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STUDY GROUP REPORT

Outline of Report by Study Group on Mobile Business

Introduction

Japan's mobile business counts more than 100 million subscribers (including PHS), of which over 70% are for third-generation (3G) services which are capable of high-speed data transmission, placing Japan among the world's few most advanced mobile nations.

At the same time, the rate of growth in subscriptions (year on year) has been at around 5% and the market is showing signs of moving from a period of soaring growth to a period of maturity.

Taking these conditions into consideration, MIC set up the Study Group on Mobile Business (chaired by Professor Emeritus SAITO Tadao, the University of Tokyo) in January 2007. The group investigated the realization of an open mobile business environment which will enable the appearance of a variety of business models, and compiled its report on September 20. The study group's investigations concentrated on three areas: 1) review of sales models for the mobile business, (2) promotion of new market entry by MVNOs (Mobile Virtual Network Operators) and 3) promotion of market environment development aimed at revitalizing mobile business.

Mobile Business Revitalization Plan

Since there are many avenues for the measures that must be taken

with a view to energizing the mobile business, the study group is seeking in its report that a roadmap should be put in place rapidly by the relevant government offices concerning an overall strategy for revitalizing the mobile business, followed by a plan for its steady implementation.

Taking this into consideration, MIC compiled the Mobile Business Revitalization Plan as a measure to implement its targets by the year 2011, and made this public on September 21, 2007.

In addition, as the first step in implementing to the Mobile Business Revitalization Plan, a request was made to mobile business operators on the same day to take the necessary measures proactively and rapidly to clarify the difference between the price of terminals and communications tariffs for mobile phones, and an MVNO Support Counseling Center which will provide a point of contact that will handle all referrals for those wanting to go into the MVNO business was set up.

In the future, the Mobile Business Revitalization Evaluation Conference, which will be made up of well-informed relevant people, will meet on a regular basis and will follow up the state of progress of the Mobile Business Revitalization Plan, as well as discuss the necessity for any follow-up measures.

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