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STATISTICS

Results of Telecommunications Usage Trend Survey 2007

In April 2008, MIC conducted a survey concerning the state of usage of information communications services and ownership of information communications equipment among households and corporations as of the end of 2007, and compiled the results into the "Telecommunications Usage Trend Survey" The main contents of this survey are introduced here.

The number of Internet users has reached 88.11 million, giving a penetration ratio within the population of 69.0% (see figure 1). In addition, the proportion of optical fiber users among broadband users has continued to increase, going from 27.2% to 31.3% whereas on the other hand, the proportion of DSL users dropped from 27.7% to 18.9%, so that, for the first time, the number of households using optical fiber lines surpassed that for DSL lines, with the shift to optical fiber continuing to progress. (See figure 2).

Also, with regard to Internet terminals used by individuals, the number of users from mobile devices such as mobile phones and PHS increased by 2.01 million since the end of the previous year (up 2.8%), for an estimated total of 72.87 million (see figure 3). One of the reasons for this is probably that, with the increase in performance of mobile terminals that can handle one-seg broadcasts or full browsers, it is now possible to easily use them for large-volume contents such as sound or video, even without having a PC.

CONTENTS

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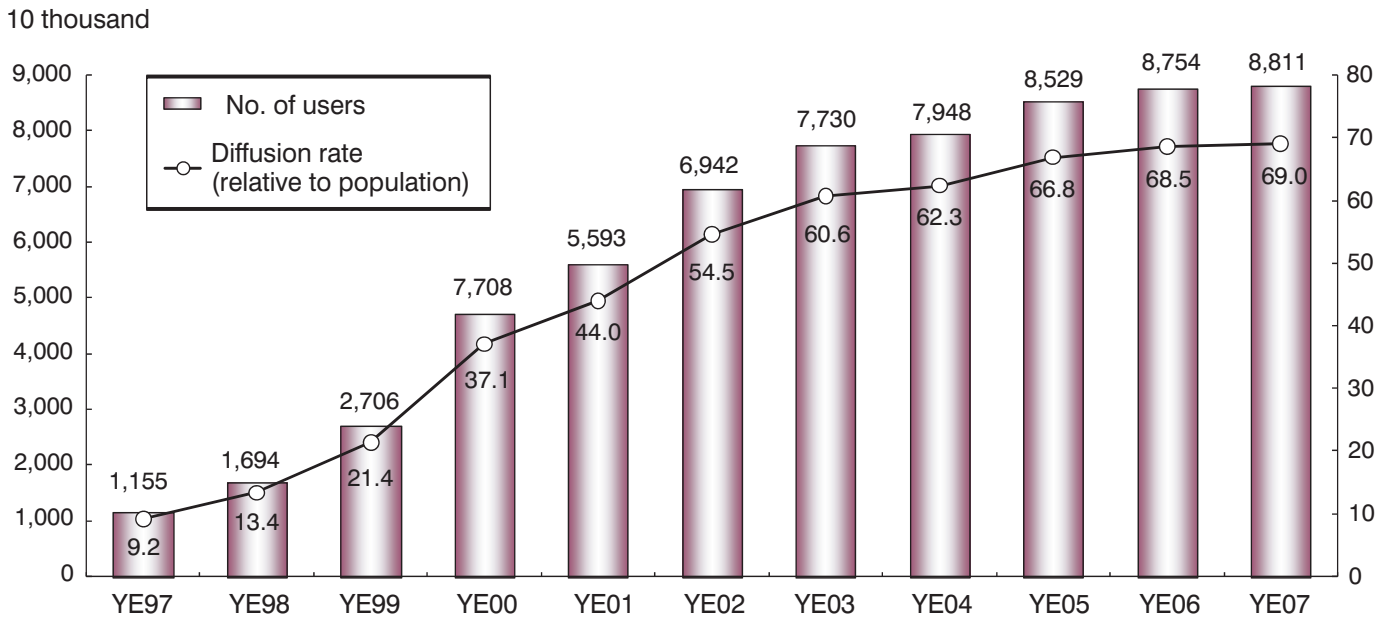
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Figure 1: Trends in No. of Internet Users and Diffusion Rate (relative to population) (Individuals)



Notes:

(1) No. of Internet users (estimated) refers to the number of users estimated from the results of this survey of people aged 6 and over who had used the Internet during the preceding 12 months. All types of devices are assumed for connecting to the Internet, including PCs, mobile phones, personal handy-phone system (PHS) devices, personal digital assistants (PDAs), and game consoles (regardless of ownership); all purposes are assumed, including personal use, use for work, and use at school.

(2) The diffusion rate (relative to population) (estimated) is obtained by dividing the total number of Internet users, 88.11 million, by the estimated population of Japan as of October 2007, 127.69 million (Future Population Trend of Japan (Medium-range Forecast), the National Institute of Population and Social Security Research).

(3) The numbers for YE 1997 through YE 2000 are taken from the Telecommunications White Paper. The numbers for YE 2001 through YE 2007 are estimations taken from the Telecommunications Usage Trend Survey.

(4) The range of ages subject to this survey was 15 - 69 up to 1999, but was expanded to 15 - 79 for 2000, and then to 6 - 79 for 2001, reflecting the expansion of users in age. Thus, consistency is not strictly maintained across the different survey periods.

Figure 2: Types of Internet Connection Using a Home PC (Households) (Multiple choices allowed)

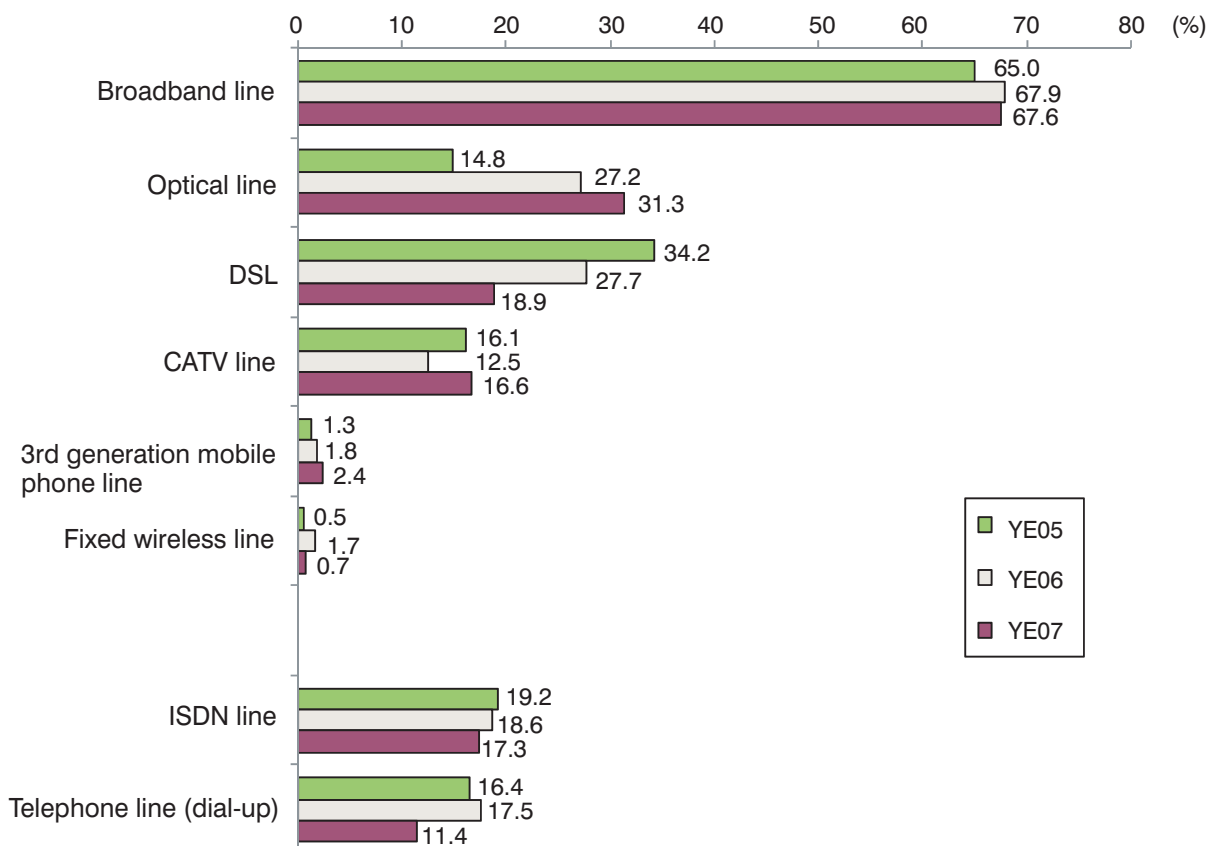
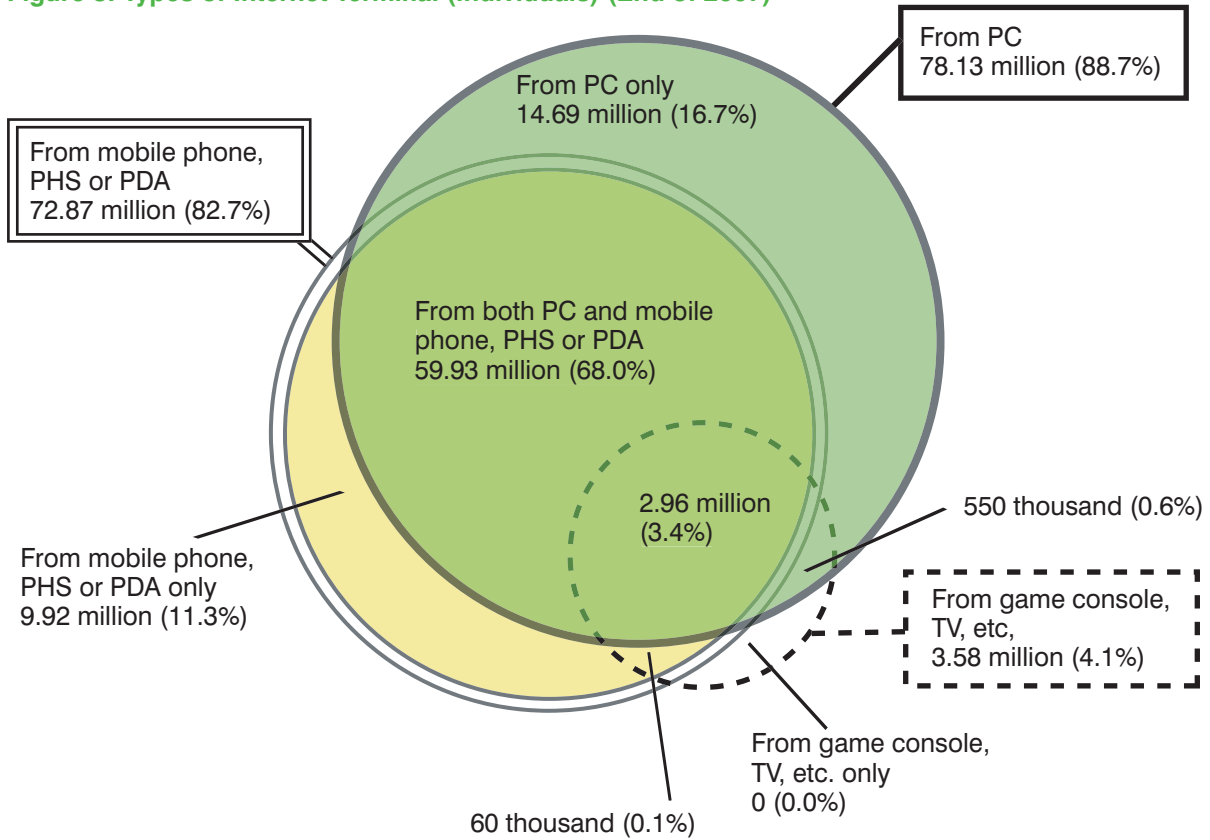
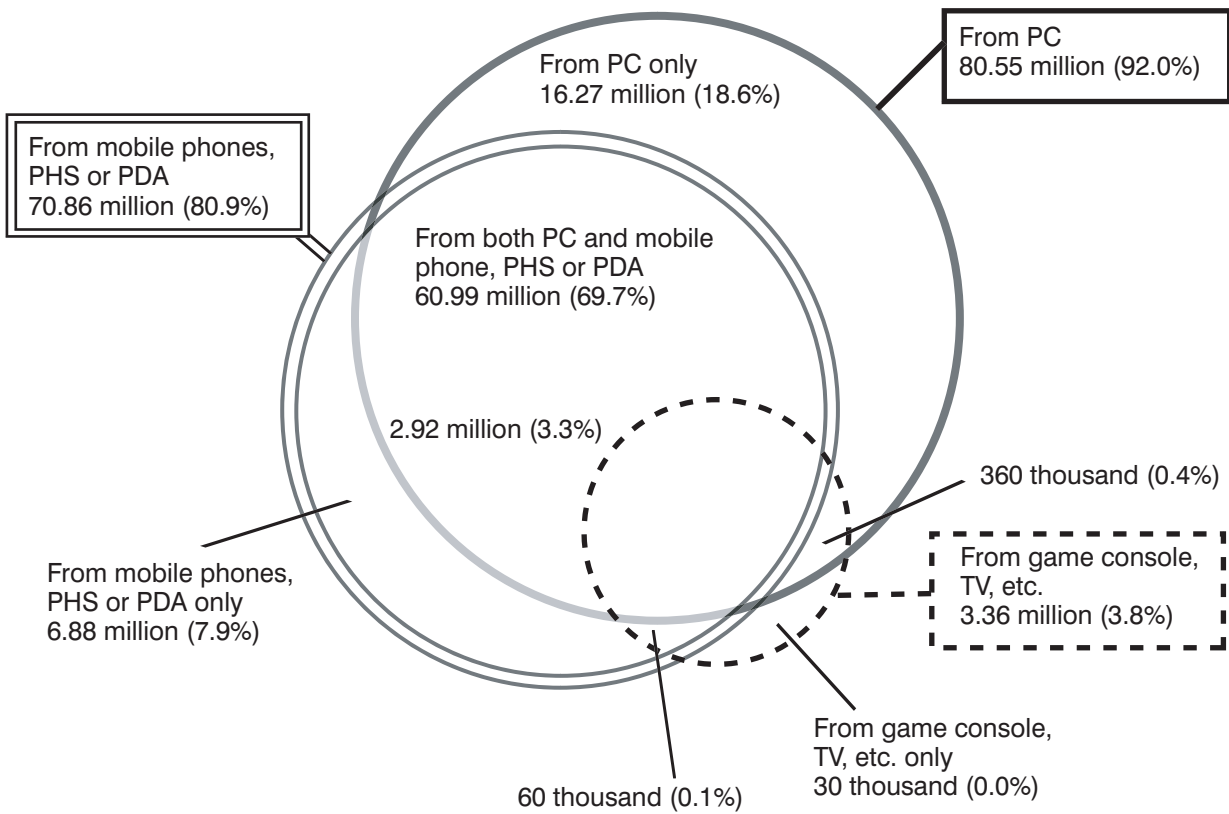


Figure 3: Types of Internet Terminal (Individuals) (End of 2007)



(Ref) Types of Internet Terminal (Individuals) in Telecommunications Usage Trend Survey 2006 (End of 2006)

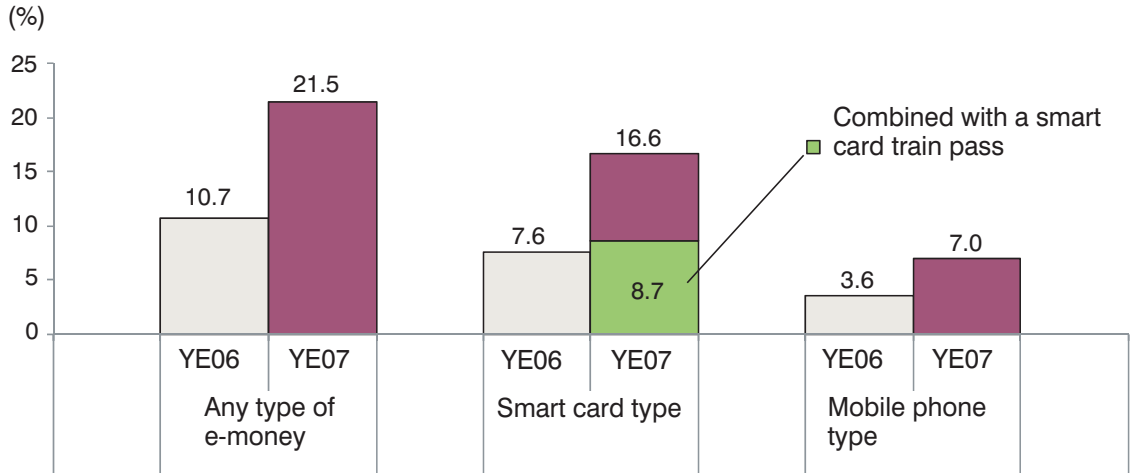


The proportion among households of the ownership rate of contactless e-money doubled from last year's 10.7% to 21.5%. Among those

using contactless e-money in the shape of smart cards, about half are using the one that is combined with a smart card train pass, with

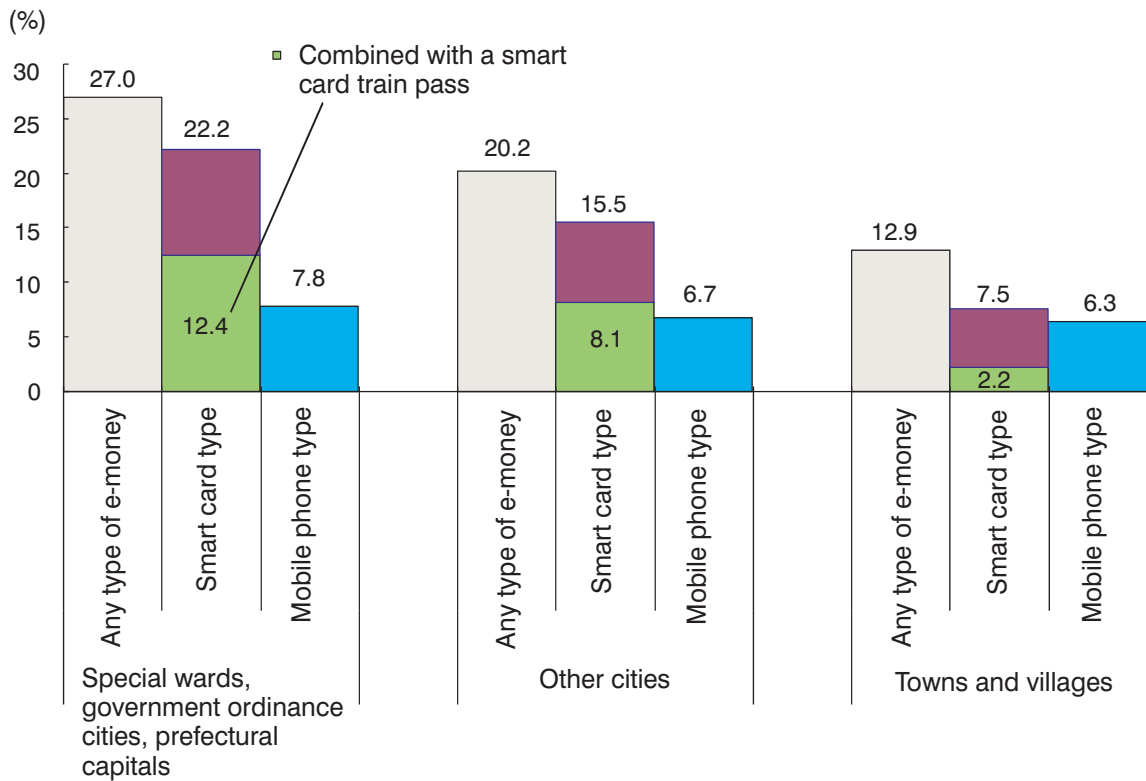
the penetration rate progressing in urban areas (see figures 4 and 5).

Figure 4: Ownership Rate of Contactless e-money (Individuals) (Multiple choices allowed)



Note: The 2006 survey did not cover e-money that is combined with a smart card train pass.

Figure 5: Ownership Rate of Contactless e-money (Individuals) (Multiple choices allowed) By size of municipality (End of 2007)



12.6% of companies are using ASP/SaaS (see figure 6). In addition, with regard to topics such as ASP/SaaS usage, the implementation of investment in IT,

the putting in place of a CIO (Chief Information Officer), and the implementation of ICT training for employees, increased labor productivity is being seen in

corporations where ICT usage is progressing or that have put in place an organizational approach towards ICT (see figure 7).

Figure 6: Use of ASP/SaaS (Businesses)

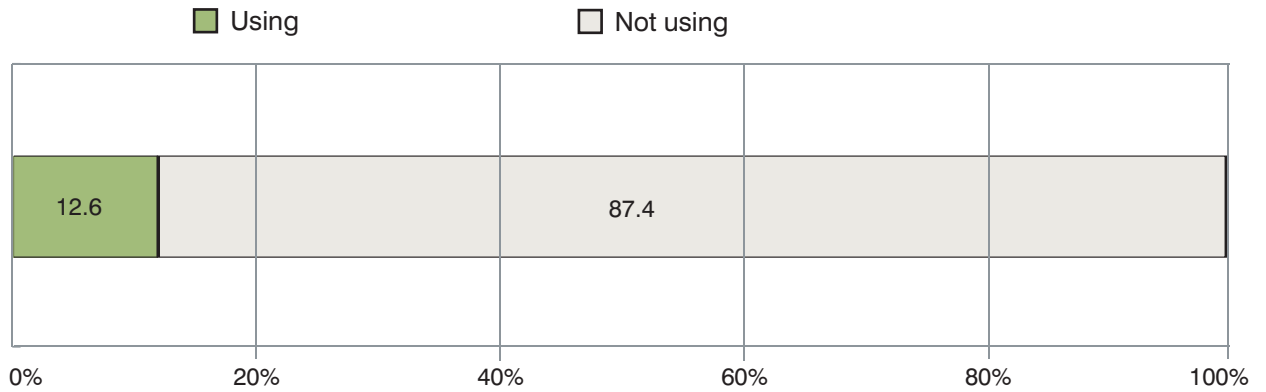
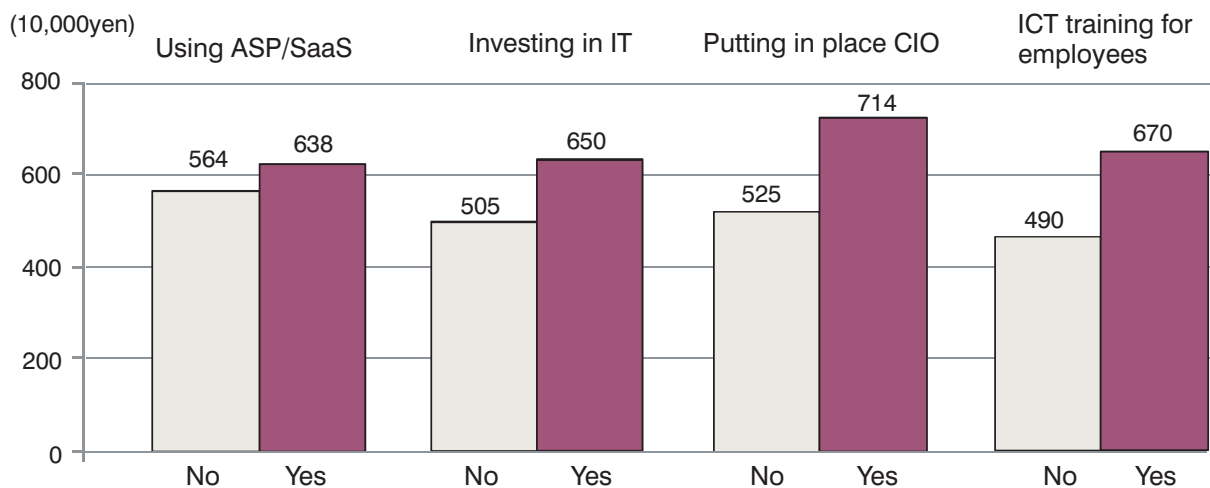


Figure 7: Use of ASP/SaaS and Labor Productivity (Businesses)

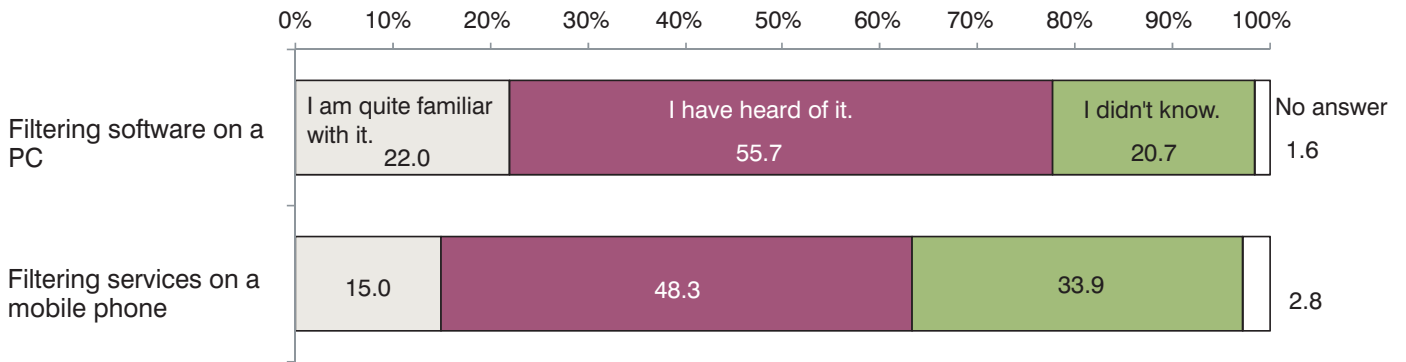


With regard to filtering software and services, of households that responded "I am quite familiar with it" or "I have heard of it," 77.7% are

using PC filtering software, and 63.3% a mobile phone filtering service (see figure 8). With regard to the state of usage in children's

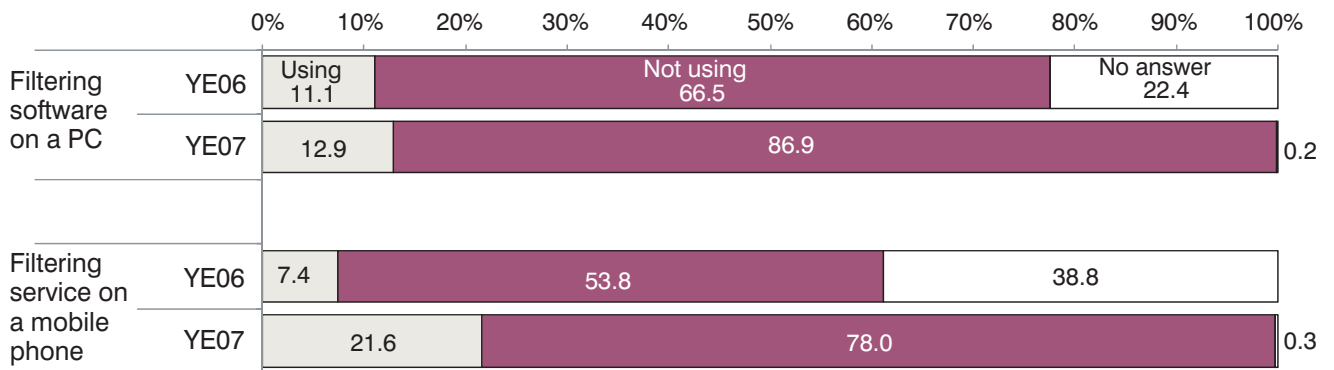
terminals, the percentage was 12.9% for PCs, and 21.6% for mobile phones, with mobile phone usage growing (see figure 9).

Figure 8: Recognition of Filtering Software/Services (Households) (End of 2007)



Note: Responded to only by households that have children aged below 18.

Figure 9: Use of Filtering Software/Services on the PC or Mobile Phone Used by Children Aged Below 18 (Households)



Note: The households subject to this survey item were limited to those having children aged below 18 who access the internet by using a PC or a mobile phone.