

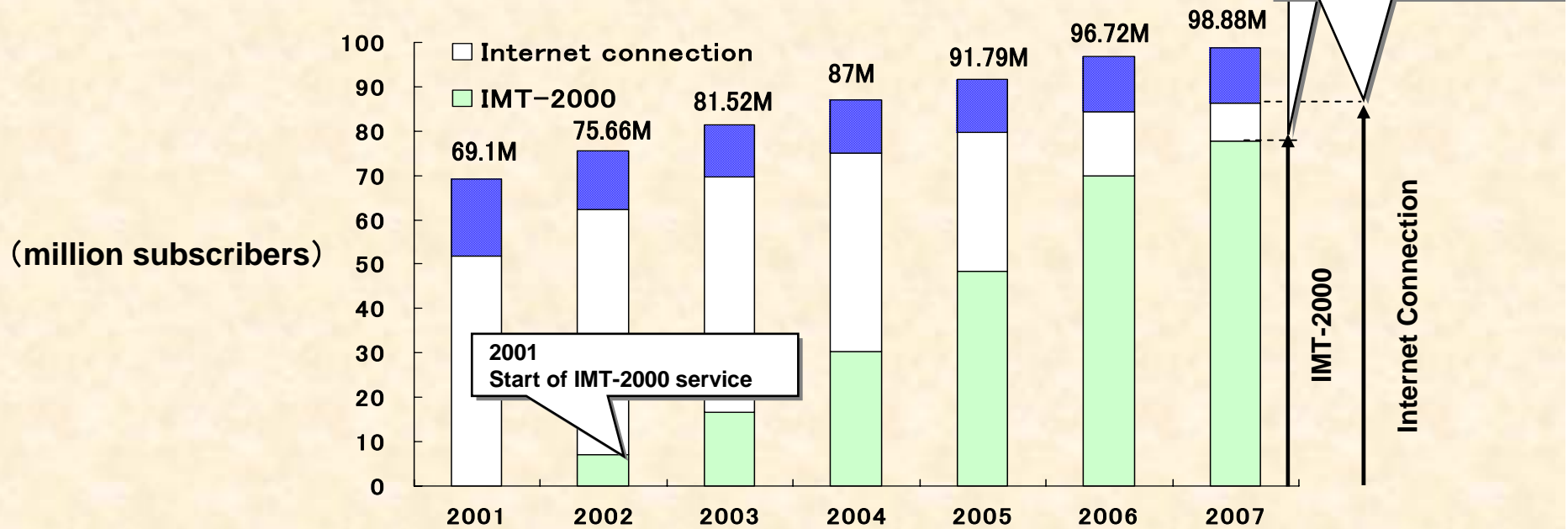
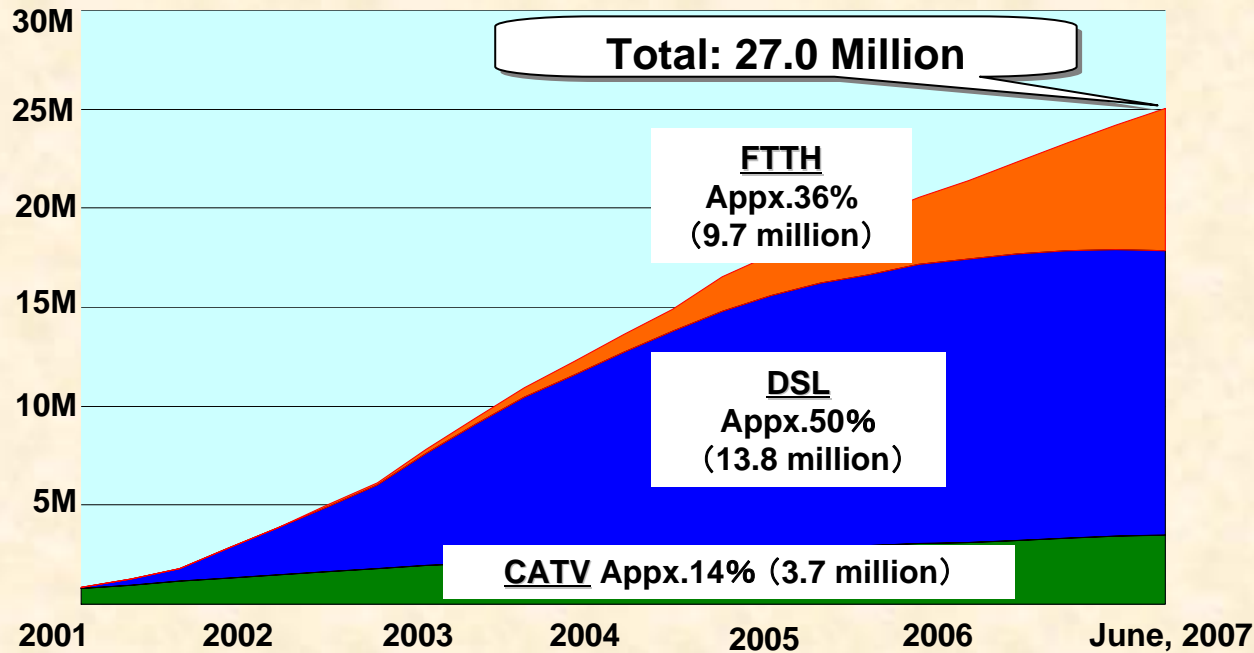
*OECD/Industry Canada Jointly Present
Technology Foresight Forum on the Participative Web
Strategies and Policies for the Future
Government Conference Centre, Ottawa, CANADA*

Participative Web
Theoretical Findings and Policy Implications

Kiyoshi MORI

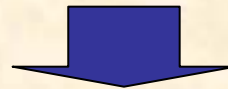
*Vice Minister for Policy Coordination
Ministry of Internal Affairs and Communications, JAPAN
Oct. 3rd, 2007*

Broadband Penetration Rate in Japan



Benefits of Participative Web

1. Flating of the Social Structure
2. Innovative Changes in Business Models
3. Easier Communication

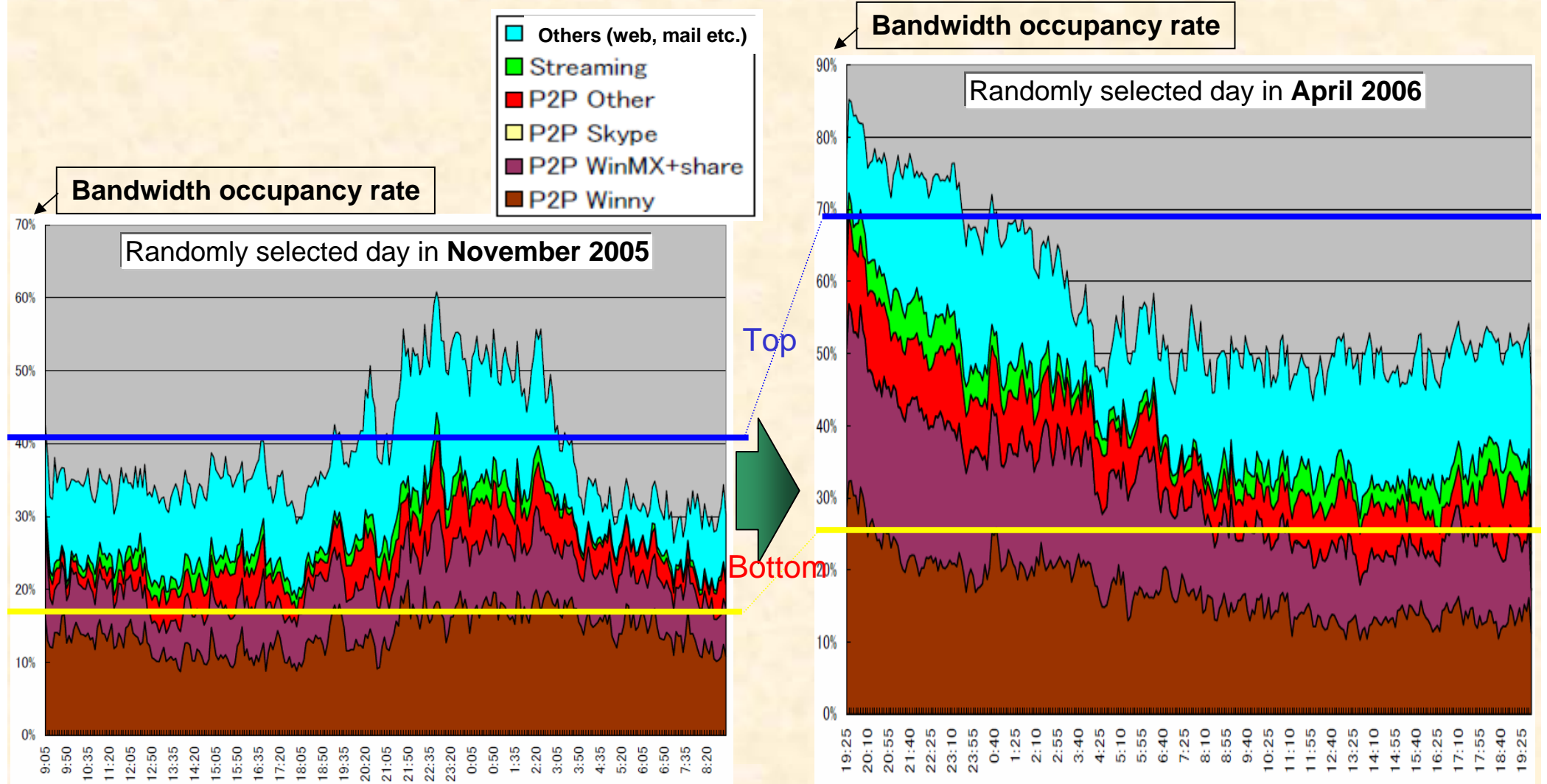


Fostering Benefits of the Participative Web

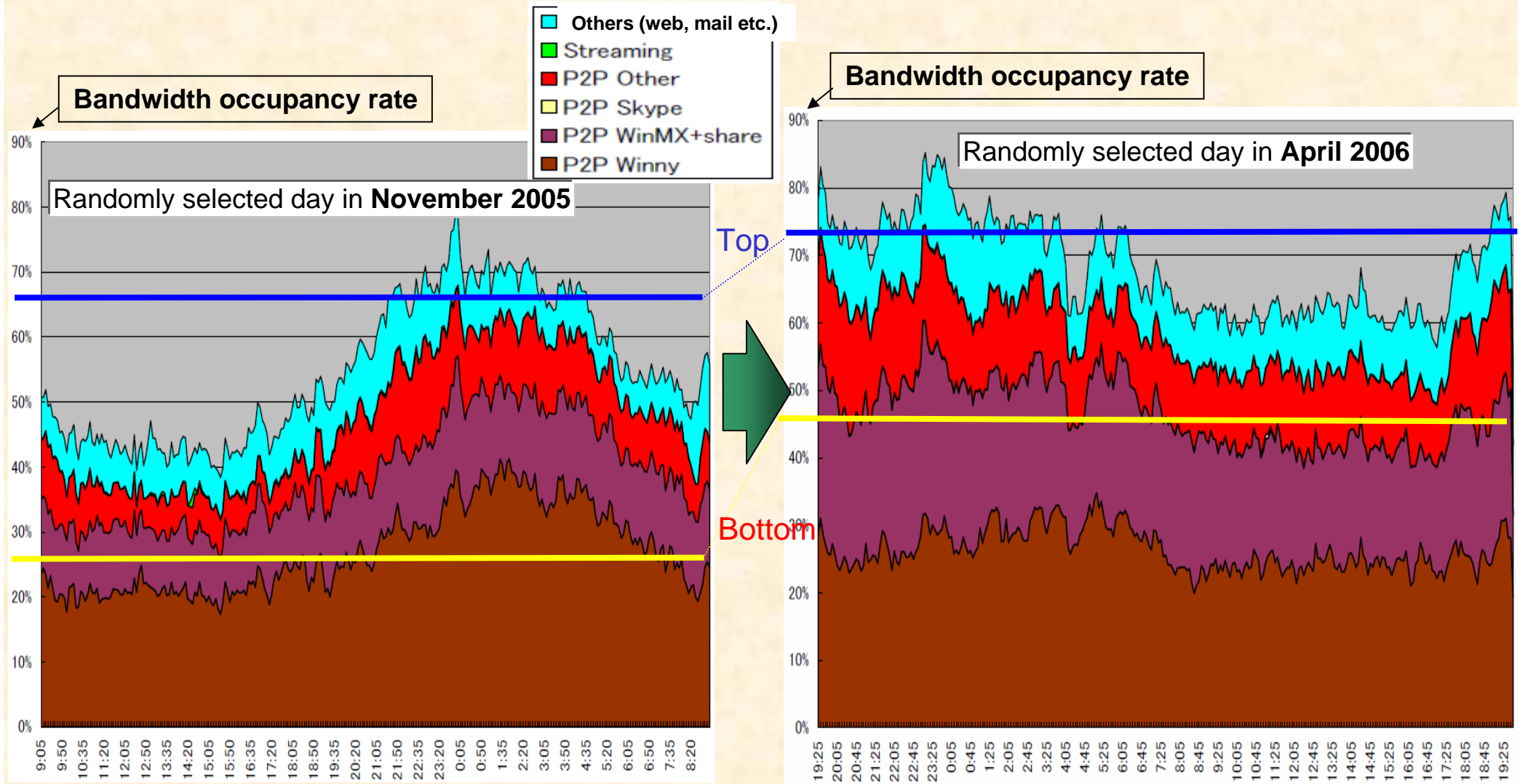
Issues for Fostering the Participative Web

1. Increase of Traffic
2. New Legislative Scheme
3. Ensuring Legal Information Distribution

- P2P traffic has a more significant impact on networks than streaming and web surfing.
- Average P2P occupancy rate increased by 30% at peak level and by 10% at off-peak level over the six-month period.



- P2P occupancy rate is higher in upstream than in downstream.
- P2P traffic occupied no less than approx.50% throughout 24h in Apr.2006.



■ Equitable Cost Allocation of Networks

- ① Easing Network Congestion by Making Active Use of P2P
- ② Development of Guidelines Regarding Packet Shaping

■ Equitable Access to Networks

- ① Development of Interconnection Rules Regarding NGN
- ② Review of Dominant Regulations

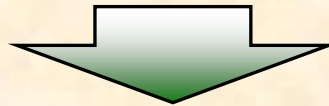
etc.

《 Reference: Network Neutrality Principles 》

- ① IP-based networks should be accessible to users and easy to use, allowing ready access to content and application layers.
- ② IP-based networks should be accessible and available to any terminal that meets the relevant technical standards, and should support terminal-to-terminal (or “end-to-end”) communication.
- ③ Users should be provided with equality of access to telecommunications and platform layers at a reasonable price.

Note: In this case, "the user" refers not just to end users but also includes content providers and other related companies that conduct business using IP networks.

- Although social and economical influence of the participative web is increasing, discussion of market environment and policy has only just started.
- To tackle many concerns including review of the existent policy framework, international cooperation is necessary.



《Japan's Proposal》

- Include notes about the participative web into the Seoul Ministerial Declaration and recognize it as common theme for the Parties involved
- Continue to hold discussions from now on and build international cooperative structure

Thank You and Let Us Keep “Participative”!



Ministry of Internal Affairs and Communications (“MIC”), Japan

<http://www.soumu.go.jp>

k-mori@soumu.go.jp