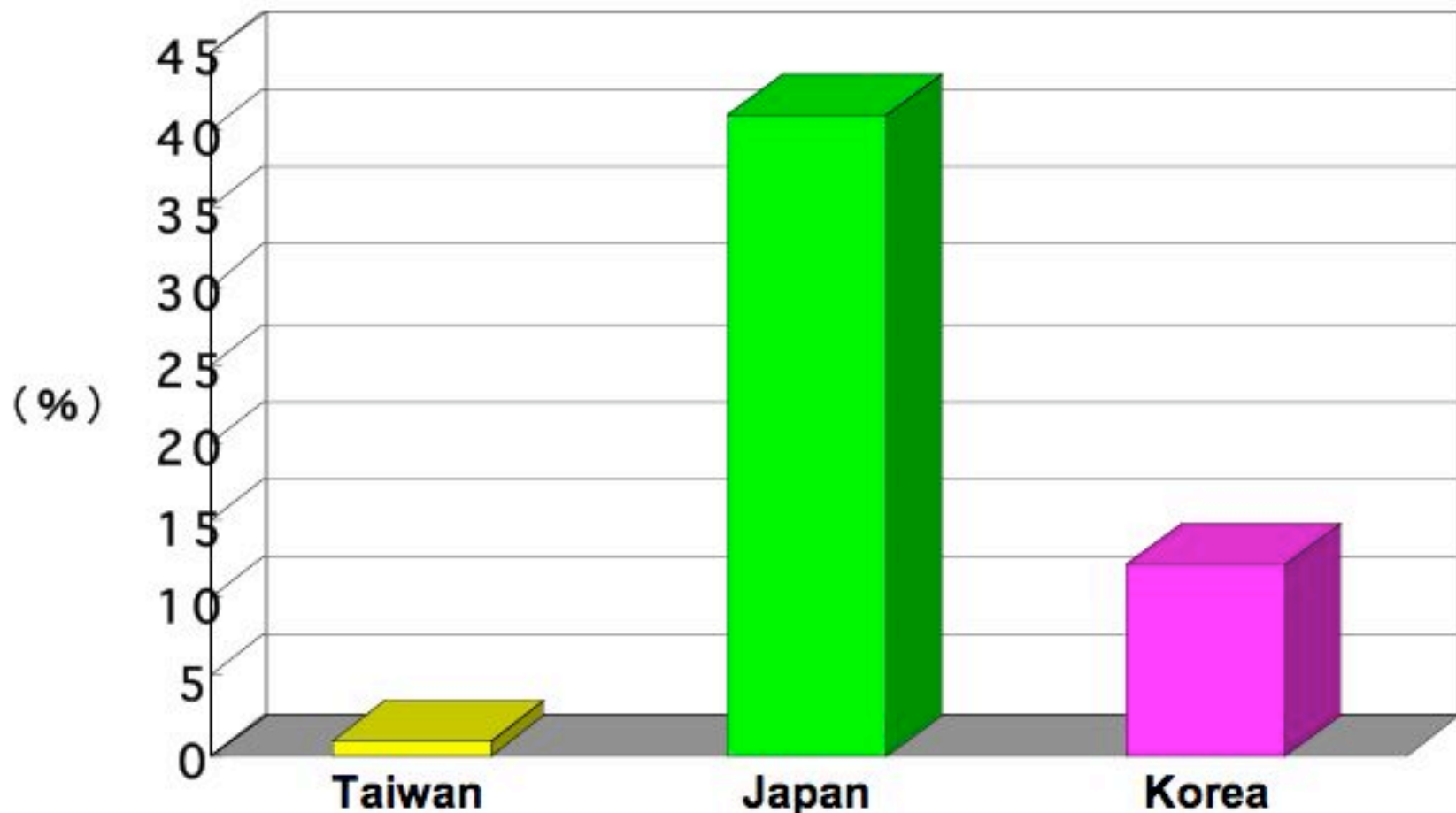


# Internet access 2

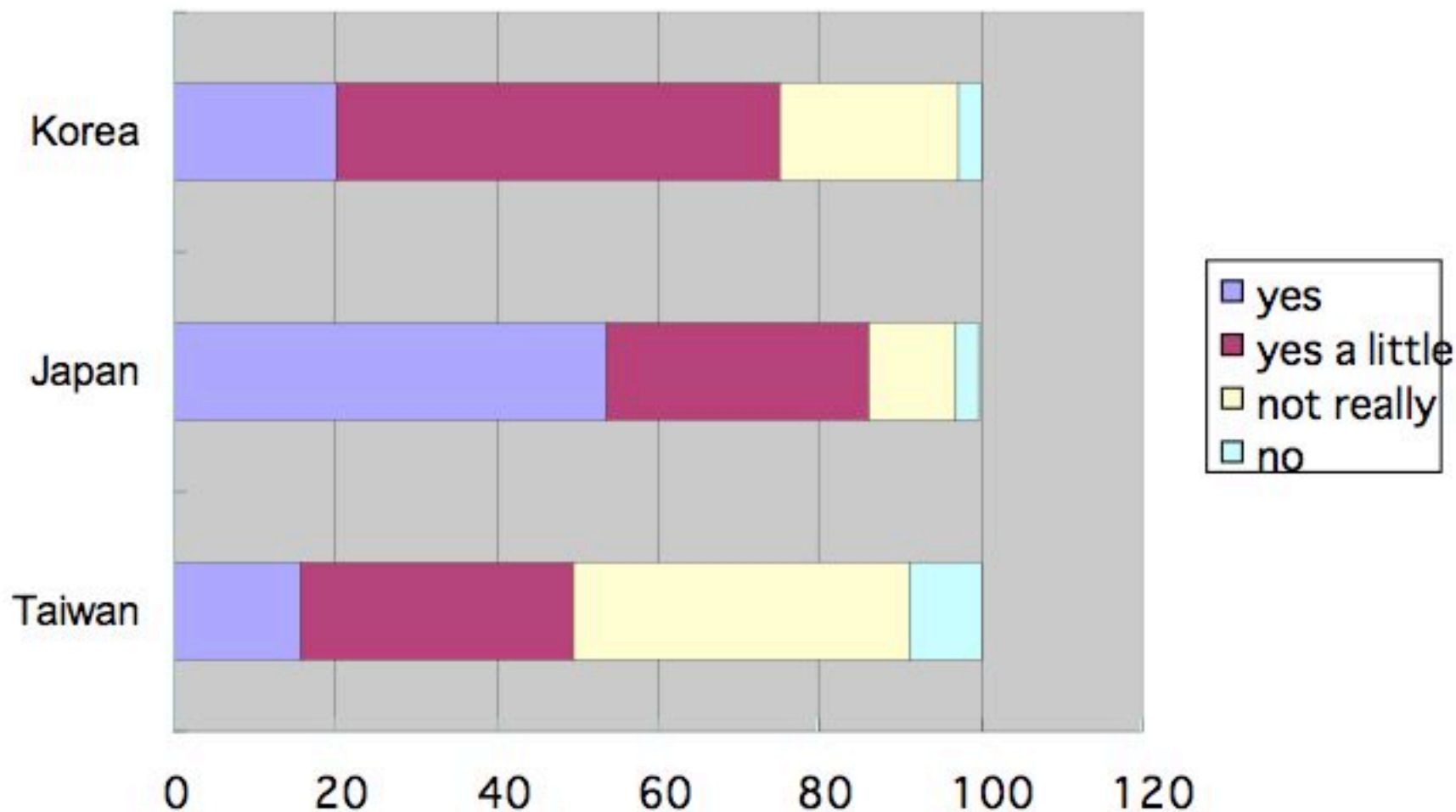
Access internet exclusively:



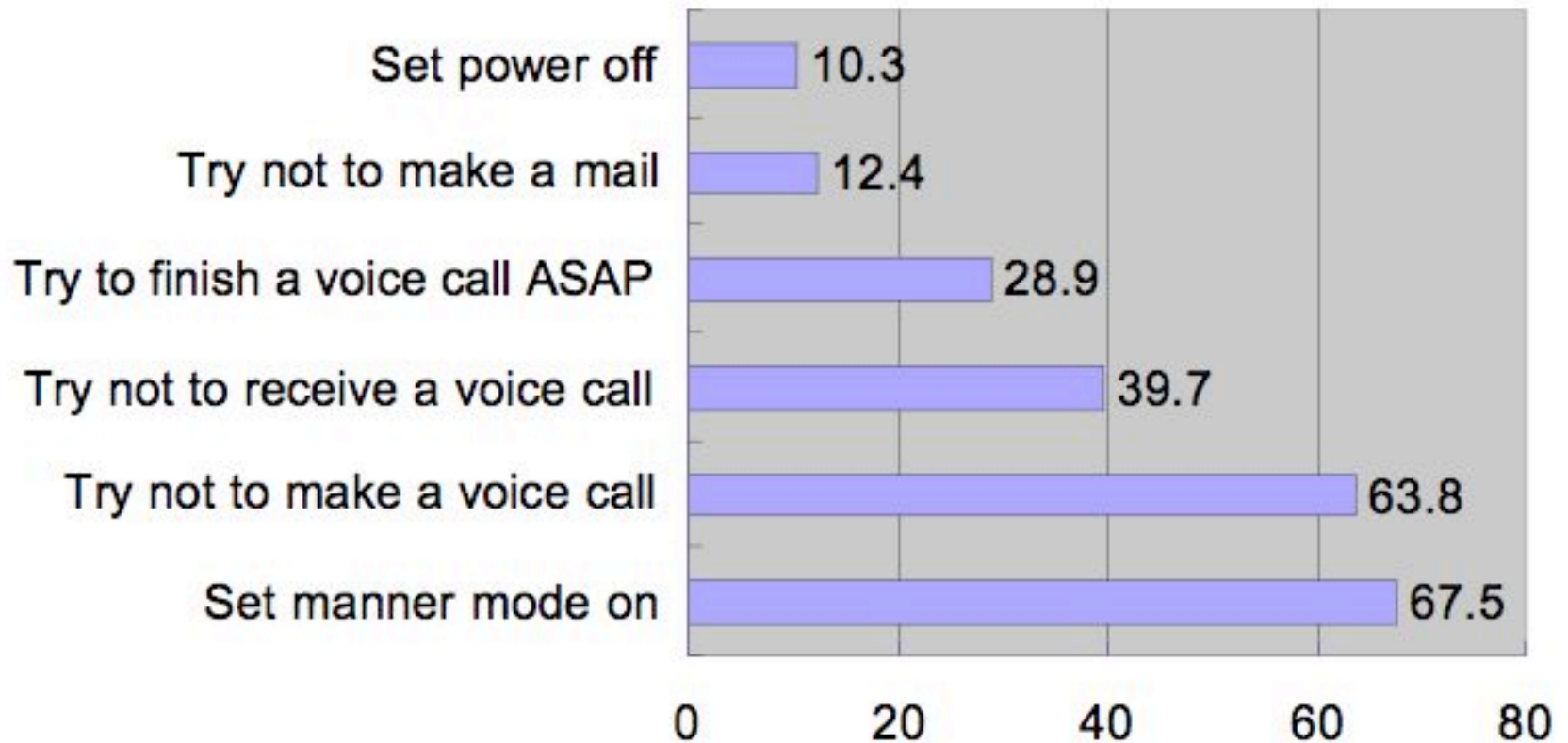
# Percentage of e-mail use



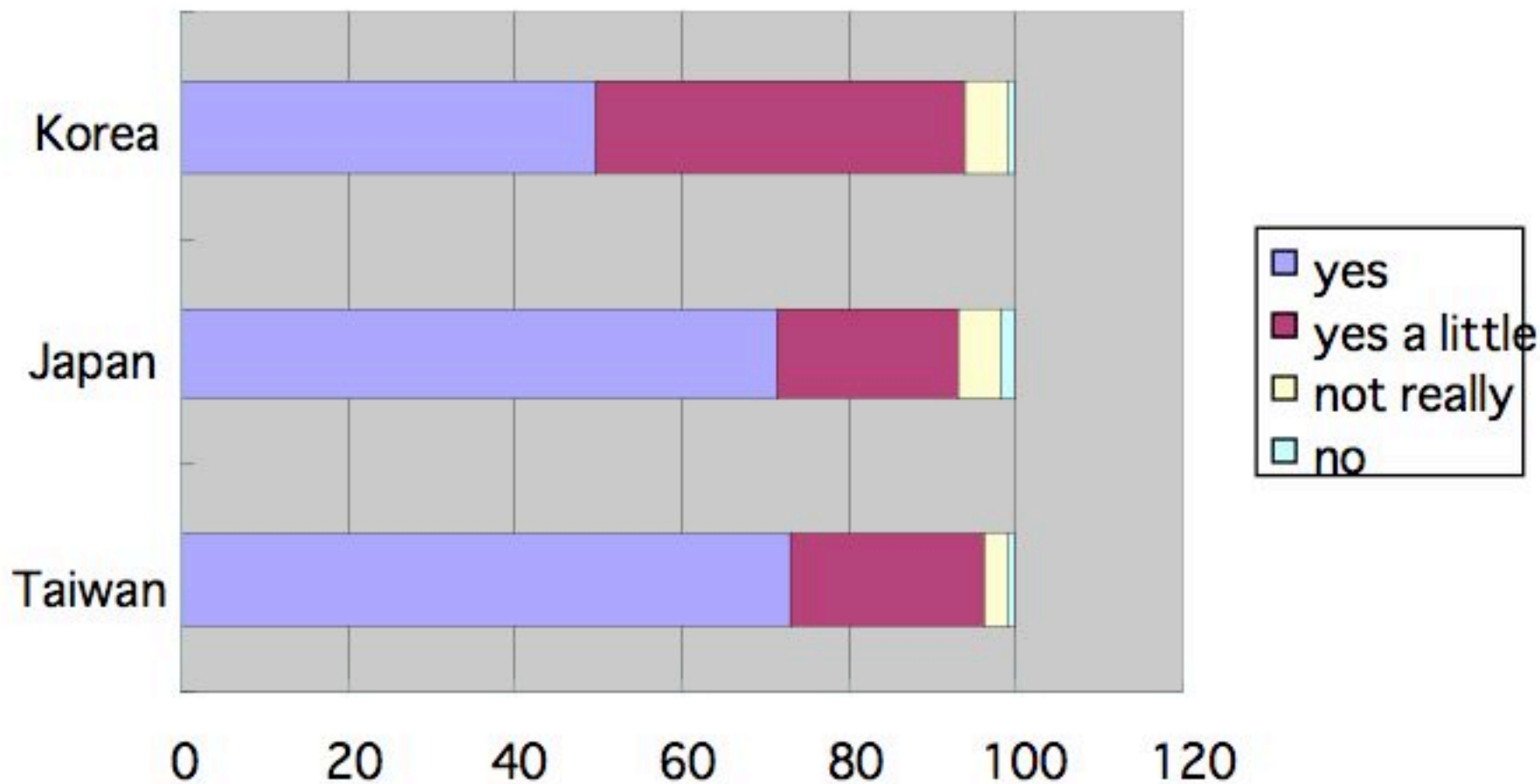
# Do you think mobile phone made public manner worse?



# Use in public transportation



# Do you think mobile phone is useful under a disaster situation?



# Potential usage under a disaster situation

“Message board” service on mobile phone website is widely known:  
145,520 people accessed when the an earthquake occurred at  
Nigata prefecture in 2004





End