

# Japan's Mobile Market & The Yomiuri's Mobile Services

September 7, 2007  
@ Halmstad University

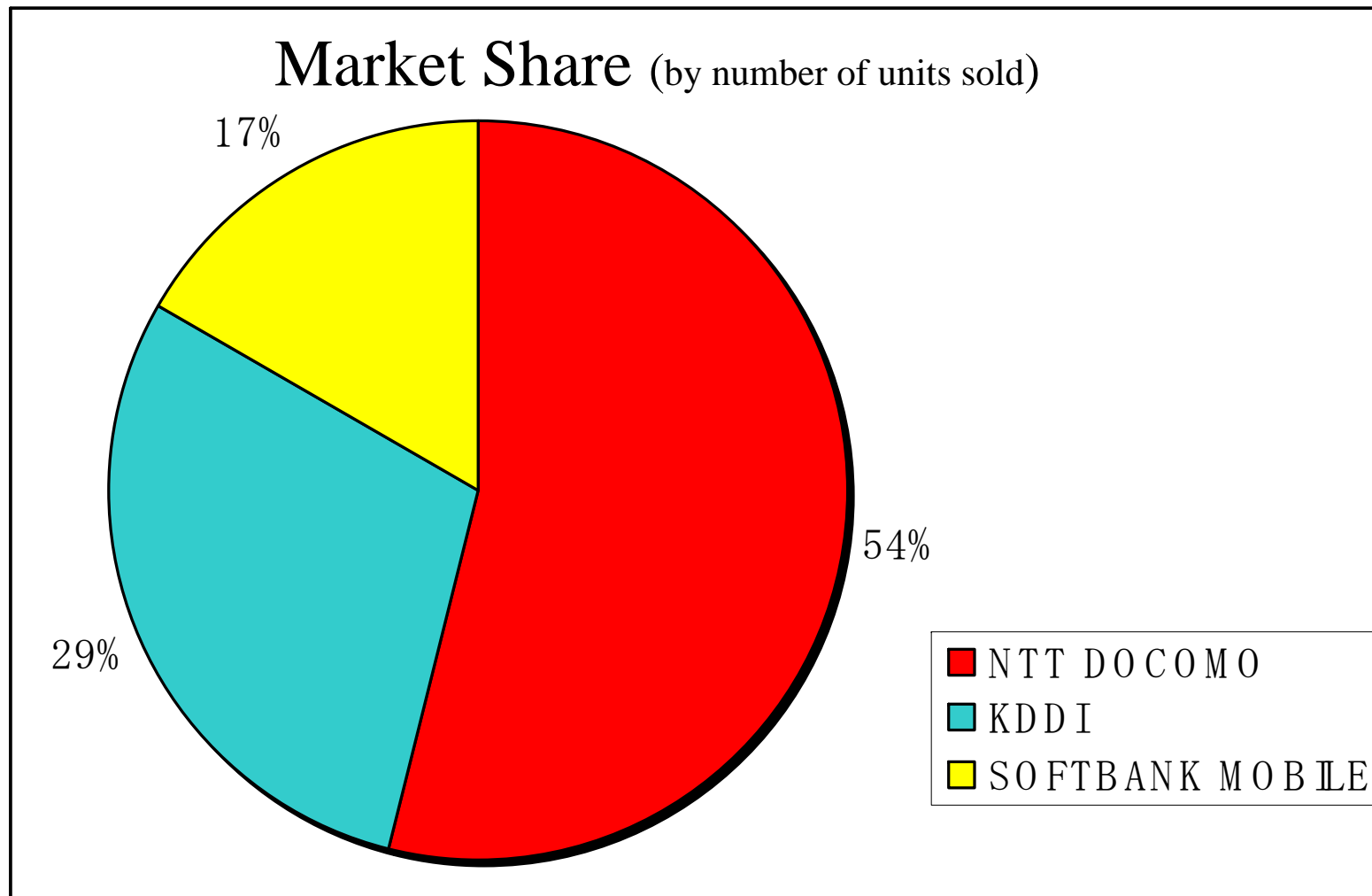
There are  
98.55 million mobile phones  
in Japan

(as of July 2007)  
(Source: Telecommunications Carriers Association)

70.86 million Japanese people  
use mobile phones  
to access the Internet

(as of December 2006)  
(Source: Ministry of Internal Affairs and Communications)

- The number of mobile phones in Japan equals approximately 82% of the population. Nearly every person in the country owns at least one.



## Away from Conversation, Toward the Internet

- An October 2006 survey examined how people used their mobile phones over a single day.

The three most common activities were:

Email 29%   Conversation 27%   Internet Access 7%

(percentage of respondents citing such usage, more than one answer possible)

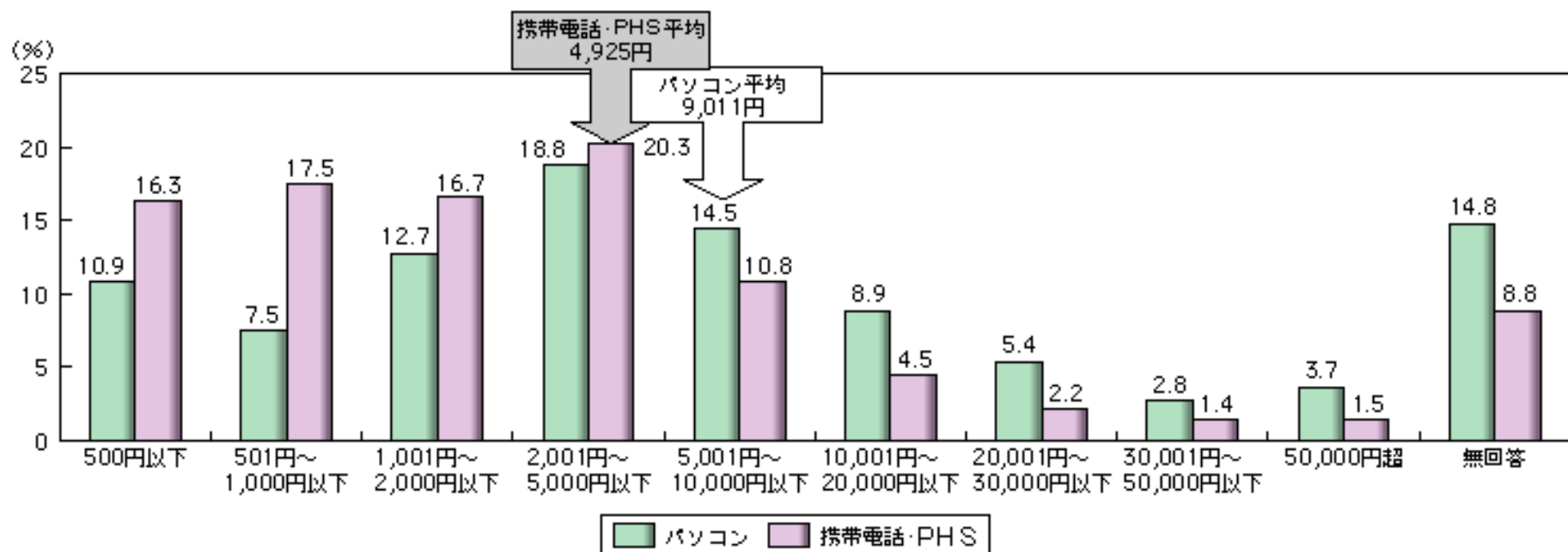
- Users spent four times longer on the Internet than in the previous survey in 2001

(Source: NHK Broadcasting Culture Research Institute)

## Japan's "Mobile Internet"

- Carriers increased their number of users with their "official sites" (e.g. Docomo users cannot access the site for au)
- Content providers took advantage of the carriers' billing systems
- Many independent sites have emerged in the last two years and eclipsed "official sites" in popularity
- The success of independent sites has been fueled by search systems designed specifically for mobile phones and offering increasingly precise results

# How much do we spend on digital content?



総務省「平成18年通信利用動向調査(世帯編)」により作成

<http://www.johotsusintokei.soumu.go.jp/whitepaper/ja/h19/index.html>

## ◆Yomiuri Mobile Phone Services

### ▽News

NEWS Yomiuri Hochi: Mobile news site with email alerts

### ▽Giants

Mobile Giants : Information on Giants baseball team

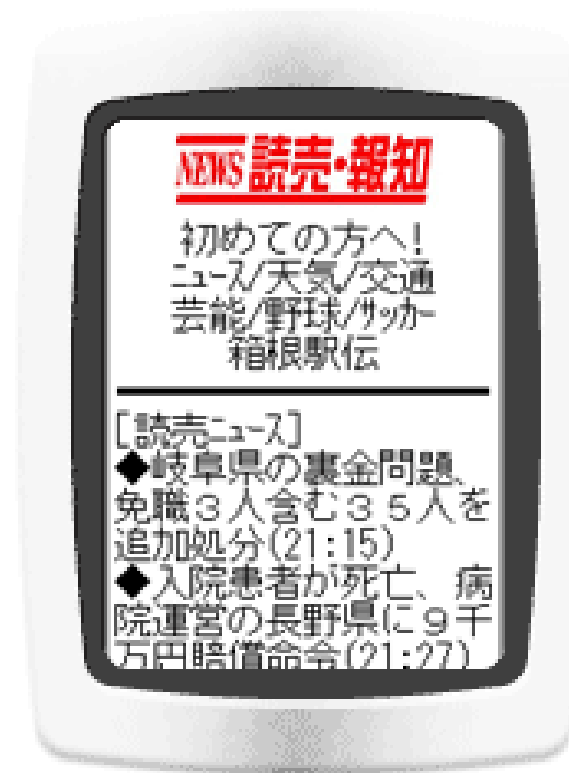
Homerun Mail: Notice of home runs

G Stadium: Live broadcasts of games

G-melo ♪ Giants: Ringtones and true tones

## NEWS Yomiuri Hochi

- Email bulletins for major news, earthquake information, etc.
- 120-150 articles uploaded daily from The Yomiuri Shimbun and The Hochi Shimbun sports newspaper
- Offers breaking news plus regular columns, weather forecasts, traffic information, etc.
- Monthly fee of ¥84, the lowest of any newspaper's mobile site



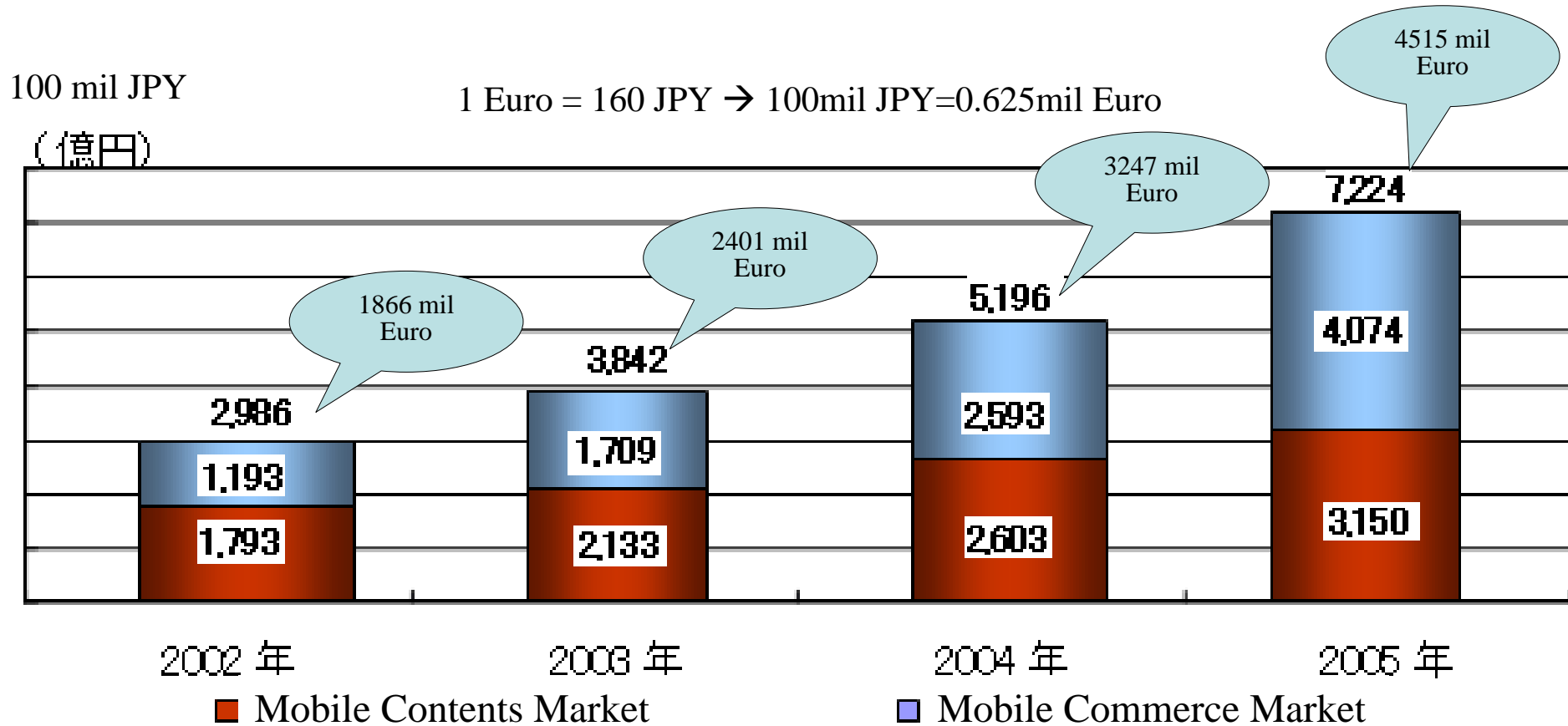


## Mobile Giants

- The official mobile site of the Yomiuri Giants
- Complete access to NEWS Yomiuri Hochi mobile site
- Player photos & photo calendars for use as wallpaper
- Play-by-play reports & photo highlights from the season
- Columns by expert reporters & commentators
- Monthly fee of ¥210



# Growth of Mobile Contents/Commerce Market

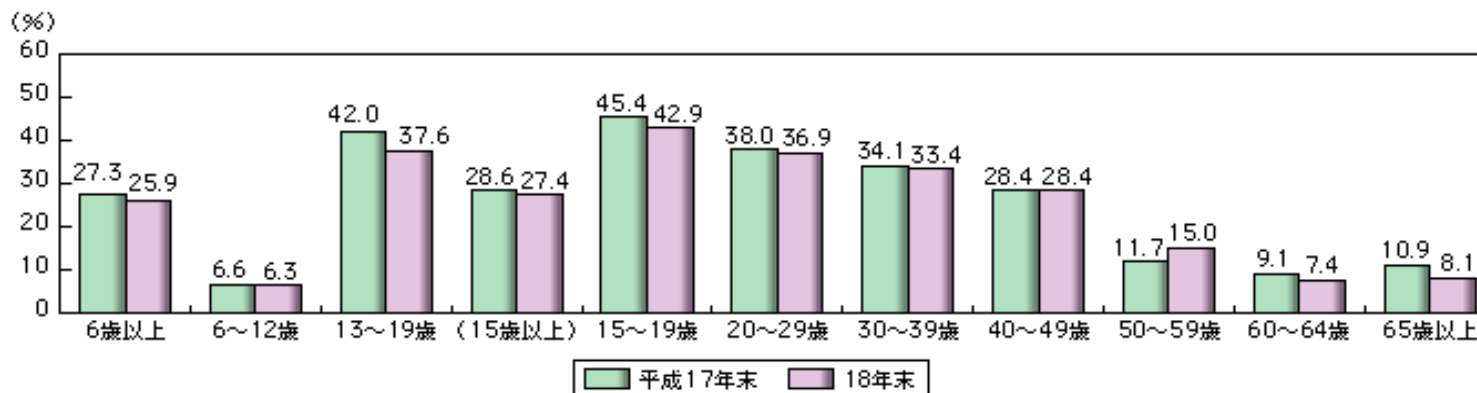


[http://www.soumu.go.jp/s-news/2006/060718\\_6.html](http://www.soumu.go.jp/s-news/2006/060718_6.html)

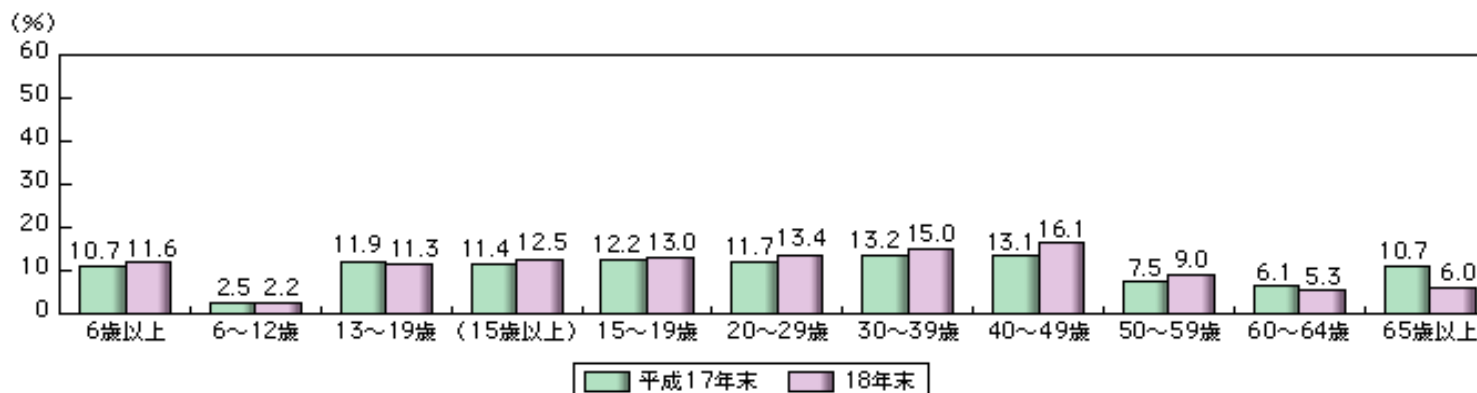
(Source: Ministry of Internal Affairs and Communications)

# Easier shopping on a mobile phone?

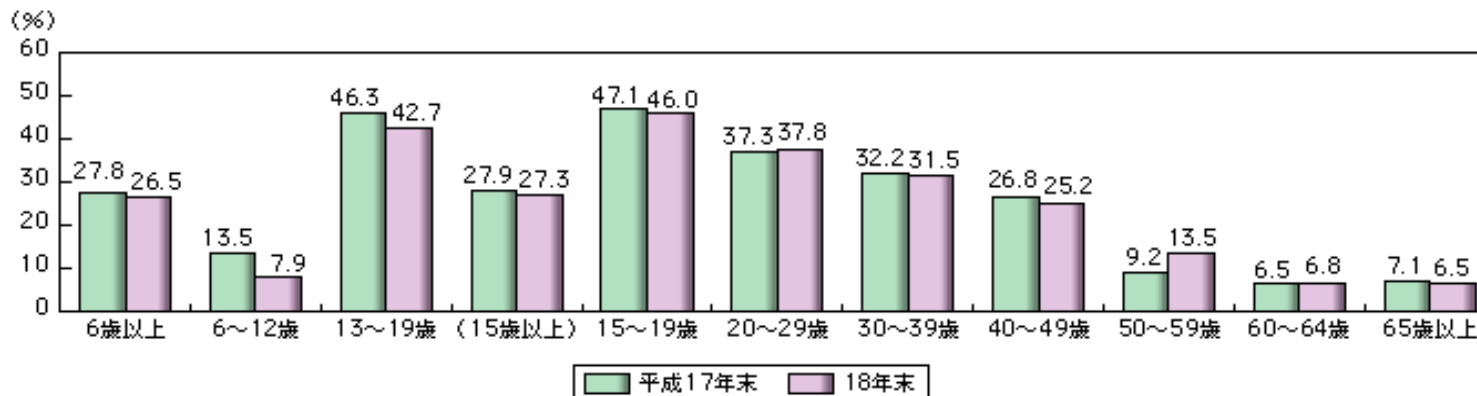
①パソコン又は携帯電話・PHSからの購入経験



②パソコンからの購入経験



③携帯電話・PHSからの購入経験



## New Services from Mobile Sites

Recent hits include:

- SNS & Community Services

Initially, most were launched as subsets of PC-based services.  
Now some are offered exclusively on mobile phones.

- Combination of Free Games and SNS/Virtual Societies

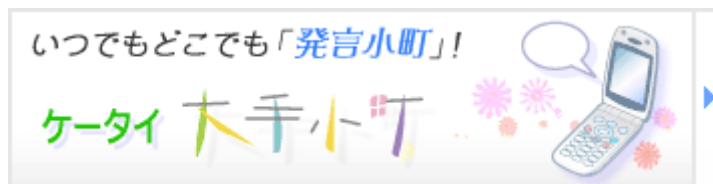
Users can accumulate points by viewing ads, and use those points to buy clothes, etc. for their avatars (points cannot be exchanged for real money)

- Publication of Mobile Novels

Mobile users have written and released novels through their phones. Especially popular works have later been published traditionally.



# Our Top Mobile Service



ケータイ 大手小町

ケータイ 大手小町

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## The i-Phone in Japan

- The i-Phone cannot be imported as-is, because it uses the GSM transmission standard. Japanese mobile phones use W-CDMA or CDMA2000.

It has wireless LAN capability, but the i-Phone is not yet certified for use as a wireless device in Japan. Turning on an i-Phone may actually be illegal in our country!

- Naturally, every mobile carrier in Japan wants to release the Japanese i-Phone. For the reasons cited above, the internal workings of the Japan version will be completely separate from those of current i-Phones.
- The biggest difference between the i-Phone and existing mobile phones is its UI. Japanese manufacturers are already working to develop UIs similar to the i-Phone.



Thank You 