

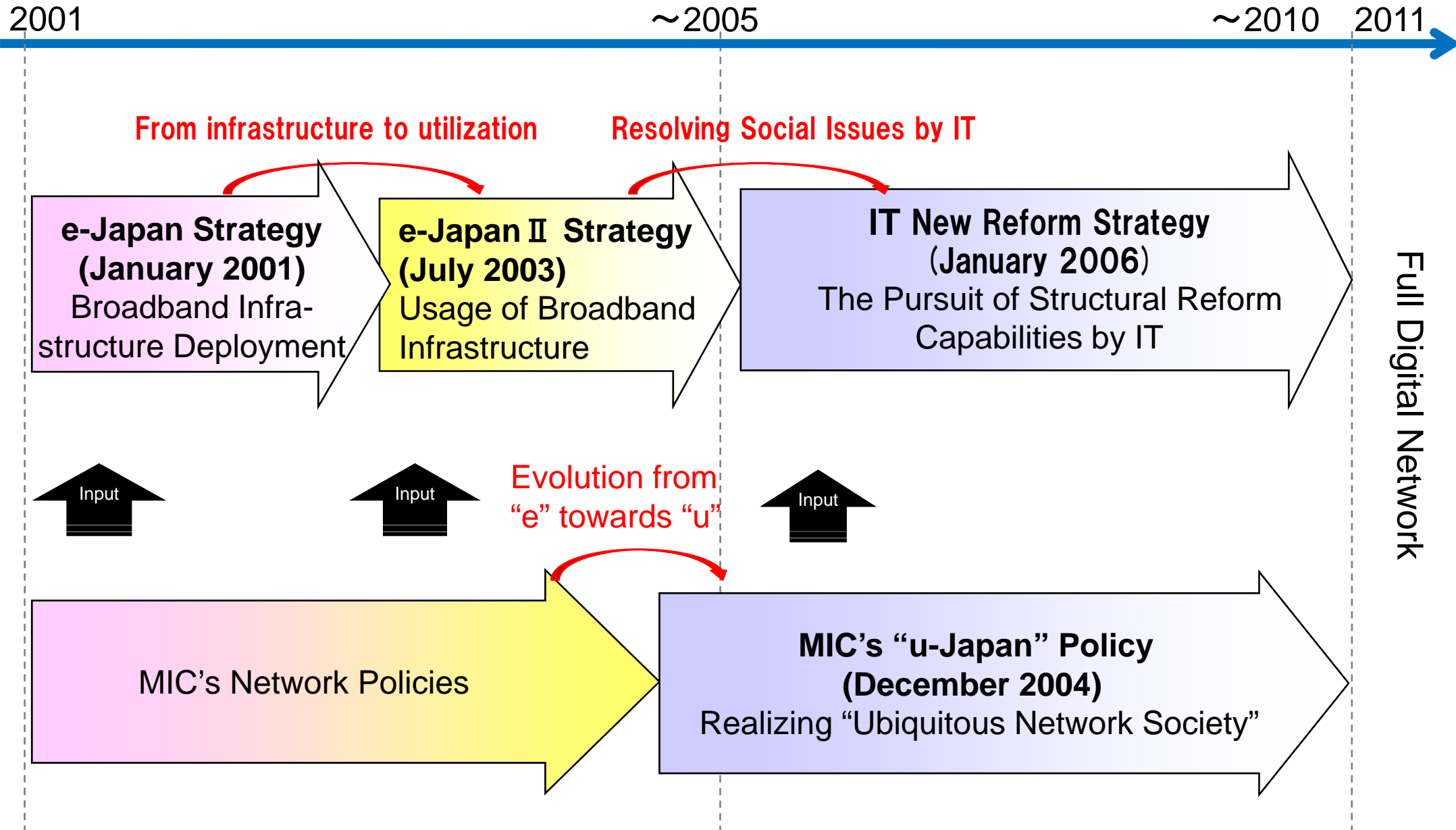


ICT Policy toward Ubiquitous Net Society

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ICT Strategies in Japan



Outline of u-Japan Policy

u-Japan is a next generation ICT society which is equipped with properties as follows

Universal
gentle and inclusive

Ubiquitous
connects everyone and everything

User-oriented
from the user's point of view

Unique
creative and original

Japan will contribute to the global society by 2010 as one of the most advanced ICT nations

By the year 2010,
100% of the population
to have high-speed or ultra-
high-speed Internet access

By the year 2010,
80% of the population
to appreciate the role of ICT
in resolving social problems

By the year 2010,
80% of the population
to feel comfortable with ICT

Development of
ubiquitous networks

Upgrading
the usage of ICT

Securing the environ-
ment for ICT users

International strategy

Technology strategy

concept of the
future society

policy targets

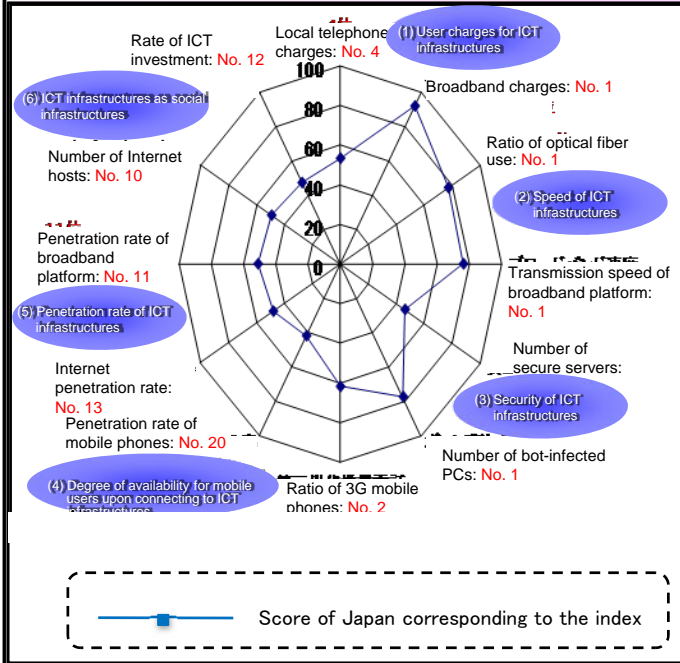
u-Japan policy
package

Current status of ICT in Japan

World's top-level infrastructure

- Broadband services are available to 98% of households.
- No.1 in overall infrastructure evaluation
- Need improvement in penetration rate, priority in social capital improvement

Japan's radar chart on evaluation of ICT infrastructure

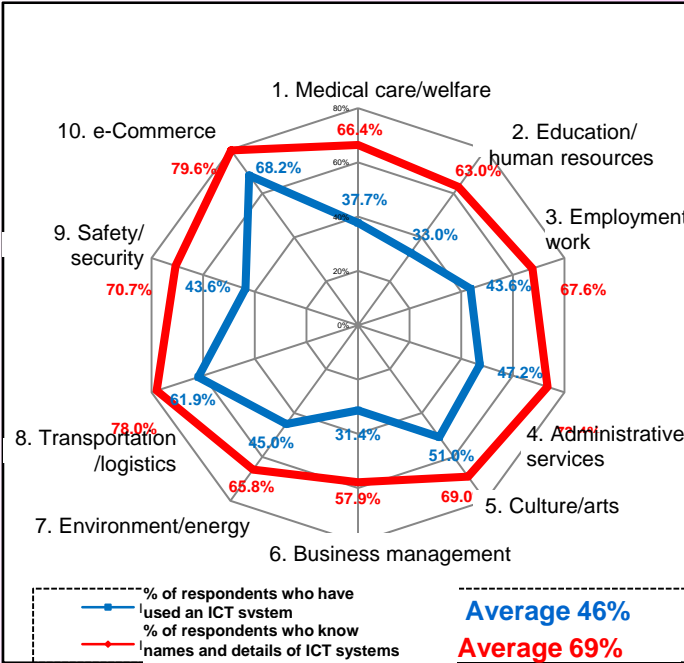


[Data] Ministry of Internal Affairs and Communications (2008)

Must leverage ICT usage

- Acknowledgement of ICT system: 69%
- Usage of ICT system: 46%
- Used less in management, education, human development, medical care, welfare, work, safety

Usage of ICT system (survey of users)

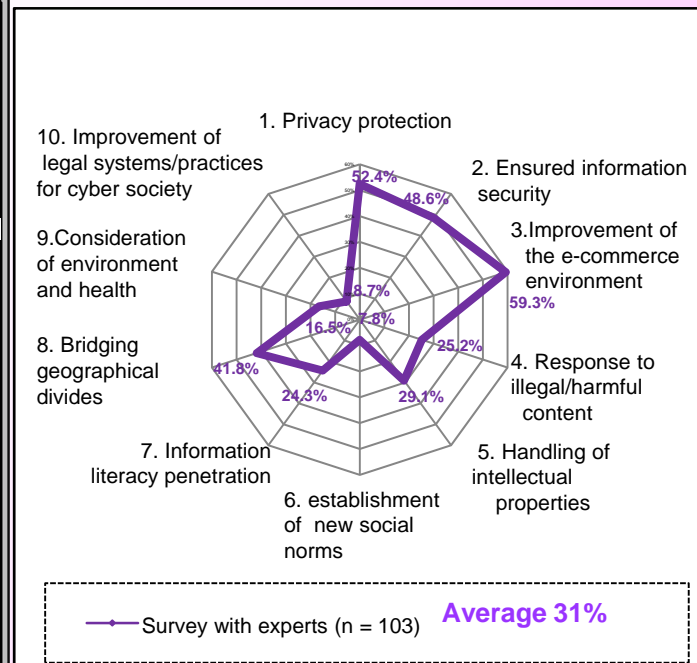


[Data] Ministry of Internal Affairs and Communications (2008)

Safety/security is a major issue to be resolved

- Feeling safe toward ICT usage: 31%
- Anxiety is higher regarding legal framework, customs and social norms which correspond to the cyber society
- Improving literacy alone is not enough

Views of promotion of Safe ICT usage environment (survey of knowledgeable people)

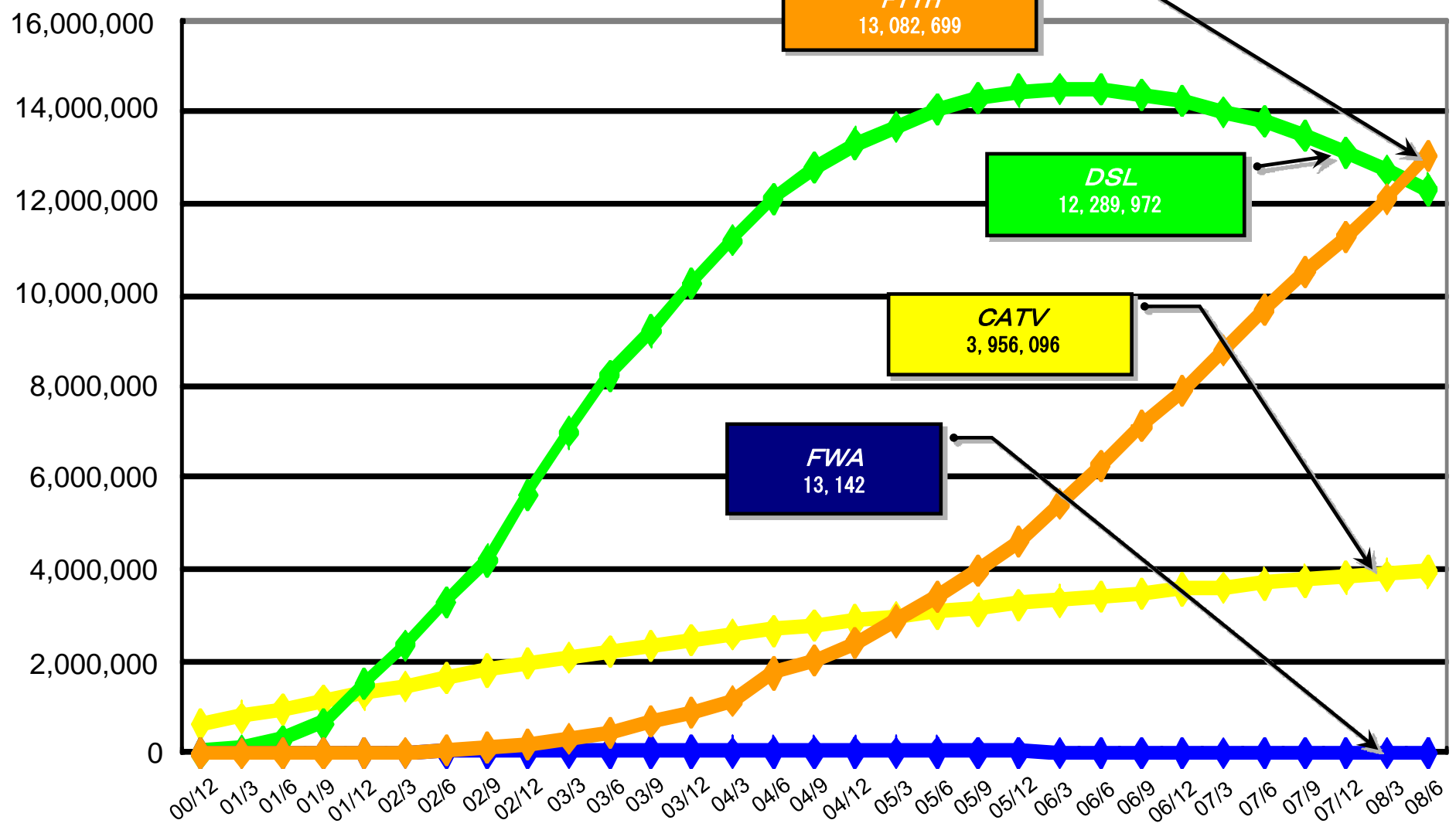


[Data] Ministry of Internal Affairs and Communications (2008)

Change in Japan's Broadband Services

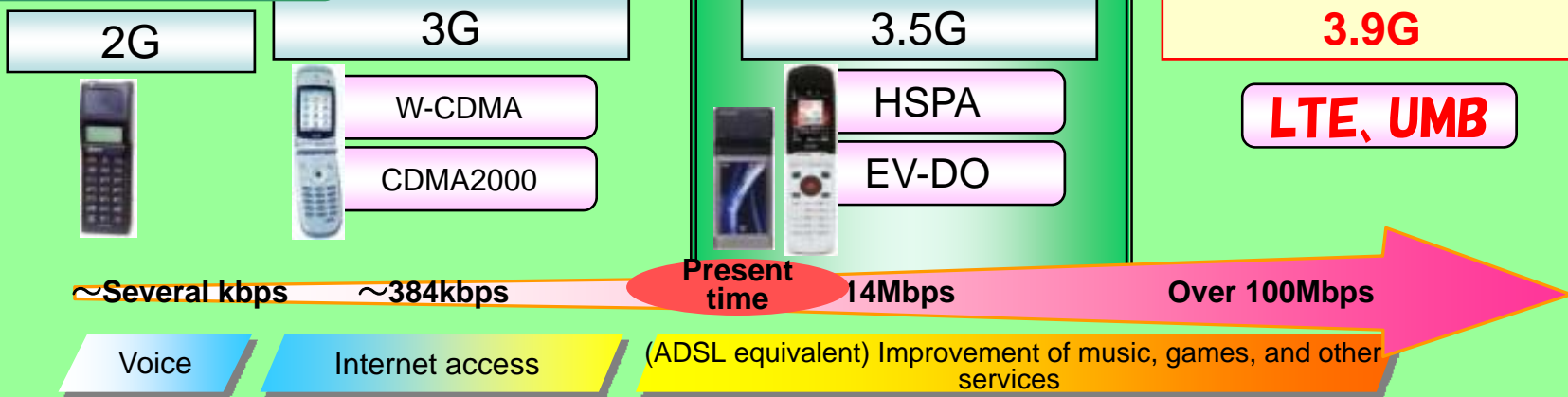
FTTH recently surpassed DSL and will continue to grow.

【Number of Broadband Service Users】



Prospects for the mobile communications systems

Mobile phones



Population Coverage of Mobile phone service	Start of FY2006	End of FY2006	End of FY2007
Nationwide	99.5%	99.7%	99.8%
Less favored areas	98.3%	98.8%	99.1%

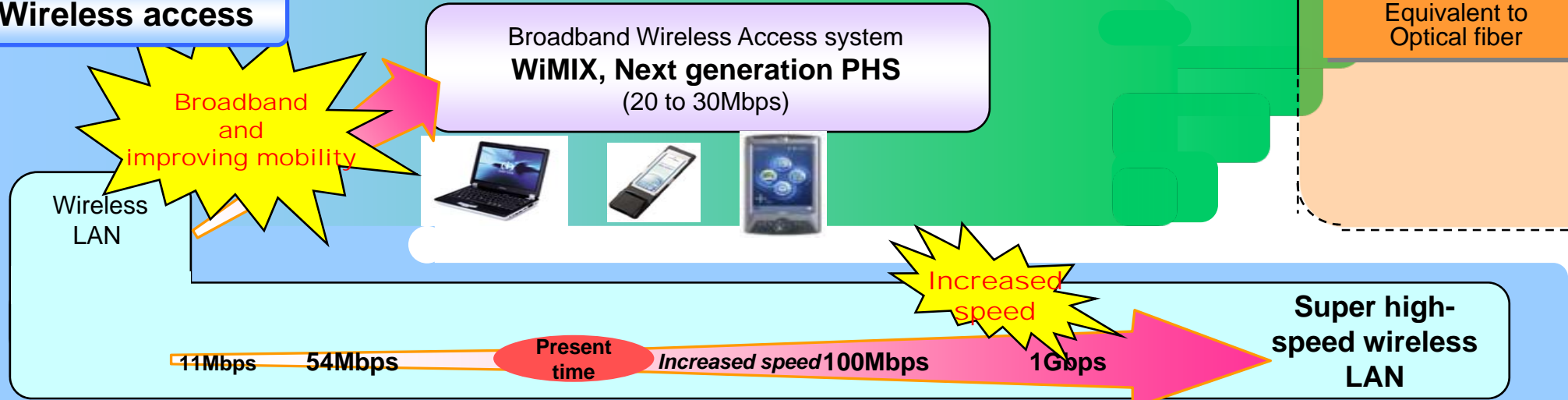
Provision encouraged by new project starting in FY2008

4G
(IMT-Advanced)

When traveling rapidly 100Mbps
When traveling slowly 1Gbps

Equivalent to
Optical fiber

Wireless access



2000

2010

1) Broadband

As of the end of March 2008

	End of March 2006	End of March 2008
Number of households Non-Broadband	3.06million (6.1%)	0.88million (1.7%)

2) Mobile phone

As of the end of March 2008

	Of the population	Population in no-service area
All Parts of the Country	99.8%	2.97 million
Disadvantaged area	99.1%	0.28 million

3) Digital Broadcasting (Terrestrial)

As of the end of March 2008

Coverage of Households 【viewing directly】	93%
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- Keeping a principle of voluntary Investment by private operators through competition
- Supporting the cooperation between operators and municipalities in the areas where efficiency of investment is low, such as depopulated areas

By FY 2010, the problem of non-broadband areas will be resolved.

【New IT Reform Strategy (2006)】
【Strategic Council on Bridging the Digital Divide(2008)】

By FY2010, making mobile phones available to more than 200 thousand people in disadvantaged areas.

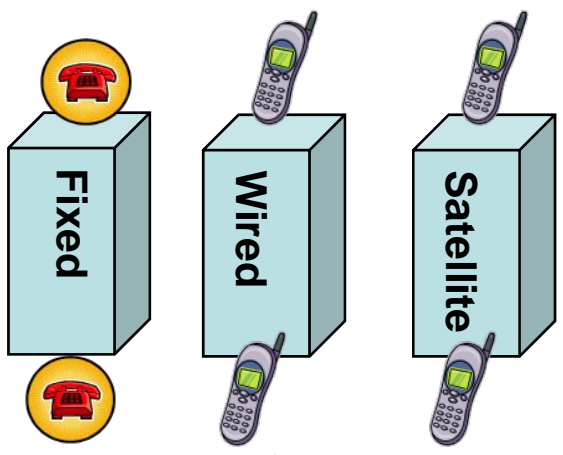
【Strategic Council on Bridging the Digital Divide(2008)】

By July 2011, realization of full transition of Digital Terrestrial Broadcasting

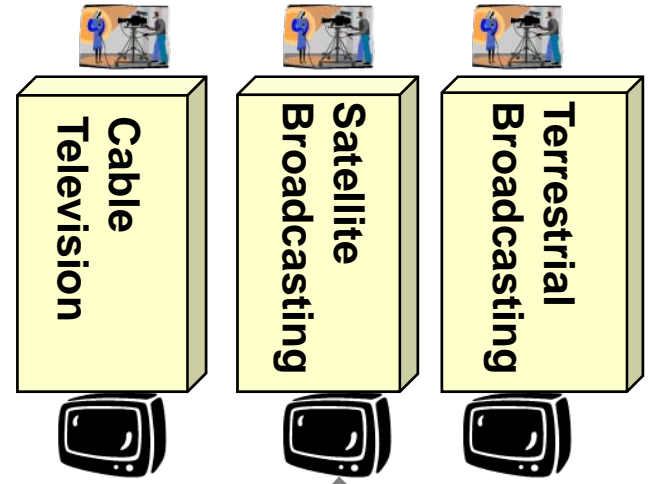
【New IT Reform Strategy (2006)】

Change in Network by Telecom & Broadcast Convergence

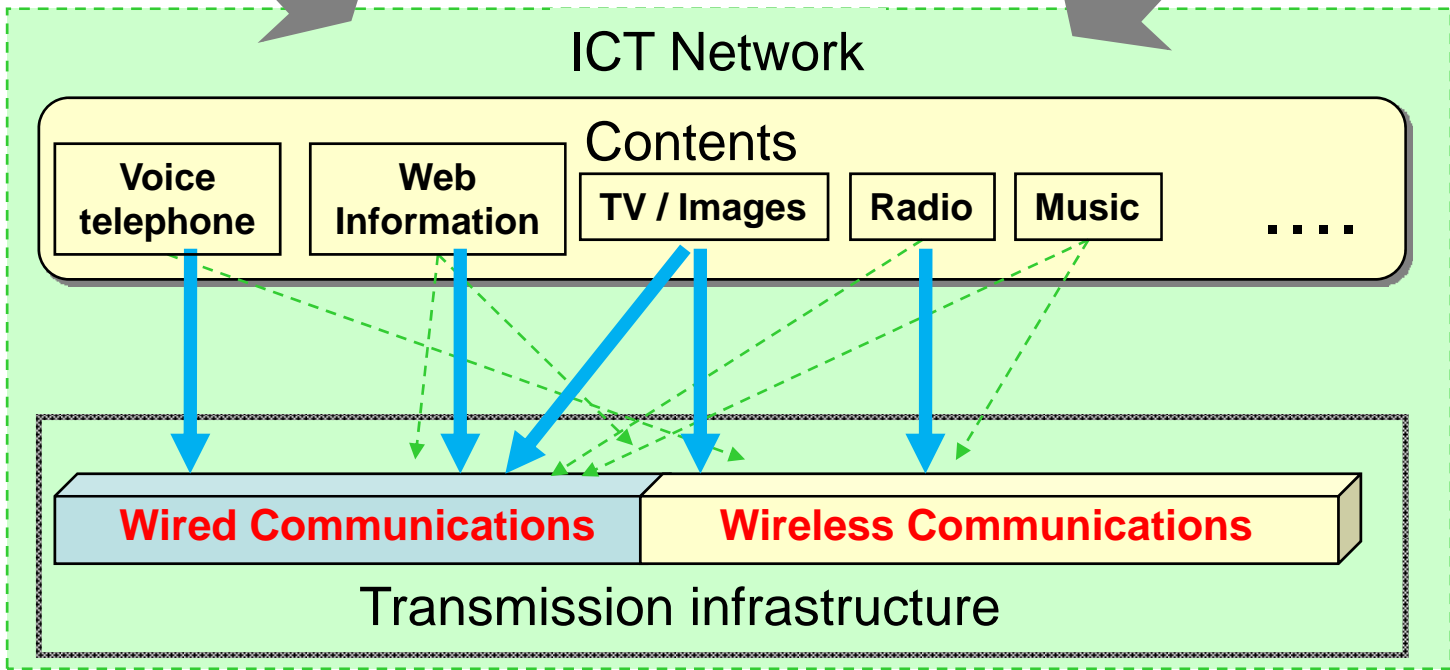
Telecommunications



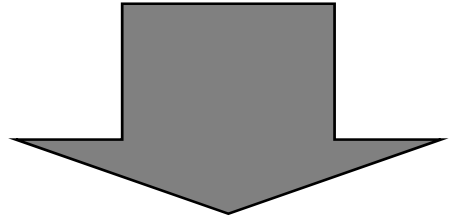
Broadcasting



<Convergence>



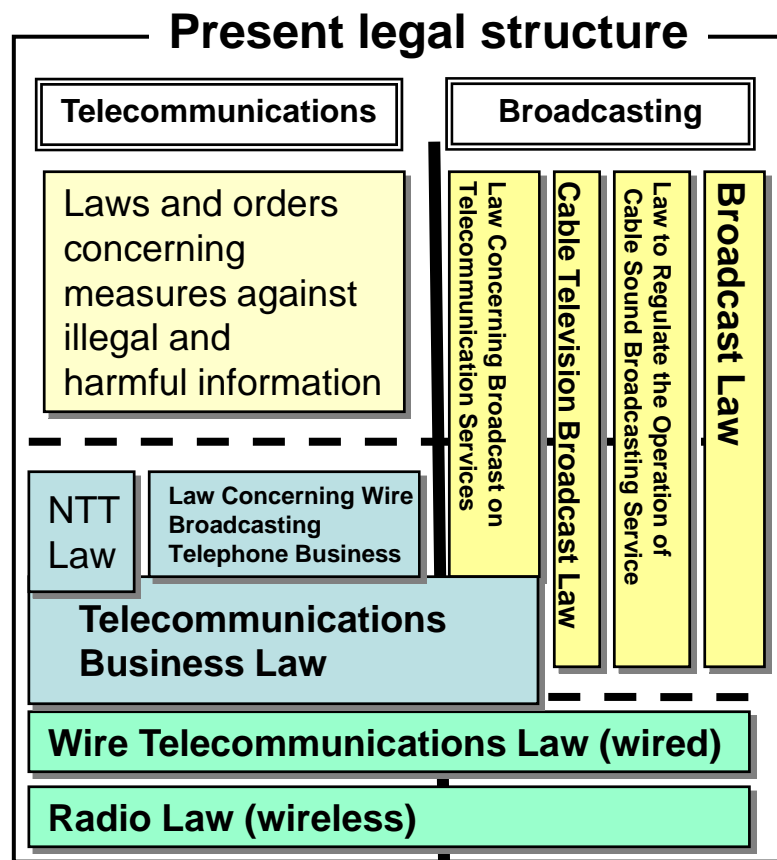
Vertical



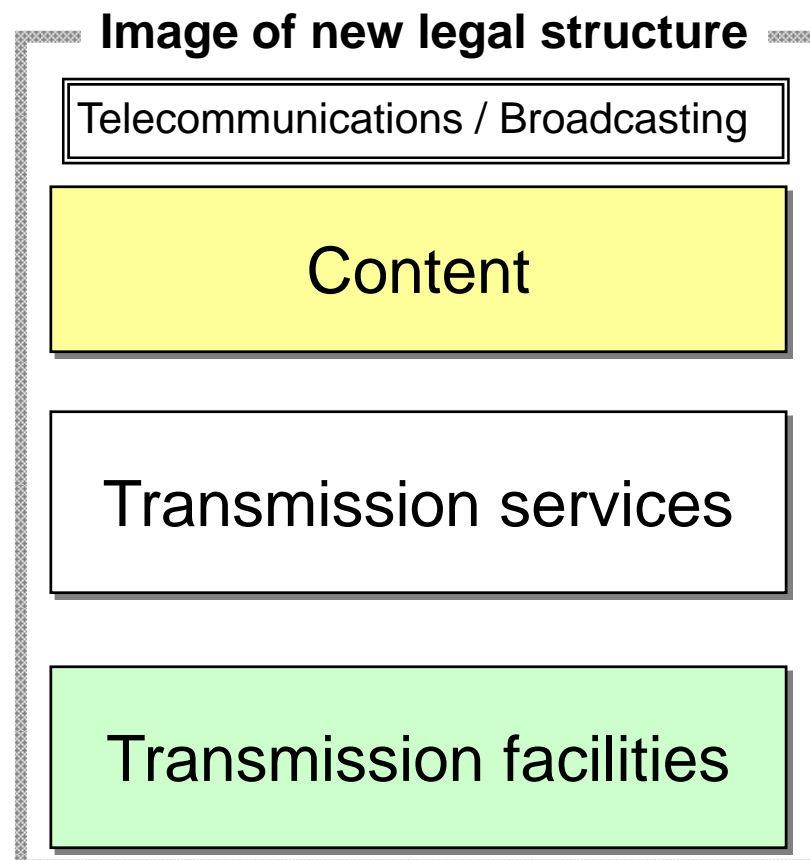
Horizontal

Examination of Legal Framework to Promote Service Creation

- Present legal structure: rules differ according to content over telecommunications or broadcasting, and to broadcasting networks on radio or wire equipment
- Recent trend: emergence of services which do not depend on telecommunications or broadcasting networks
- Reorganization and integration: the present legal structure will be reexamined so that the same rule shall be applied to the same service and equipment



Emergence
of new
services



Formulating “Japan Safer Internet Program”

- Relevant two laws for safer Internet were proclaimed June 2008, and related measures have to be developed.
- To promote countermeasures against illegal / harmful information to be effective in efficient manners, independent efforts in the private sector and enforcement of ICT media literacy are required.



MIC has undertaken the formulation of “Japan Safer Internet Program” as a comprehensive policy package for the countermeasures against illegal and harmful information.

1 Development of a Basic Framework

Improving the basic legal system

Proposing frameworks to promote international cooperation

Promoting efforts of local public authorities

Supporting public-private practitioners roundtables

2 Promotion of Independent Efforts in Private Sector

Promoting transmission prevention of illegal and harmful information

Investigating effective access prevention measures against child porn

Encouraging the use of content rating

Supporting technical development

Comprehensive countermeasures from an international viewpoint

3 Advancement for Parent-Child ICT Media Literacy

Information on moral education in family, community, and school

Promoting parental control

Promoting user educational activities from third-party organizations

Investigating impacts of harmful information on children