# (Unofficial translation)

# 2017 White Paper on Information and Communications in Japan (Outline)

Special Theme: Data-driven Economy and Social Change

July 2017

Ministry of Internal Affairs and Communications

## Structure of the Special Theme Part in the 2017 White Paper on Information and Communications in Japan

## Special Theme: Data-driven Economy and Social Change

- In the data-driven economy, diverse data is created, collected, distributed, analyzed and utilized to the utmost in order to solve various problems in society through redesigning all socioeconomic activities even including the stage of manufacturing process.
- Smartphones, digital equipment closely connected to individuals' lives, create a mass of human data. On the premise of the development of Internet of Things (IoT), the scope of available big data expands, and a significant social and economic change that may be referred to as the 4th Industrial Revolution will be brought about. [Chapter 1 to Chapter 3]
- Information and communication technology (ICT), which is a general-purpose technology applicable in diverse fields, will also contribute to solving various social problems, such as population declines, shrinking local economies, and disasters. [Chapter 4 and Chapter 5]

# Chapter 1 Present and Future of Smartphone Economy

Section 1 Advent of Smartphone Society

**Section 2** New Services Facilitating Expansion of Smartphone Economy

Section 3 Online Platform and Data Utilization

# Chapter 2 Advent of the Age of Big Data Utilization

**Section 1** Expanding Distribution and Utilization of Data

**Section 2** Problems in Distribution and Utilization of Data

Section 3 Broadening International Discussion

**Section 4** Future Outlook Compilation and Recommendations

#### Chapter 3 Changes Brought About by the 4th Industrial Revolution

**Section 1** Global Trends Brought About by the 4th Industrial Revolution

Section 2 Initiatives and Challenges for the 4th Industrial Revolution

**Section 3** Development of IoT in the Information and Communications Industry

**Section 4** Verification of Effect of ICT Investment Using Input-Output Table

Section 5 Data-driven Economic Growth

## Chapter 4 ICT Utilization Useful for Solving Social Problems

Section 1 Advent of Depopulating Society and Countermeasures

Section 2 Working Style Reform and ICT Utilization

Section 3 Regional Revitalization and ICT Utilization

Section 4 Potential of Expanding ICT Utilization

# Chapter 5 The 2016 Kumamoto Earthquake and ICT Utilization

**Section 1** ICT Utilization at the time of Disasters

**Section 2** Results of the Survey on ICT Utilization at the time of the 2016 Kumamoto Earthquake

**Section 3** The 2016 Kumamoto Earthquake and New Means of Sharing Disaster Information

Section 4 Lessons from the 2016 Kumamoto Earthquake and ICT

Section 5 Promotion of Computerization in Disaster Prevention Field

Companies

## **Key Points of 2017 White Paper on Information and Communications in Japan**

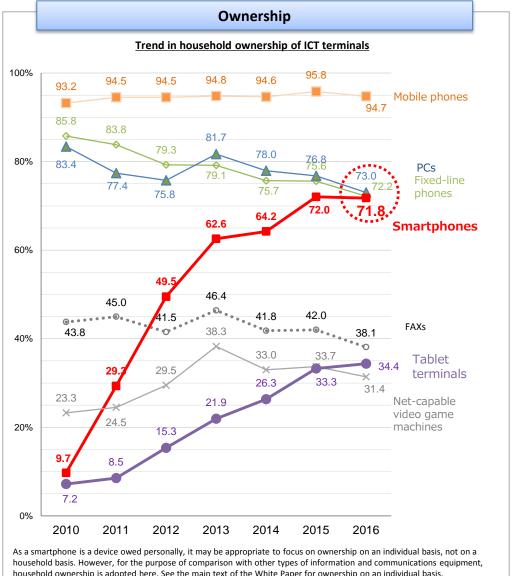
#### **Major figures Key points** Along with the dissemination and the increase of hours of use of smartphones, consumption of online services [Increase in smartphone ownership **Chapter 1** ratiol using smartphones has further increased and companies have come to accumulate larger amounts of generated **71.8%** ← 10% (2010) (households) data, which suggests the possibility of new value creation through the utilization of such data. (Page 3) Present and Future • On the other hand, compared with the United States and the United Kingdom, people are less willing to utilize [Willingness to utilize private guest of Smartphone new services, such as FinTech and sharing services, in Japan, and it is a future challenge to increase users of those houses during travels] **Economy** Japan: 29% us: 55% services as a whole. (Page 4) "The Amended Personal Information Protection Act' and 'the Basic Act on the Advancement of Utilizing Public and [Companies willing to utilize data] **Chapter 2** Private Sector Data' have been put into force and international discussion has deepened concerning free 78% (personal data); 77% (industrial data) distribution of information. The environment is thus being developed for the commencement of the utilization of Advent of the Age [Percentage of individuals having a big data. Companies also show a positive stance for data utilization. (Page 5) sense of anxiety over provision of of Big Data • Many people have provided personal data but have a strong sense of anxiety over data provision. (Page 6) personal data1 Utilization 86.1% • Companies need to make efforts to eliminate the gap in awareness between individuals and companies. (Page 7) **Chapter 3** [Companies at the deliberation stage] • Regarding initiatives for the 4th Industrial Revolution, the percentage of companies still at the deliberation stage, 48.3% (37% in the US, and around 20% in the far from the introduction or utilization stage, is larger in Japan than in Europe and the United States. (Page 9) **Changes Brought** UK and Germany) • In the economic growth scenario premised on the simultaneous progress of the development of IoT and corporate About by the 4th [GDP in 2030 estimated in the growth reform (at an average annual growth rate of 2.4), it is estimated that real GDP will reach 725 trillion yen by 2030. Industrial (Page 11) 725 trillion yen ← 522 trillion yen (2016) Revolution [Companies successfully enhancing · Companies that have introduced teleworking are apt to increase employees. Teleworking is expected to not only productivity by introducing teleworking] facilitate labor force participation but also contribute to enhancing labor productivity. (Page 13) **Chapter 4** 86.3% of companies that have introduced As local governments have been taking measures for promoting tourism, such as through developing Wi-Fi teleworking with the aim of enhancing productivity **ICT Utilization** environments, the percentage has decreased for foreign visitors who refer to the lack of free Wi-Fi environments [Local governments that have developed a **Useful for Solving** as an inconvenience during their stay in Japan. (Page 13) Local governments that have actively taken tourism Wi-Fi system as part of their tourism **Social Problems** promotion measures, such as the information provision and the development of Wi-Fi-environments for tourists, promotion measures] 29.5% are enjoying increased foreign tourists and other outcomes. [Means helpful for collecting · As a result of efforts to strengthen communication and broadcasting infrastructure after the Great East Japan Earthquake and the **Chapter 5** information] expansion of the use of smartphones, ICT was fully utilized at the time of the 2016 Kumamoto Earthquake for communicating and sharing information in disaster-stricken areas. SNS, digital terrestrial broadcasting, etc. were better utilized as means for collecting Digital terrestrial broadcasting: 45% The 2016 information compared to occasions of past disasters. (Page 14) Kumamoto [Companies making efforts for system • It is expected that new ICT tools will be more positively utilized in the future, in such forms as indirect public notices based on the redundancvl analysis of big data of SNS information (disaster information analyzer (DISAANA)) and by the use of the L-Alert. (Page 14) Earthquake and

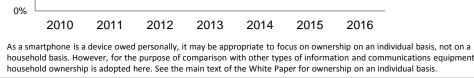
• Whether operation systems have been made redundant for business continuation even at the time of a disaster varies depending on

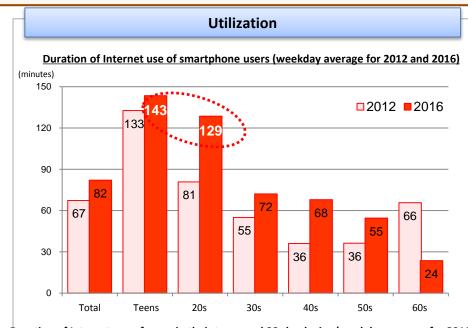
**ICT Utilization** 

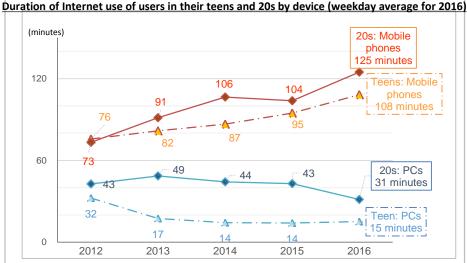
the size of the company.

- In recent years, the smartphone ownership ratio increased rapidly, coming close to the ratios for PCs and fixed-line phones. Hours of use of mobile phones by young people, the heaviest users, are more than four times longer than those of PCs.
- Companies providing services for smartphones are accumulating generated data, and there is the possibility of new value creation through the utilization of such data.





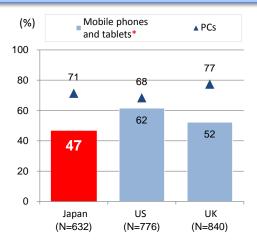




## Comparison by Country of Usage of Smartphone Service

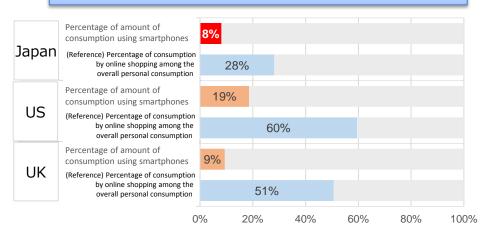
- Smartphones and tablets are less utilized for online shopping compared to PCs. Japan lags behind the United States and the United Kingdom in the utilization of smartphones and tablets in this field.
- Compared with these two countries, smartphone users in Japan are less willing to utilize <u>various FinTech services and services in the</u>
   sharing economy, and it is a future challenge to increase users of those services as a whole for economic revitalization.

#### Persons using online shopping more than once per month

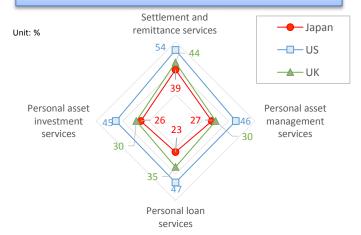


\* Percentage of persons who use mobile phones (including smartphones) or tablets for online shopping more than once per month among persons who have used online shopping services

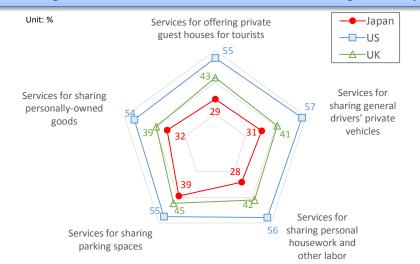
#### Amount of consumption using smartphones (direct effect)



#### Willingness to utilize various FinTech services



#### Willingness to utilize various services in the sharing economy



policy

## Advent of the Age of Big Data Utilization

- There is the possibility that data utilization will increase rapidly from now on and this year marks the very first year of the age of big data utilization.
- It is necessary to eliminate a gap between companies' positive attitudes and people's anxiety and promote the utilization of data while ensuring safety.

#### **Moves toward data utilization**

equipment, as well as anonymized information on

crowd flow and commodity information, etc.

The Amended Personal Information Protection Act (in May 2017) and the Basic Act on the Advancement of Utilizing Public and Private Sector Data (in December 2016) were put into force and the environment has been improved for promoting data utilization.

The government's

The government of Japan pointed out the significance of data utilization in

the Declaration to be the World's Most Advanced IT Nation (in May 2017) and the Investments for the Future Strategy 2017 (in June 2017).

Countries all over the world have been promoting initiatives for the facilitation of data distribution and utilization, which is expected to serve as the basis for the 4th Industrial Revolution and bring about economic growth and innovation.

- Amended Personal Information Protection Act: Promote active utilization while ensuring safety of anonymized data
- Basic Act on the Advancement of Utilizing Public and Private Sector Data: Clarify that data concerning administrative procedures and private transactions should be handled online in principle.
- A rapid increase in the amount of distributing data will drastically change all aspects of people's daily lives.
- Sufficient utilization of data is the key to significantly enhance productivity. Utilization of public and private sector data should be promoted comprehensively and effectively.
- The significance of free data distribution was confirmed by G7 member countries and G20 member countries after the G7 Meeting in Takamatsu, Kagawa.
- In the meantime, moves for data localization have also been observed in various countries and regions, such as the EU's General Data Protection Regulation.\*

\* General Data Protection Regulation (GDPR): The major purpose is to protect privacy of individuals residing in EU member countries. The Regulation was established in April 2016 and is scheduled to be enforced in May 2018.

78%

Utilizing data or considering

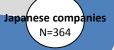
the utilization of data

#### Opening of data: Local governments' Concept of "Data" efforts Making efforts or Public information held by the national and local 410 considering the Open · Over 40% are making efforts or governments that is to be made open to the public, for mencement of considering the commencement of data which the national and local governments are required efforts era to positively promote efforts under the Basic Act on efforts for opening data. Governments Industrial data the Advancement of Utilizing Public and Private Sector · The percentage grew almost fourfold N=1104 Data in the loT from 2012. ⇒ Expansion of the local governments' Data of IoT devices at production sites, sensing data M<sub>2</sub>M collected from IoT devices installed at bridges (such as efforts for opening data distortion, vibration, types and weights of passing vehicles), etc. collection Know-how other than personal data held by industries Personal data: Companies' Digitalization and companies, ranging from that on agriculture and of knowledge willingness to utilize infrastructure management to businesses is identified as digitalized and structured data Companies willing to utilize Data Data includes personal information such as individuals' Japanese companies personal data account for attributes, histories of individuals' moves, acts and N=357 Personal 78%. purchasing behavior, and data from wearable

data

# Industrial data: Companies' willingness to utilize

Companies willing to utilize industrial data account for 77%.



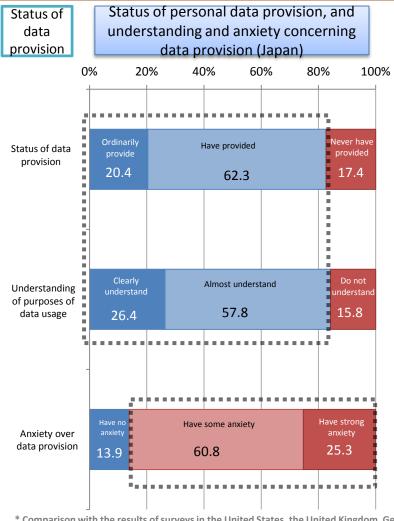
77%

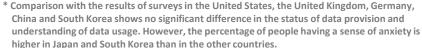
Utilizing data or considering the utilization of data

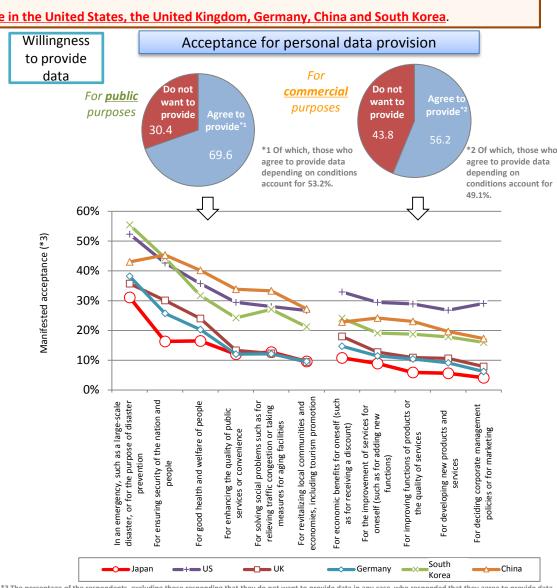
#### Chapter 2 Advent of the Age of Big Data Utilization

## Provision of Personal Data by Individuals

- In Japan, general users who agree to provide personal data and show their understanding account for over 80%, but those expressing a sense of anxiety also account for over 80%.
- In Japan, acceptance for personal data provision is higher in the case of provision for public purposes than in the case of provision for commercial purposes. People's attitude varies depending on the types of information they provide.
- Japanese users take a stricter stance for personal data provision than those in the United States, the United Kingdom, Germany, China and South Korea.

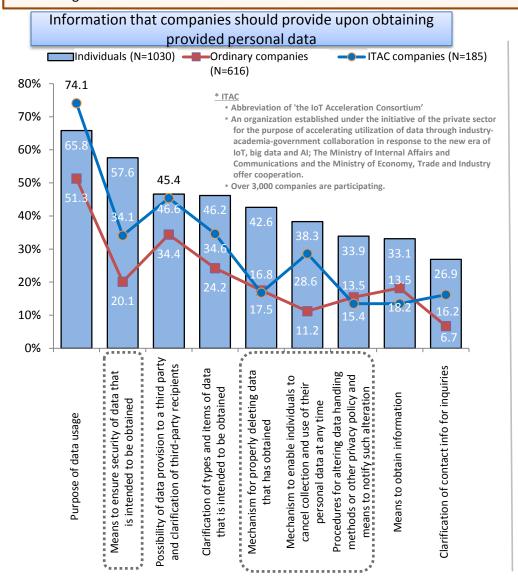






## Gap in Awareness between Individuals and Companies

- There is a gap in awareness between individuals and companies concerning information that companies should provide to the relevant individuals upon obtaining provided personal data. In particular, the gap is significant with regard to means for ensuring security and a mechanism for deleting data.
- There are a group of users who consider it unavoidable to provide information for receiving services and a group of users who have strong fears for illegal use and leakage of information.



Individuals' awareness concerning provision of their personal information

#### Comments (positive attitude toward information provision)

- ✓ I am concerned about the provision of personal information, but I think that the convenience of using the Internet surpasses any negative aspects.
- ✓ In the case of online shopping sites, etc., information provision is unavoidable to some extent. I do not care if the company takes security measures to avoid information leakage.
- ✓ We provide personal information and receive services. It is just a game of give and take.

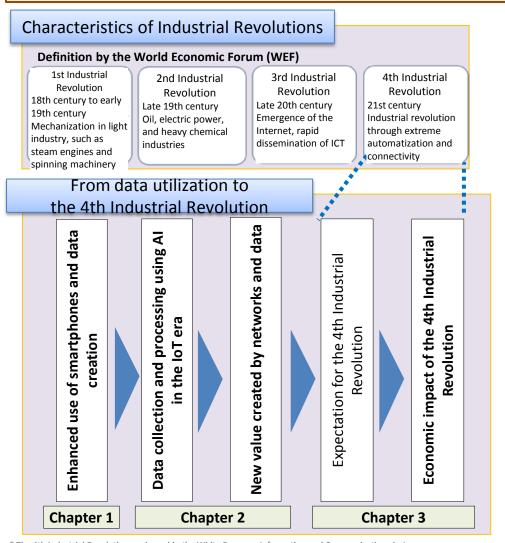


#### **Comments (negative attitude toward information provision)**

- ✓ It may be unavoidable to provide personal information to some extent, but <u>I am afraid</u> that the information I provide may be <u>used illegally</u> for advertisement mails or otherwise <u>leaked</u>.
- ✓ I feel <u>anxious</u> because I cannot check how strictly our <u>personal</u> <u>information is managed</u>.
- ✓ It depends on what kind of <u>personal information is utilized for what</u> <u>purposes</u>, but I fear any wrongful use.

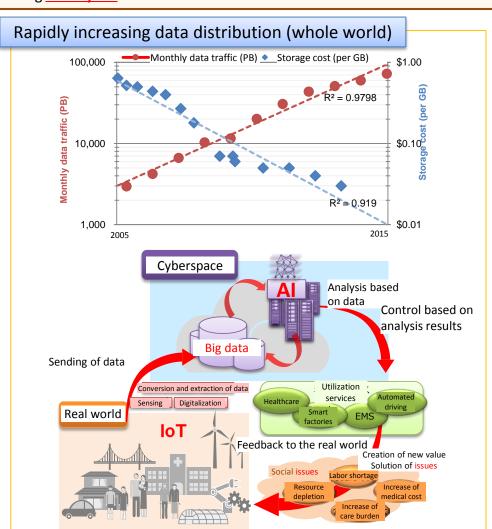
## Moves for Data Utilization and the 4th Industrial Revolution

- The utilization of IoT makes it possible to collect big data at low cost. Furthermore, new value can be created through analysis of data using AI.
- Expectation for the the 4th Industrial Revolution has been increasing for realizing Society 5.0.





Reduction of production cost through enhancing efficiency · Digitalization of all accumulated systems and know-how and sharing of data



\* Statement concerning the relation between the 4th Industrial Revolution and Society 5.0 in the Growth Strategy 2017 (June 2017)

The key to achieve medium- to long-term growth is to incorporate the innovation in the 4th Industrial Revolution (IoT, big data, Al, robots, sharing economy, etc.), which has emerged rapidly in recent years, into all industries and social life as a whole, thereby realizing Society 5.0 that can solve various social problems.

Responses to new needs and customization in accordance with individual needs, etc.

<sup>\* &</sup>quot;Society 5.0": The fifth new society in human history, following hunting and gathering society, agrarian society, industrialized society, and information society, wherein new value and services are created one after another to enrich people's lives

Industrial Revolution

## International Comparison: Responses to the 4th Industrial Revolution

- Regarding initiatives for the 4th Industrial Revolution, many Japanese companies are still at the deliberation stage. By type of business, companies making efforts for the 4th Industrial Revolution are eminently notable in the information and communications industry.
- Japanese companies especially lag behind in willingness to make investments for the 4th Industrial Revolution. It is a future challenge to develop a favorable environment such as through fostering human resource and establishing systems and rules.

#### At present

companies

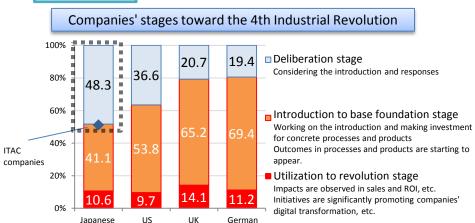
(N=292)

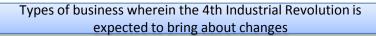
companies

(N=93)

companies

(N=92)





companies

(N=98)

Japanese companies (N=480) ••• • US companies (N=91) UK companies (N=97) German companies (N=105) Information and communications 25 Services: Agriculture, forestry and Others fisheries and mining 20 Manufacturing: Automobiles Services: Education Services: Medical care Manufacturing: Others and welfare Energy and Commerce/Distribution: Others infrastructure Commerce/Distribution: Commerce/Distribution: Retailing Finance and insurance

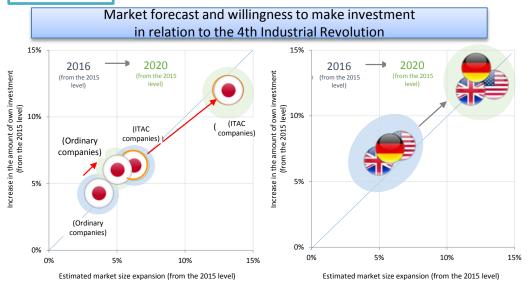
#### In the future

companies

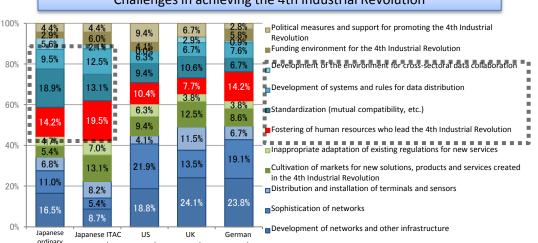
companies

companies

companies



#### Challenges in achieving the 4th Industrial Revolution

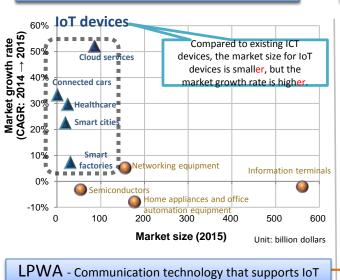


## Development of IoT in the Information and Communications Industry

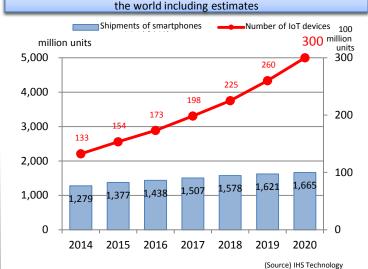
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- The number of IoT devices, which connect things to the Internet, is increasing more sharply compared to smartphones, and is expected to reach 30 billion units by 2020.

Trend in the Number of IoT devices and shipments of smartphones in

As a communication technology to connect these devices, Low Power Wide Area (LPWA) networks are attracting attention, in addition to 5G.



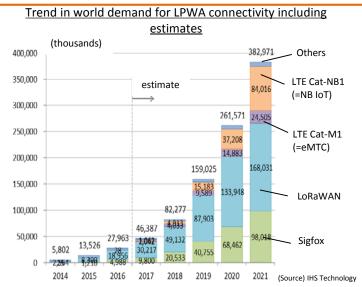
World market size and market growth rate





Exhibition by the LoRa Alliance at the Mobile World Congress (MWC) 2017

#### IoT communication technology Broadband, long distance consumption, Larger power consumption, high speed, high cost \_PWA LTE(%) Lower power consui low speed, low cost 5G Bluetooth **RFID** Wi-Fi NFC Zigbee \* Existing M2M Narrowband, connection are mainly short distance 2G, 3G or 4G networks.

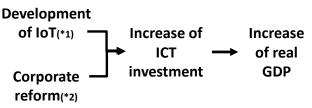


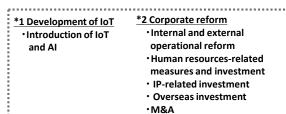
Examples of the use of LPWA networks							
		Examples	Participants				
Japan	Demonstration	Fukuoka-shi commenced a demonstration experiment concerning the collection of gas and water meter data this July, with the aim of clarifying problems for the commercial use of LPWA networks. (L)	7 companies including Azbil and IBM Japan				
	Practical use	A delivery pizza company has introduced a system to remotely control temperature in the refrigerators to store pizza dough. (S)	Kyocera Communicati on Systems				
seas	Industry	The company provides monitoring services using LPWA networks to check deterioration in water infrastructure. (L)	Senet (US)				
Overseas	Consumers	The company develops a device to enable consumers to place delivery orders only by pushing a button on the device. (S)	La Poste (France)				

L: LoRaWAN S: Sigfox

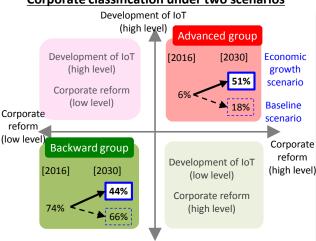
- In order to have IoT and AI surely bring about economic growth, <u>corporate reform</u> is indispensable <u>in addition to the development of IoT</u> through making relevant investment and inputting services.
- If the development of IoT and corporate reform both progress steadily, IoT and AI are expected to create new demand and increase real GDP by 132 trillion yen to 725 trillion yen in 2030.

#### **Economic growth up to 2030**





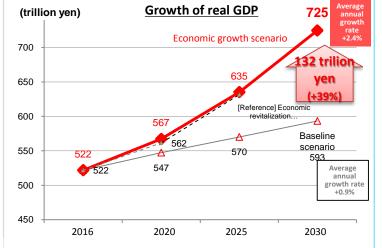
#### **Corporate classification under two scenarios**



Development of IoT

(low level)

### Impact of the development of IoT



#### Estimates by the Cabinet Office

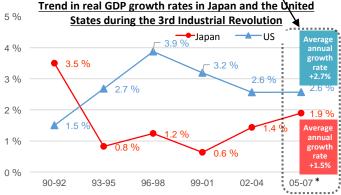
The Cabinet Office submits the Economic and Fiscal Projections for Medium to Long Term Analysis to the Council on Economic and Fiscal Policy twice a year. For a period up to 2025, two scenarios (economic revitalization scenario and baseline scenario) are created.

- Economic revitalization scenario: Assuming a real growth rate of 2% and a nominal growth rate of 3% or more over the medium and long term
   Baseline scenario: Assuming growth at the recent potential growth rate for the time being
- Baseline scenario: Assuming growth at the recent potential growth rate for the time being and a real growth rate of almost 1% and a nominal growth rate of around 1.5% over the medium and long term
- Estimates of the White Paper on Information and Communications in Japan
  The Ministry of Internal Affairs and Communications independently estimates economic
  growth in the White Paper on the premise of the development of IoT and corporate reform,
  while referring to the estimates by the Cabinet Office.
  A Economic growth economic Accuming that the progress of the development of IoT and
  - Economic growth scenario: Assuming that the progress of the development of IoT and corporate reform accelerates companies' productivity enhancement and creation of demand through the development of new products and services, which will change variables in the baseline scenario

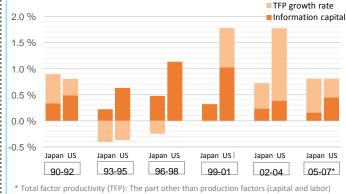
	_				
	Items	2016	2020	2025	2030
Economic	Real GDP	100	109	122	139
growth scenario	Real ICT investment	100	139	197	285
Baseline	Real GDP	100	105	109	114
scenario	Real ICT investment	100	114	129	146

#### [Reference] Verification of the 3rd Industrial Revolution (1990 - )

The 3rd Industrial Revolution (ICT Revolution) has brought about economic growth with accumulated information capital in Japan, but the growth was more significant in the United States.



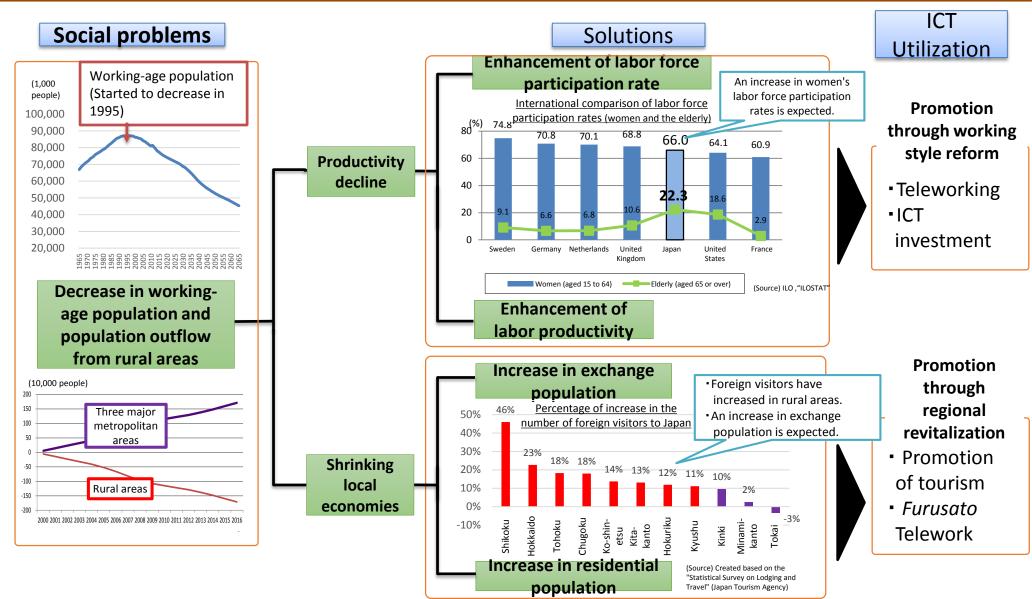
## Contribution of TFP and information capital to real growth rate in Japan and the United States



\* Total factor productivity (TFP): The part other than production factors (capital and labor)
that contributes to increasing added value; Representing
technological advancement, accumulation of intangible capital,
enhancement of workers' skills, and improvement of
management efficiency, etc.

## Advent of Depopulating Society and Countermeasures

- A shrinking economy due to a decrease in working-age population is a serious problem facing Japan and the impact is especially notable in rural areas.
- ICT is expected to be fully utilized in the process of working style reform and regional revitalization, which are necessary for solving such problem.

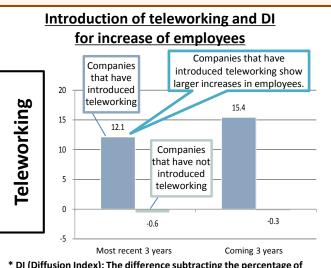


Chapter 4
ICT Utilization Useful for Solving Social
Problems

## CT Utilization for Working Style Reform and Regional Revitalization

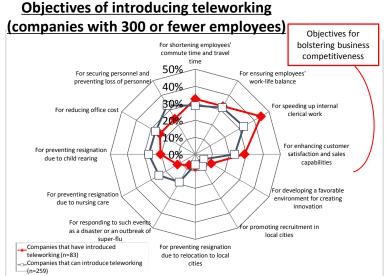
Companies that have introduced teleworking are apt to increase employees. <u>Teleworking</u> is expected to <u>not only facilitate labor force participation but also enhance labor productivity</u>.

Local governments' <u>tourism promotion measures</u>, <u>such as the development of Wi-Fi environments</u>, <u>have increased foreign tourists or have otherwise produced certain positive results</u>. They are expected to make further efforts, centered on multilingualization.

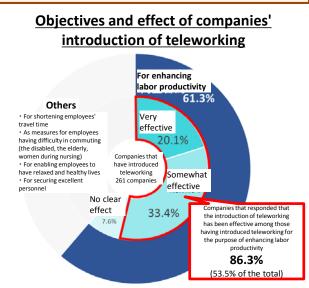


\* DI (Diffusion Index): The difference subtracting the percentage of companies responding that the number of employees has decreased from the percentage of companies responding that the number of employees has increased

**Tourism promotion** 

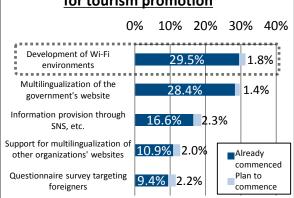


\* Companies that can introduce teleworking: Companies whose levels of internal systems for working style reform and introduction of ICT systems exceed the average of companies that have introduced teleworking, but have not yet introduced teleworking

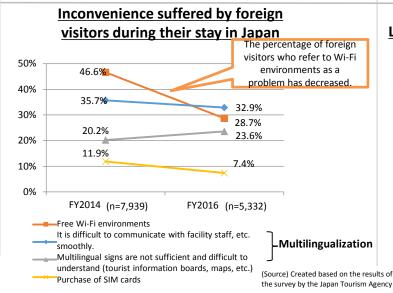


\* Enhancement of labor productivity: Enhancement of efficiency of routine tasks and enhancement of added value of and creativity in duties

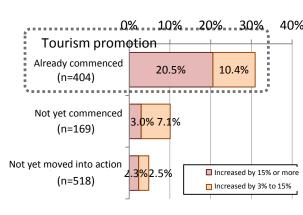
# Local governments' ICT-related measures for tourism promotion



\* Questionnaire survey targeting local governments: All local governments are covered. Responses were received from 1,104 organizations (response rate: 61.7%).



#### **Local governments having increased tourists**



# Chapter 5 The 2016 Kumamoto Earthquake and ICT Utilization

## Lessons from the 2016 Kumamoto Earthquake and ICT

- As a result of efforts to strengthen communication and broadcasting infrastructure after the Great East Japan Earthquake and the expansion of the use of smartphones, <a href="LCT was fully utilized at the time of the 2016 Kumamoto Earthquake for communicating and sharing information in disaster-stricken areas">LINE was the third most frequently used means for collecting information at the time of the earthquake, following mobile phones and terrestrial broadcasting.</a>
- It is expected that new ICT tools will be more positively utilized in the future, in such forms as indirect public notices by the use of the L-Alert and the analysis of big data of SNS information (disaster information analyzer (DISAANA)).

#### 1 Information communication and sharing in disaster-stricken areas and roles of ICT

#### Ensure safety and relief through strengthening communication and broadcasting infrastructure

Reinforcement of facilities has produced an effect

Thanks to efforts for strengthening infrastructure based on lessons learned from the Great East Japan Earthquake, the broadcasting and communication infrastructure in disaster-stricken areas continued to function well. Base stations which had suspended transmission resumed services for mobile phones within two weeks and broadcasting was restarted within 72 hours, supporting communications among residents and business continuation of local governments and companies. Based on these results as well, efforts for strengthening infrastructure should be further promoted.

#### Dissemination of smartphones enabling responses to diverse information needs

LINE was ranked the third as means for collecting information

Smartphones, which have disseminated rapidly after the Great East Japan Earthquake, are highly evaluated as effective with their capacity to respond to diverse information needs through the use of the verbal communication function, email function, LINE and other SNS, and diverse Internet applications. It is also necessary to develop an environment highly resilient to disasters for their utilization (free access to Wi-Fi networks and lending of battery chargers at the time of a disaster, etc.).

#### Improvement of environment for utilizing ICT during evacuation, etc.

Increased use of Wi-Fi networks at the time of a disaster Under the emergency system, "00000JAPAN," approximately 55,000 APs at the largest were made available all over the Kyushu area, and tablets were fully utilized at shelters for collecting information. In this manner, information was shared efficiently through active utilization of ICT. People who had known of "00000JAPAN" and used the system accounted for 23%. It is a challenge to utilize the system more promptly and flexibly at the time of a disaster while devising better utilization of ICT envisaging concrete usage such as for communicating information on shelters necessary for properly establishing and operating shelters.

#### 2 Active utilization of new ICT tools and expected effects

#### Active utilization SNS information and big data (DISAANA/D-SUMM)

New possible means of collecting information

It is considered to also be effective for local governments to utilize big data tools (DISAANA, D-SUMM), with which needs and other information of disaster victims can be collected directly from SNS.

#### Indirect public notices using the L-Alert, as well as news tickers and data broadcasting

Usefulness of the L-Alert

Approximately 45% of the respondents highly evaluated indirect public notices using terrestrial broadcasting, such as news tickers and data broadcasting, during the restoration period after the earthquake (terrestrial broadcasting was ranked second among useful communication means following mobile phones). While improving the information input function and information transmission system of the L-Alert, it is necessary to enhance the effectiveness of indirect public notices utilizing the L-Alert in order to improve convenience and ensure efficient and effective information communication.

#### Identity verification using individual number cards at the time of a disaster

Utilization of individual number cards at the time of a disaster

Cited problems concerning the handling of personal information at the time of a disaster include cumbersome procedures for providing personal information and negative effects of information collection in handwriting. Identity verification using individual number cards is one option for solving these problems and achieving simpler information management.

#### 3 Business continuation at the time of a disaster and ICT

Less than 40% use cloud services

Local government and companies, etc. have come to be aware of the importance of business continuation at the time of a disaster, and all companies that provided responses said that they have taken measures for data backup. However, only 36.1% of them are using cloud services. 46.2% of companies that have multiple business bases are making efforts for system redundancy as concrete costly measures, while such percentage is only 25.0% for companies that have only a single business base. Measures and the scope of efforts for system redundancy thus vary depending on the size of the company. Therefore, efforts should be made for developing and operating a common infrastructure to enable diverse organizations to utilize ICT, thereby strengthening disaster resilience of a society as a whole.