

3G – then what?!

*A quick look at
the mobile smörgåsbord in Japan*



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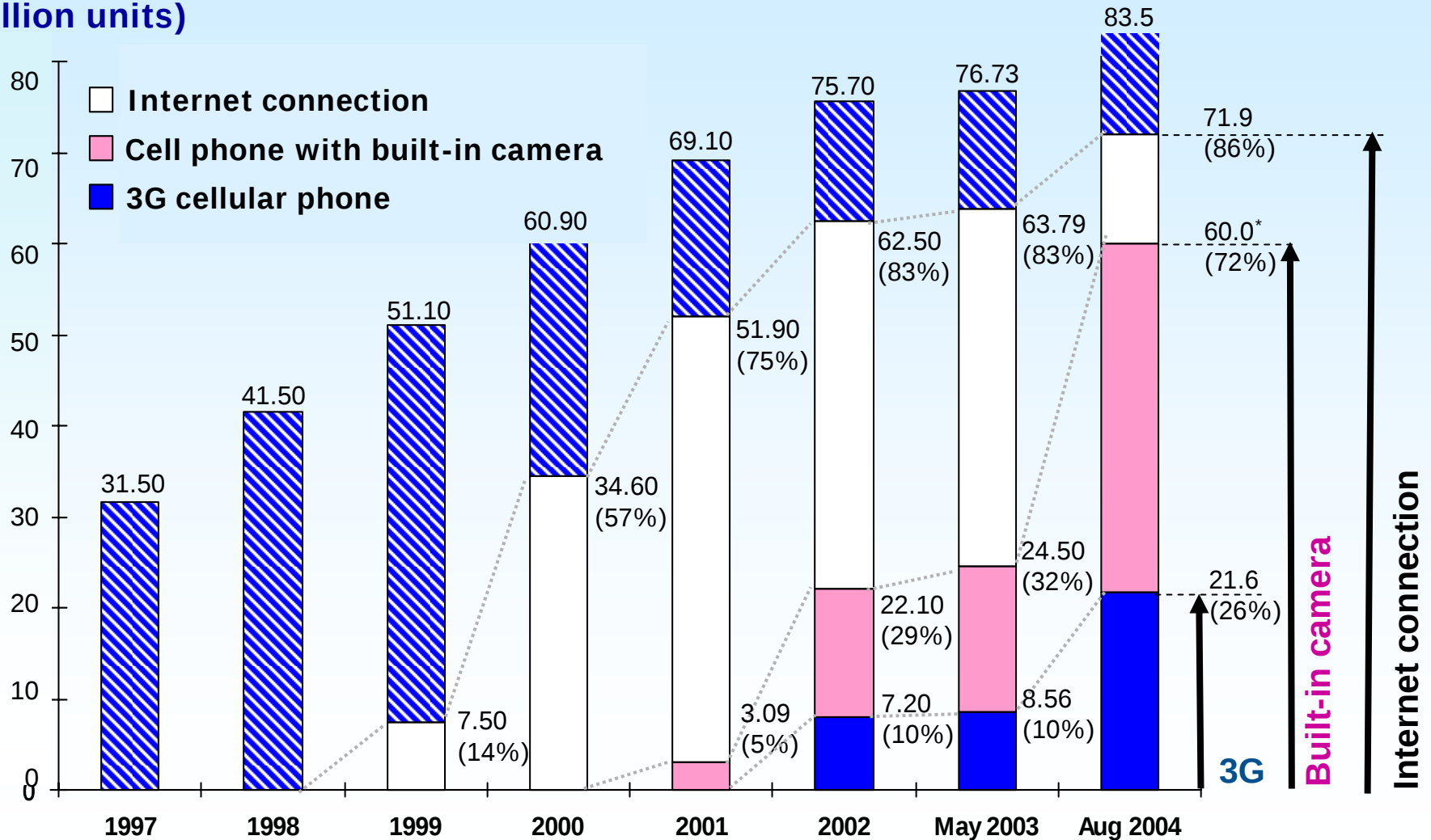
sabine.ehlers@wanadoo.fr



The hardware:
The mobile phone

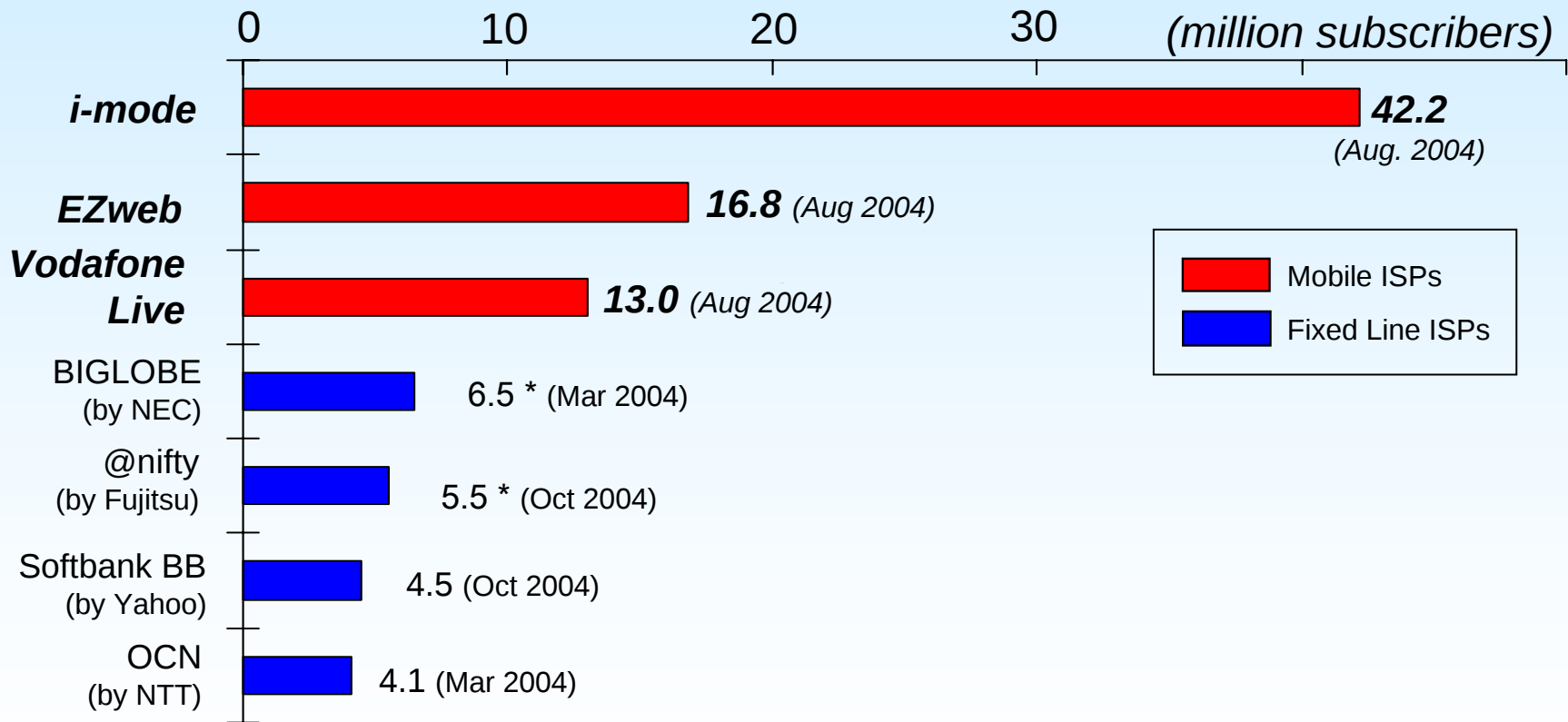
The phones are the enablers

(million units)



Source: TCA, * Estimation

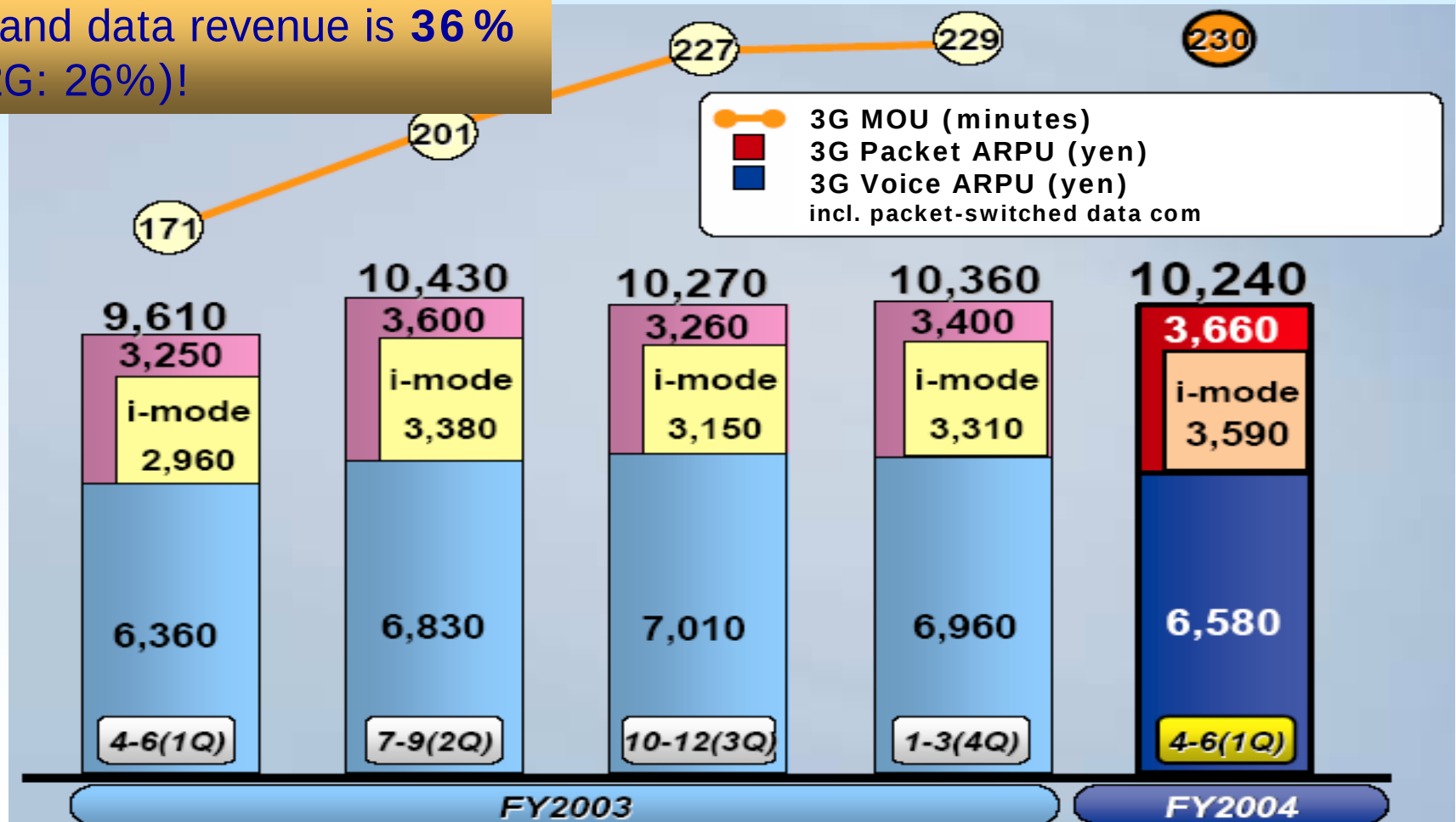
Japanese access Internet via the mobile



Source: Telecommunications Carriers Association; the ISPs' press releases. * Estimation

3G ARPU: 685 SEK/month

...and data revenue is **36 %**
(2G: 26%)!

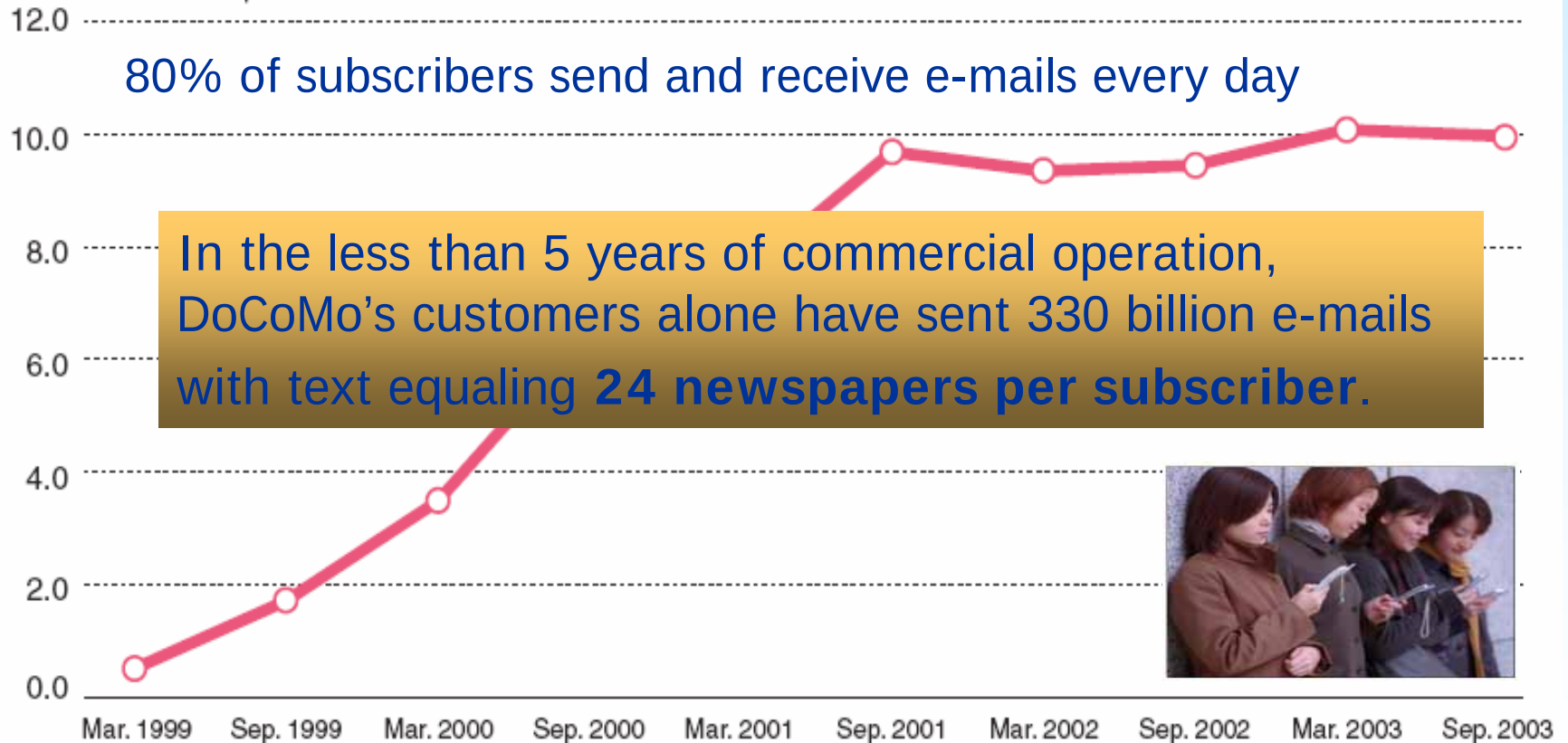


The services: e-mail

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Ten e-mails *per user and day*

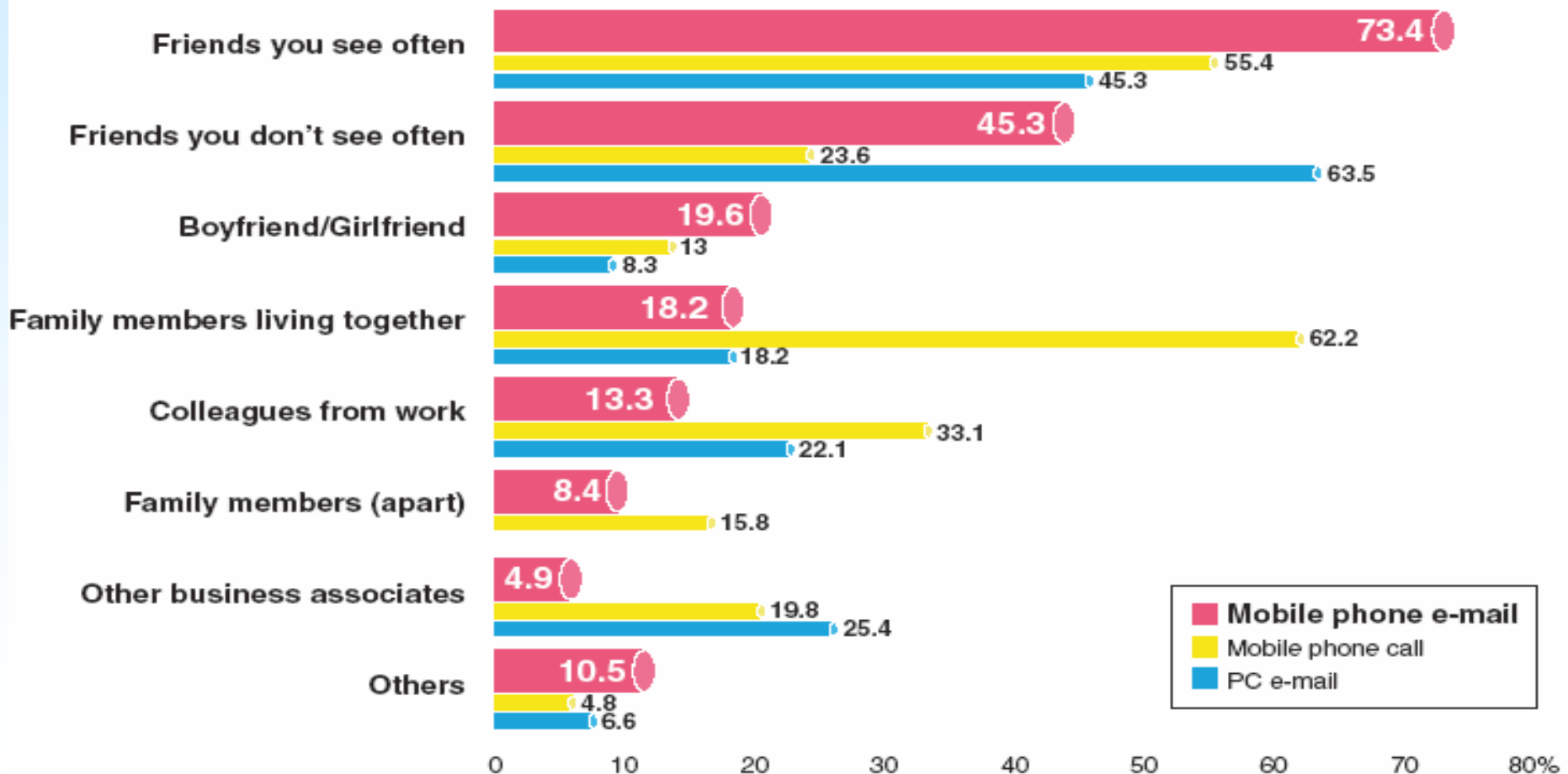
No. of i-mode mail/ person



Source: NTT DoCoMo, Feb 2004

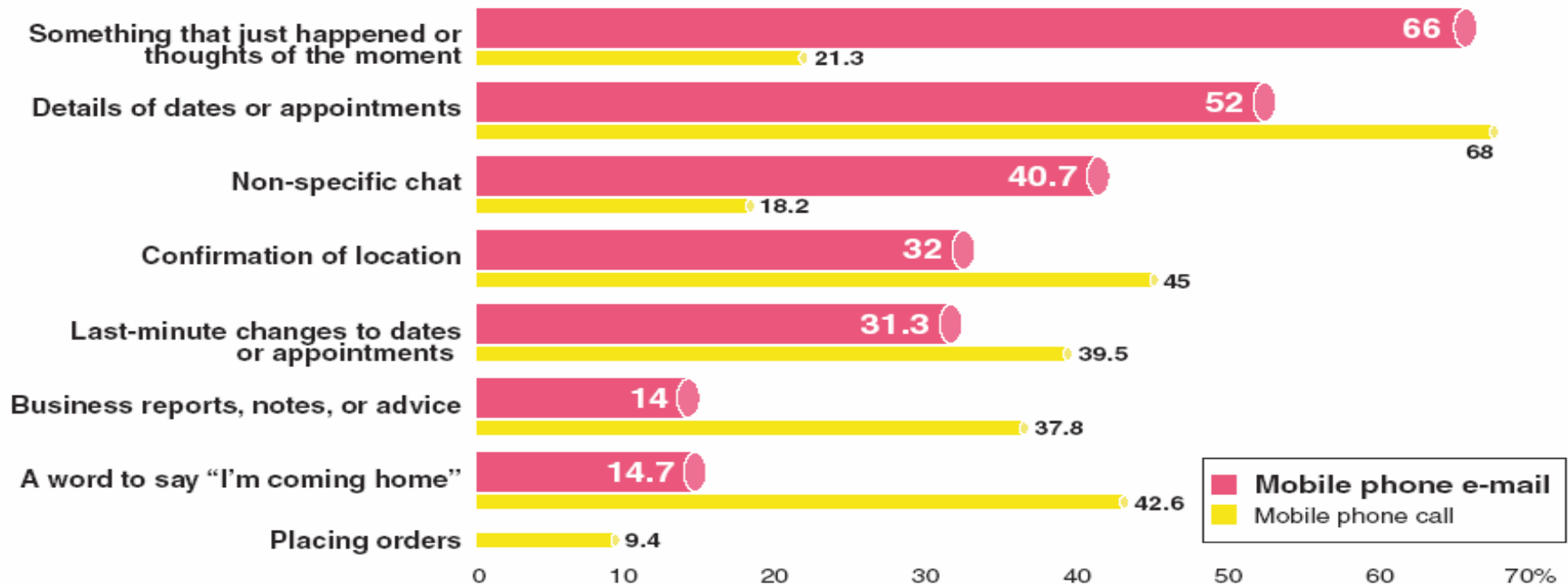
Peak hours: 12-13 and 21-23

Who people send e-mail to



Mobile communication is shallow

What people write in their e-mail



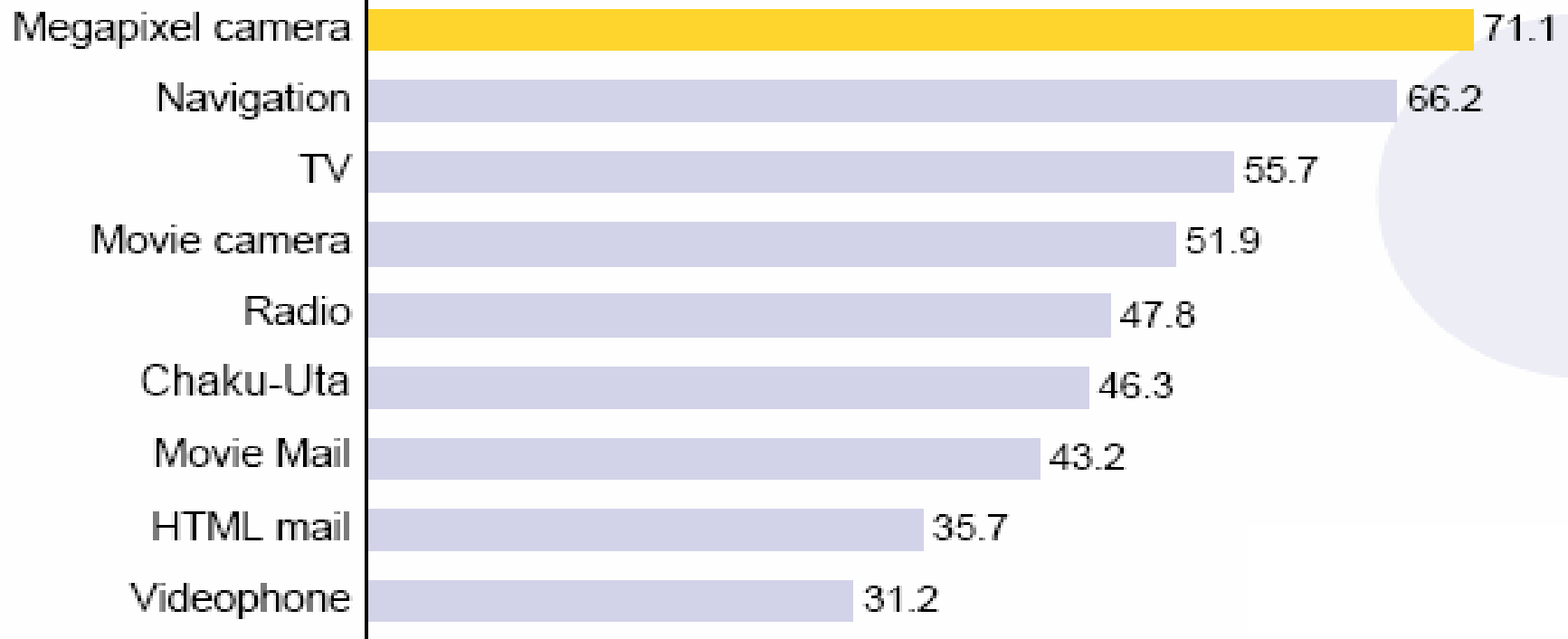
Source: Survey by Toyo University carried out in 2000

The services:
Multimedia terminal

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Media *is* key

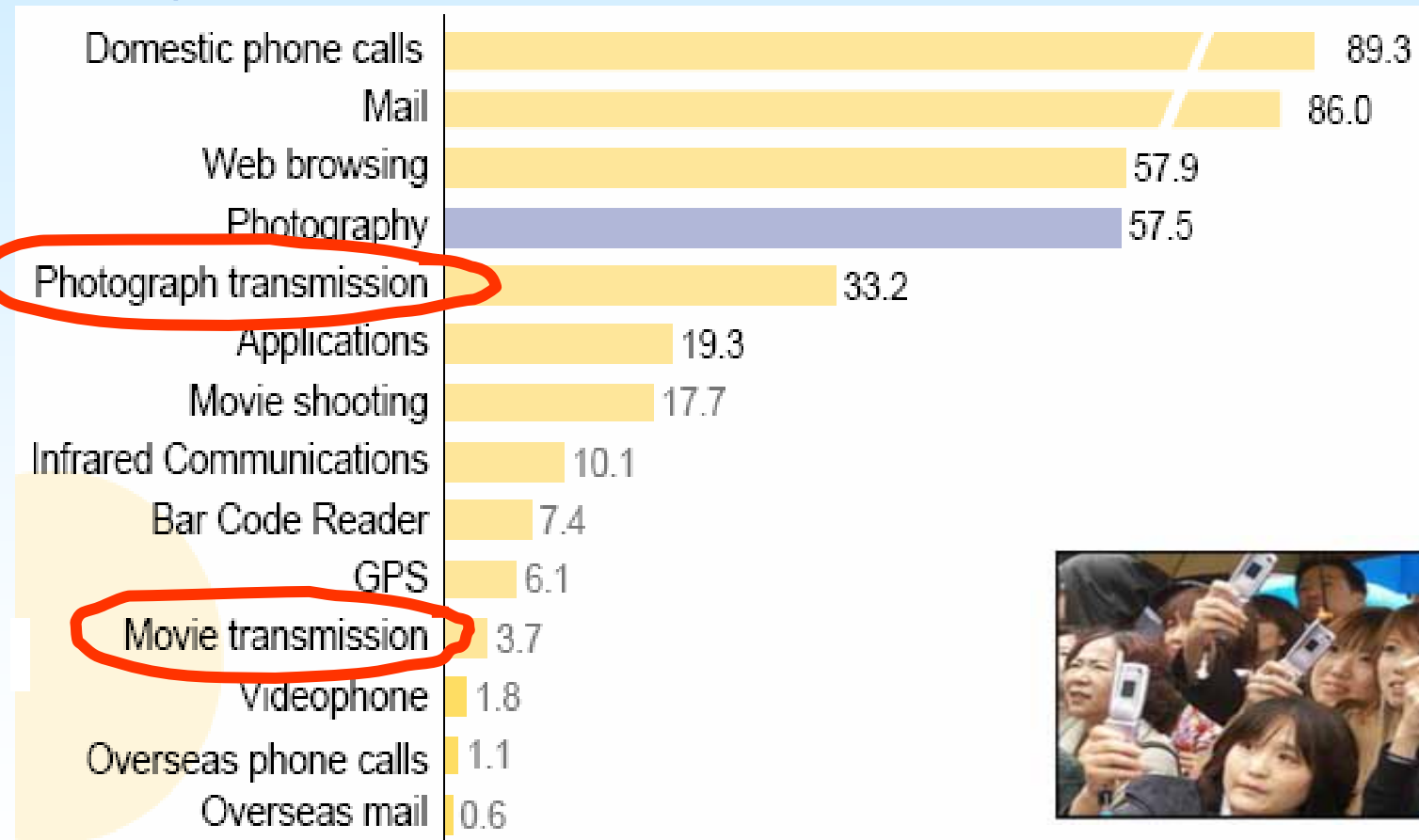
Most wanted feature when purchasing phone



Source: goo Research 4th survey, June 2004

...but creating, *not just consuming!*

Mobile phone functions used



Source: Mitsubishi Research Institute, July 2004

Periferi industry



17.3% of users print photos taken with mobile
75% of these have below 2 Mpixel resolution



Morph: mobile - camera



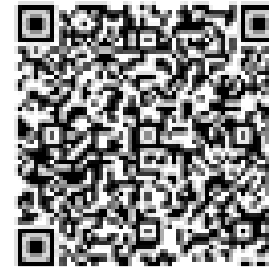
Morph: mobile - monitor



The services:
Info retrieval

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QR code: Maximum 7 000 numbers or 4 000 alphanumerical symbols



The services:
Mobile wallet

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Tickets

PIA: Prepaid service with 250 000 members after first month (Oct 2003)

FUN!!



Train and plane tickets



Vending machines



C-mode: Pre-paid, 200 000 members



Payment

FeliCa in mobile phone
(Contactless IC technology by SONY)
Prepaid
9000 outlets

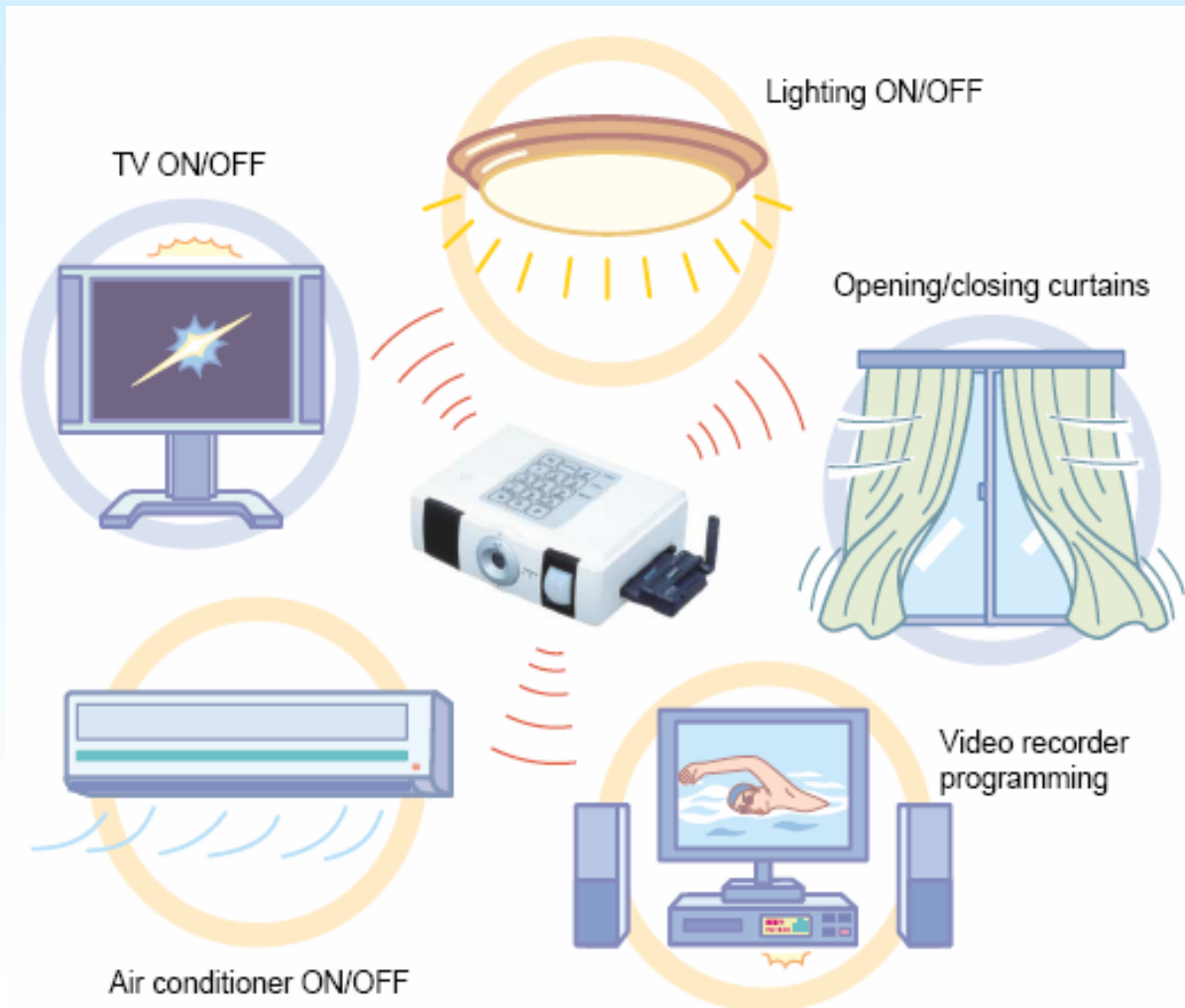
VISA and MasterCard
IR communication
Main target group: Younger people more
familiar with mobile phones
than credit cards



The services:
Remote control

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Home



Day care centre



Services: Games

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Sharing, social, self organising

Mogi: treasure hunt for teams on PC and mobile



Thank you *very much!*

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