

# 2010 White Paper on Information and Communications in Japan (Outline)

## Table of Contents

### Part I: Special Theme: Realization of Sustainable Growth through Utilization of ICT

#### Chapter 1

##### Revitalizing Local Communities and Regenerating “Ties” via ICT ..... 1

###### Section 1 Local Community Revitalization via the Thorough Application of ICT..... 1

1. Estimation of benefits to citizens from ICT utilization in the public service sector ..... 1
2. Leading-edge examples of community revitalization via ICT ..... 4
3. Public benefit of broadband service penetration ..... 6

###### Section 2 Strengthening Community Ties through ICT..... 10

1. Strengthening ties through social media..... 10
2. Revitalization of local community ties via local SNS..... 11

###### Section 3 Using ICT to Support Social Participation by Every Member of Society..... 14

1. Realization of a sustainable society via telework..... 14
2. Social participation by and lifestyle support for the challenged through the use of ICT ..... 16
3. How ICT supports lifestyle for the elderly in a variety of ways ..... 18

#### Chapter 2

##### Environmental Burden Reduction and Local Revitalization via Green ICT..... 20

###### Section 1 Why is Green ICT Important?..... 20

1. What is Green ICT?..... 20
2. Effect of Green ICT on CO<sub>2</sub> Reductions ..... 21
3. Green ICT-related policies of various countries..... 22

###### Section 2 The Road to Local Revitalization via Green ICT..... 24

1. How Green ICT contributes to revitalization of local communities ..... 24
2. Examples of revitalization of local communities through utilization of Green ICT in the agriculture, forestry and fisheries sectors..... 24

#### Chapter 3

##### Boosting Economic Growth and Competitiveness via ICT..... 26

###### Section 1 Current Status of Japan’s ICT industry and Contributing to Economic Growth via the Thorough Application of ICT ..... 26

1. Current state of the ICT industry in Japan, and their contributions to growth ..... 26
2. A paradigm shift in the ICT industries: cloud service trends ..... 28
3. Economic growth through acceleration of investment in digitization and utilization of ICT..... 30

<b>Section 2 Bolstering Competitiveness through Innovation and Global Deployment supported by ICT .....</b>	<b>35</b>
1. Examination of Japan’s environment for innovation.....	35
2. Global expansion and development of products and services in cooperation with users .....	39
3. Global expansion utilizing Japan’s strengths .....	40

## Part II: Update on ICT and Policy Outlook

### Chapter 4

<b>Current State of ICT .....</b>	<b>41</b>
<b>Section 1 Internet Usage Trends .....</b>	<b>41</b>
1. Status of Internet utilization .....	41
2. Issues for safe and secure Internet utilization.....	41
<b>Section 2 ICT Industry Trends .....</b>	<b>42</b>
1. Economic size of ICT industry.....	42
2. Contribution of the ICT industry to economic growth.....	42
<b>Section 3 Telecommunications Sector .....</b>	<b>43</b>
1. Telecommunications market.....	43
2. Telecommunications services .....	43
<b>Section 4 Broadcasting Sector.....</b>	<b>44</b>
1. Broadcasting market.....	44
2. Status of broadcasting media uses.....	44
<b>Section 5 Content Market Trends.....</b>	<b>45</b>
1. Japanese Content Market Trends.....	45
2. Market size of the mobile content industry .....	45
<b>Section 6 Research and Development (R&amp;D).....</b>	<b>46</b>
1. Research in the ICT industry.....	46
2. Technology trading .....	46
3. Number of researchers.....	46
<b>Section 7 Postal Service and Correspondence Delivery Business.....</b>	<b>47</b>
1. Postal service .....	47
2. Correspondence delivery business .....	47
<b>Section 8 Overseas Trends.....</b>	<b>48</b>
1. Penetration of global communications services .....	48
2. Internet penetration rate by region .....	48

# Chapter 5

## Outlook for Information and Communications Policies ..... 49

<b>Section 1 New Economic Growth through ICT.....</b>	<b>49</b>
1. Promotion of a national strategy.....	49
2. Promotion of a new economic growth strategy vision (the Haraguchi Vision).....	49
3. Promotion of reform in communications and broadcasting fields.....	49
4. Bolstering competitiveness and support for international expansion.....	50
5. ICT productivity acceleration program.....	50
6. Support for creation and fostering of ICT venture businesses.....	50
<b>Section 2 Development of Information and Communications Policies.....</b>	<b>51</b>
1. Development of telecommunications policy.....	51
2. Development of broadcast policy.....	52
3. Development of radio policy.....	53
<b>Section 3 Establishment of a Safe and Secure Ubiquitous Network Society.....</b>	<b>55</b>
1. Consumer administration in relation to telecommunications services.....	55
2. Promotion of information security policy.....	56
<b>Section 4 Promotion of Informatization of Administrative Services.....</b>	<b>58</b>
1. Realization of e-government.....	58
2. Realization of e-local governments.....	58
3. Utilization of the Resident Registration Network System.....	59
4. Public Certification Service for Individuals by local governments.....	59
<b>Section 5 Improving Citizens' Standard of Living through Development of ICT Infrastructure and Promotion of ICT Utilization.....</b>	<b>60</b>
1. Elimination of the digital divide and utilization of broadband infrastructure.....	60
2. Regional promotion, etc., utilizing the information and communications infrastructure.....	60
3. Promotion of barrier-free information.....	61
4. Promotion of content policy.....	61
5. Development of ICT personnel.....	61
6. Promotion of telework.....	62
7. Promotion of ICT use for medical care.....	62
<b>Section 6 Dealing with Global Warming Issues in the ICT Field.....</b>	<b>63</b>
1. Addressing environmental issues with ICT.....	63
2. Promotion of increased penetration of energy-efficient household appliances.....	63
<b>Section 7 Promotion of Research and Development (R&amp;D).....</b>	<b>64</b>
1. Research and development strategy to enhance the international competitiveness of Japan.....	64
2. Development of a research and development environment.....	64
<b>Section 8 Promotion of International Strategy.....</b>	<b>65</b>
1. Promotion of international policy.....	65
2. Promotion of international cooperation.....	66
<b>Section 9 Development of Postal Service Administration.....</b>	<b>67</b>
1. Promotion of postal service administration.....	67
2. Outline of correspondence delivery system.....	67
3. Promotion of new postal service administration.....	67