

# Mobila trender Japan

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# Drivkrafter

- Målgrupp
- Affärsmodell och service
- Tjänster i vardagen
- Visionen om det mobila samhället – för alla

# The mobile players

| <b>The three major mobile companies:</b>  | <b>DoCoMo</b>        | <b>AU</b>                            | <b>J-Phone</b>        |
|---|----------------------|--------------------------------------|-----------------------|
| <b>Internet Service Provides – web:</b>   | <b>I-mode</b>        | <b>EZ-web</b>                        | <b>J-Sky web</b>      |
| <b>Company owner:</b>                     | <b>NTT</b>           | <b>KDDI/Toyota</b>                   | <b>Vodafone</b>       |
| <b>Main focus of the mobile services:</b> | <b>Entertainment</b> | <b>Technically advanced services</b> | <b>Camera, photos</b> |



**Young mobile generation**



# Livsstil och trendpryl



# Ett mobilt samhälle för alla



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3F

求人案内



見つかります!  
アルバイト・社員・  
派遣のお仕事

情報館

Närhet till service

<http://www.shibuyaku-town.com/>

渋谷区タウン  
SHIBUYAKU-TOWN

お得なお店

求人情報  
渋谷のお店案内  
携帯電話

渋谷区タウンショップ周辺地図



DoCoMo

監視中

2F

渋谷のショップ情報

2F

お仕事情報

お仕事の案内

お仕事の案内

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お仕事の案内



グルメ



2F

3F





ANA

ビックカメラ



第一興商

イーバンク銀行



JAL

JCB  
Future, together.

Kesaka  
system

NEC



株式会社  
三井システム工房

SEGA

Techfirm

UFJ Card

ヨドバシカメラ



# FeliCa – mobile commerce

soul

**Table 2 19 companies that are declarations of providing with EZ FeliCa service**

|   |                                      |
|---|--------------------------------------|
| E-bank bank                                       | Online Edy charge                    |
| NEC   | Membership card and Reward Card(ASP) |
| Geo   | Membership card and Reward Card      |
| Saibard   | Membership card and Reward Card(ASP) |
| Circle-K SUNKUS                                   | Shopping                             |
| JCB   | Credit settlement                    |
| Sega  | Membership card and Reward Card      |
| All Nippon Airways                                | Traffic ticket and membership card   |
| Sony finance international                        | Credit settlement                    |
| Dai-ichi Kosho                                    | Membership card and Reward Card      |
| Tec farm  | Membership card and Reward Card(ASP) |
| Japan Airlines Japan Airlines Japan/international | Traffic ticket and membership card   |
| Nippon Shinpan Co., Ltd.                          | Credit settlement                    |
| Bic Camera  | Membership card and Reward Card      |
| Bittowaret  | Digital cash                         |
| Fericanettowarcs                                  | For personal computer                |
| Sumitomo Mitsui Banking Corporation               | Online Edy charge                    |
| Yodobashi Camera                                  | Membership card and Reward Card      |
| East Japan Railway(January, 2006)                 | Traffic ticket and digital cash      |

**Ersätt**





“Know-me, know-where and know-what”





"One device"

On the move



At home  
"Many things"





# e-Japan II – en vision om användning



# Common challenges facing both Sweden and Japan

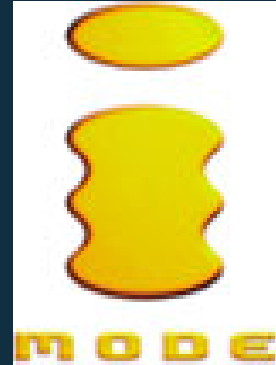


- Aging society
- Mature society
- Sustainable growth – long term competitiveness
- Value system
- Quality of Life issues
  - In Japan, women's role in society

# Main drivers for the mobile development

- In 1993 the development of mobile technology and use had not taken off in Japan. Barriers and rules had previously existed and had allowed NTT to build up a customer base for mobile services
- 300 yen[1 was set as a maximum price for services/content.
- Only *one* invoice is used, irrespective of the kind of service you purchase – a user-friendly solution. The invoice is usually not paid by the employer (alternatively some of it may be)
- 3G killer application: peer-to-peer communication such as taking photos and making short movies (the telecom company KDDI offers a 30-second service of film making, outdoing NTT in the process).

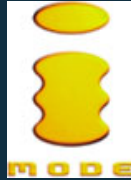
# I-mode business model



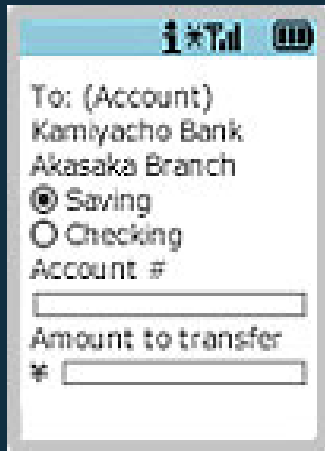
- I-mode
  - A business model
  - NTT DoCoMo
- Mari Matsunaga 1997
  - A comfortable "layer" to access information
  - Very easy to use and cheap
  - Consumer oriented
  - Key words: Anytime, Anywhere, Anything
- Business model
  - 900 service providers (y02)
  - 2 000 official i-mode-sites (y02)
  - 50 000 independent sites (y02)
  - DoCoMo charges 9 % of service providers
- A student at the university spends in average 750 SEK per month on mobile services



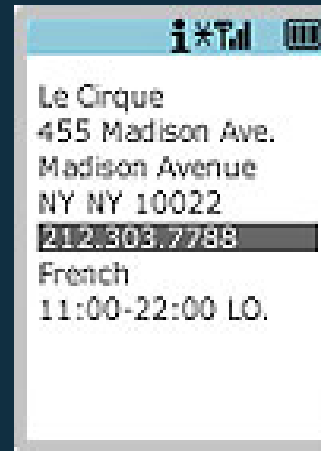
# Only press the



# -button...



*Transactions:*  
 Money Transfer /  
 Balance Check  
 Security Trading  
 Ticket Reservation  
 Airline reservation / Seat  
 Availability  
 Credit Card Information  
 Book Sales, etc.



*Databases:*  
 Telephone Directory  
 Search  
 Restaurant Guide  
 Dictionary Service  
 Cooking Recipes, etc.



*Information:*  
 News Updates  
 Weather Forecasts  
 Sports News  
 Stock Quotes  
 Business / Technology  
 News  
 Town Information  
 Horse Racing  
 Information, etc.



*Entertainment:*  
 Character Download  
 Horoscope / Fortune Telling  
 Karaoke Information / Hit  
 Songs  
 FM Radio Information  
 Club Event Information, etc.  
 Download Ringing Patterns



## It should be cheap to use...



- Fixed monthly fee \$2,5 (Yen 300)
- Data transmission \$0,0025/128 bytes  
(ca \$0,02/1kB, email est. 30 öre, bank transaction est. 3 SEK)
- Subscription fee \$0,8—2,5/service
- Pictures \$0,06
- Stock prices \$0,2
- **One** invoice

# The future mobile market

| NTT DoCoMo's Customer Base 2010                     |                      |
|---|----------------------|
| Mobile Connection                                   | Numbers<br>(million) |
| Humans  | 120                  |
| Cars  | 100                  |
| Bicycles  | 60                   |
| Portable PCs  | 50                   |
| Motorcycles, Boats, Vending<br>Machines, Pets, etc. | 30                   |
| Total   | 360                  |

# Overview of the IT environment related to the future home in Sweden and Japan

## Sweden

- Political vision "an IT society for all"
- Mobility – new professional lifestyle
- Work at home/on distance – other control mechanisms to secure productivity
- Broadband development = regional development
- "Smart homes" has been introduced but with limited market success
- Sustainability and environmentalism for future living
- Advanced IT society – successful Home PC scheme

## Japan

- IT-vision focusing on "usage of technology" as a next step of *eJapan* strategy
- Consumer oriented development
- Advanced mobile users to drive broadband development
- Playfulness towards new technology
- New homes equipped with technology applications for *convenience, comfort and safety*
- Existing organisational structures preventing work on distance – thus new breed of companies/SoHos



# Trends – Mobile Services in Japan

- 20% increase annually
- E-payment
  - Mobile Suica (JR Tickets)
- The "third-eye"

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