

mobikyo 



Lawrence Cosh-Ishii

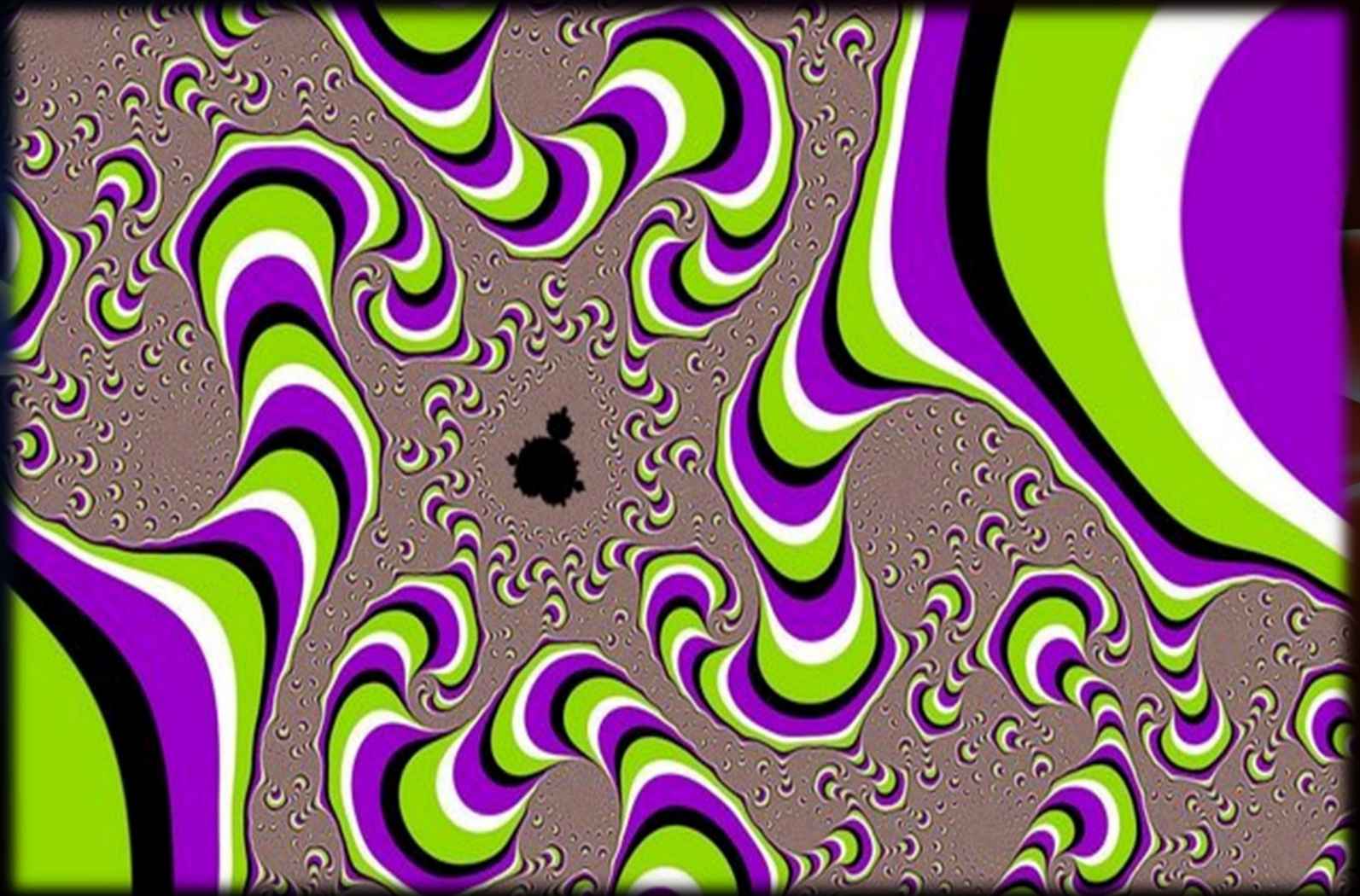
Mobile in Tokyo!

Dedicated to Mobile in Tokyo – Since 2001

- Publish Wireless Watch Japan
- Organize Mobile Monday Events
- Provide Research and Advisory

A multi-prong approach covers most critical aspects of the Who What When Where Why!

Trust a decade+ of lessons learned = useful..



To Share 12-years of info in under 60-mins will require a little hypnosis therapy!



An iconic image from Rock & Roll history: Innovation means pushing the limit



The single stated strategy of Japan mobile business is to Delight the customers



Tightly targeted and well-defined hardware and service offerings for all segments

スマートライフのパートナーとして、お客さまや家族の生活、社会をもっとHAPPYに。

いつでもどこでも
カンタンスピーディに
買い物
SHOPPING

毎日からトライブ
海外旅行まで
トータルアシスト
お出かけ
GOING OUT

あなた自身の
コンテンツを楽しめる
**エンター
テインメント**
ENTERTAINMENT

健康に優しい
サービスも提供
環境・エコ
ECOLOGY

安心・安全
SAFETY

コミュニケーション
COMMUNICATION

学び
STUDY

健康
HEALTH CARE

ドコモショップ / コーポレート
端末
決済 / ポイント
パートナー
ネットワ
R & D

To provide o2o platform services as an essential part of their 'happy' daily life

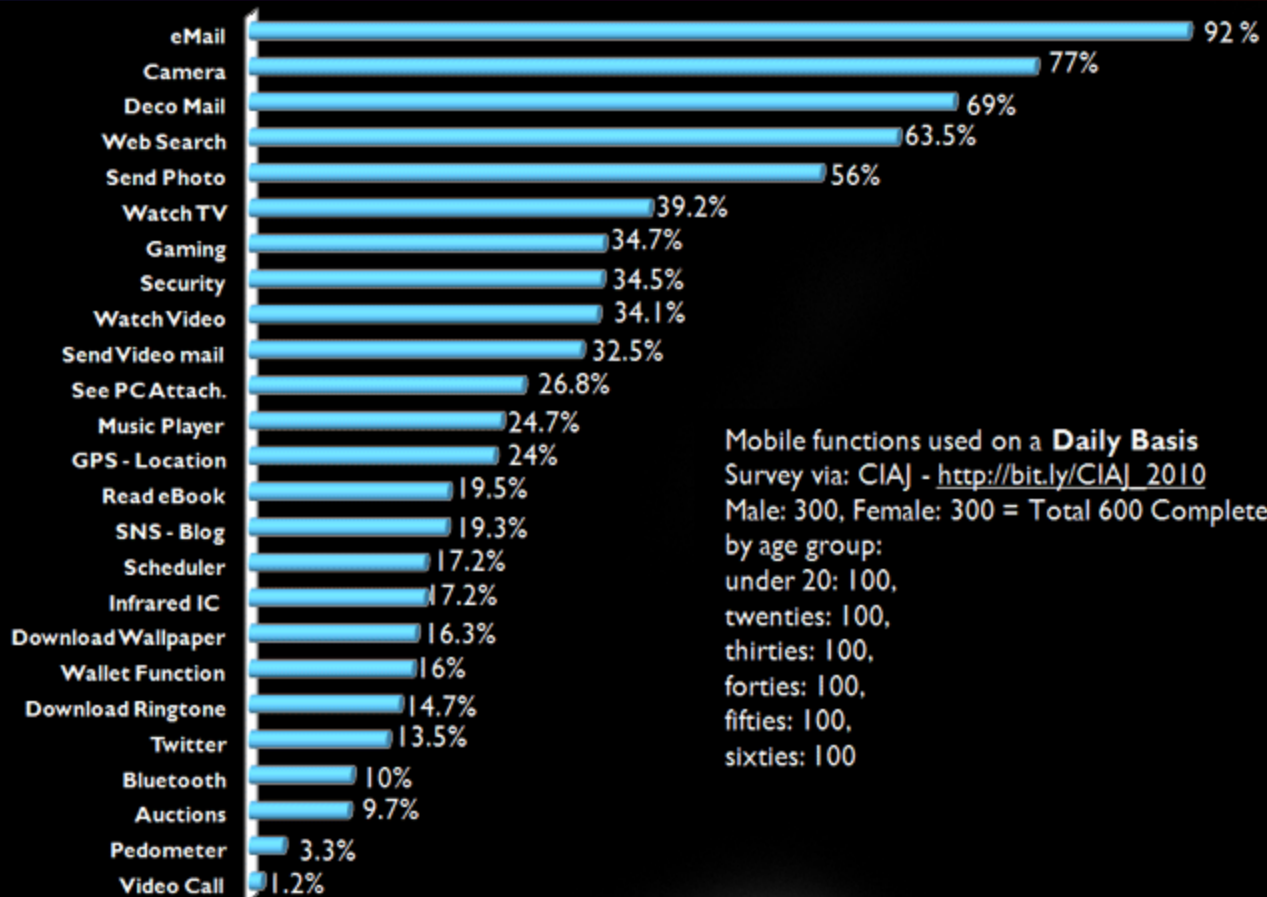
Japan Mobile Overview: Operators

- 135 Million Mobile Subscribers
- Entirely a 3G+ Network Market
- Voice & Data ARPU - \$50 month
- Est. 75% Contracts on Flat-Rate
- Best Customer Loyalty, Globally
- Focus on m2m & o2o Platforms
- All Vesting in Next-Gen. Players

Japan Mobile Overview: Handsets

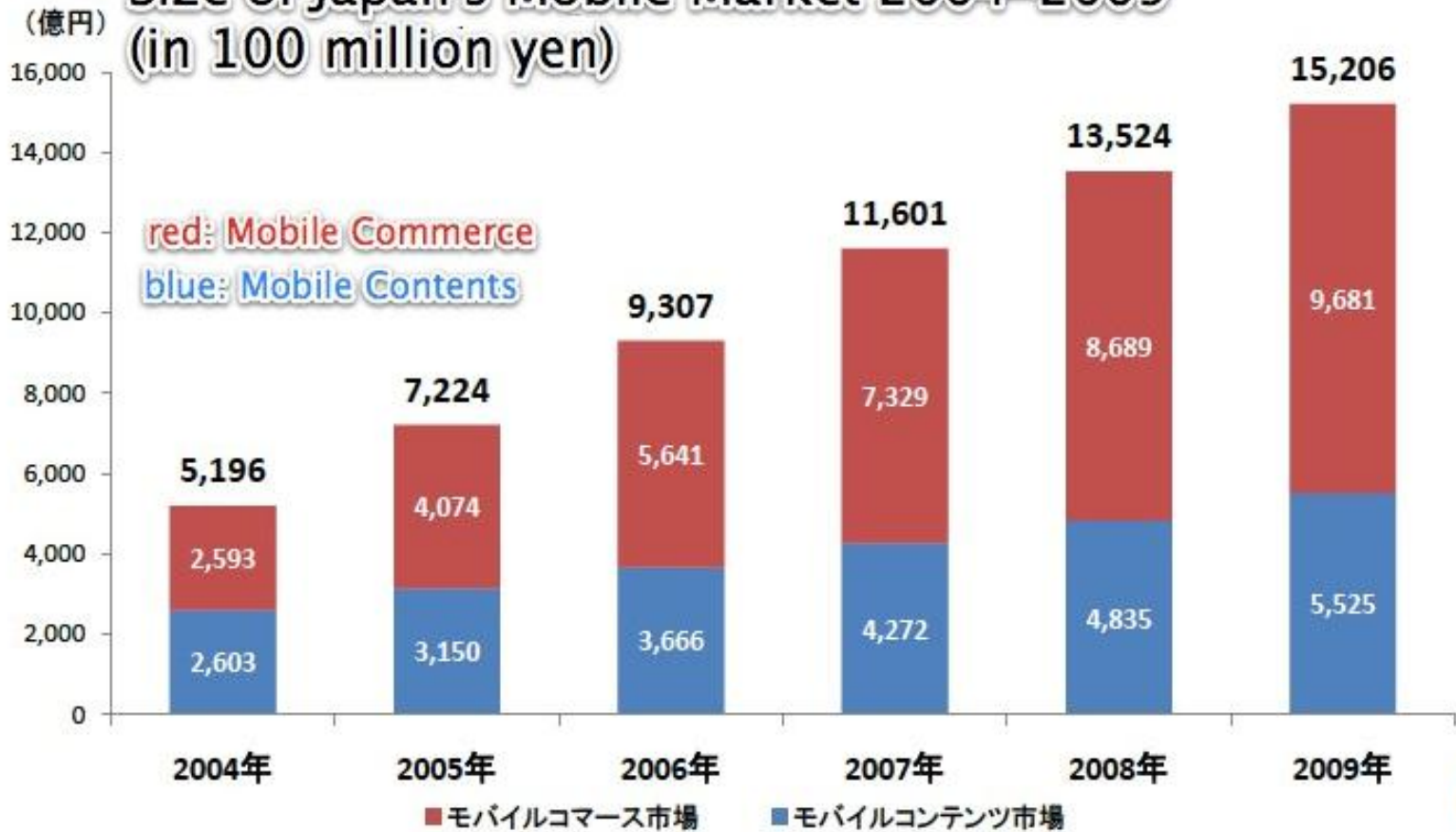
- Smartphone Penetration – 40%
- Android vs. iOS = approx. 2 to 1
- Tablet Adoption Very Low Levels
- Custom Designs for Seniors & Kids
- Est. NFC Tap & Go Installed +80%
- ODMs Control Global Component
- Fujitsu, NEC, Panasonic, Sharp & Sony

Japan Mobile Overview: Users

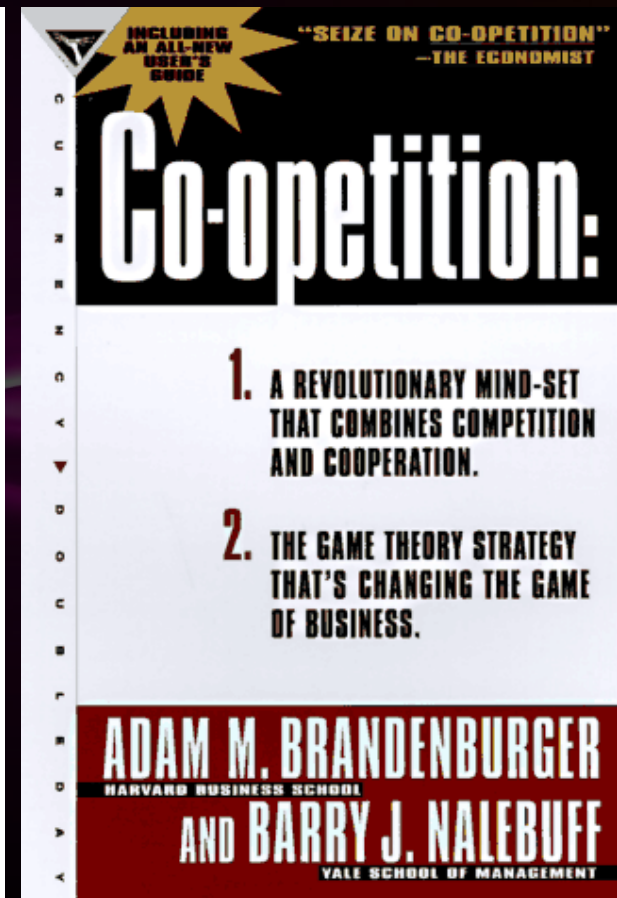
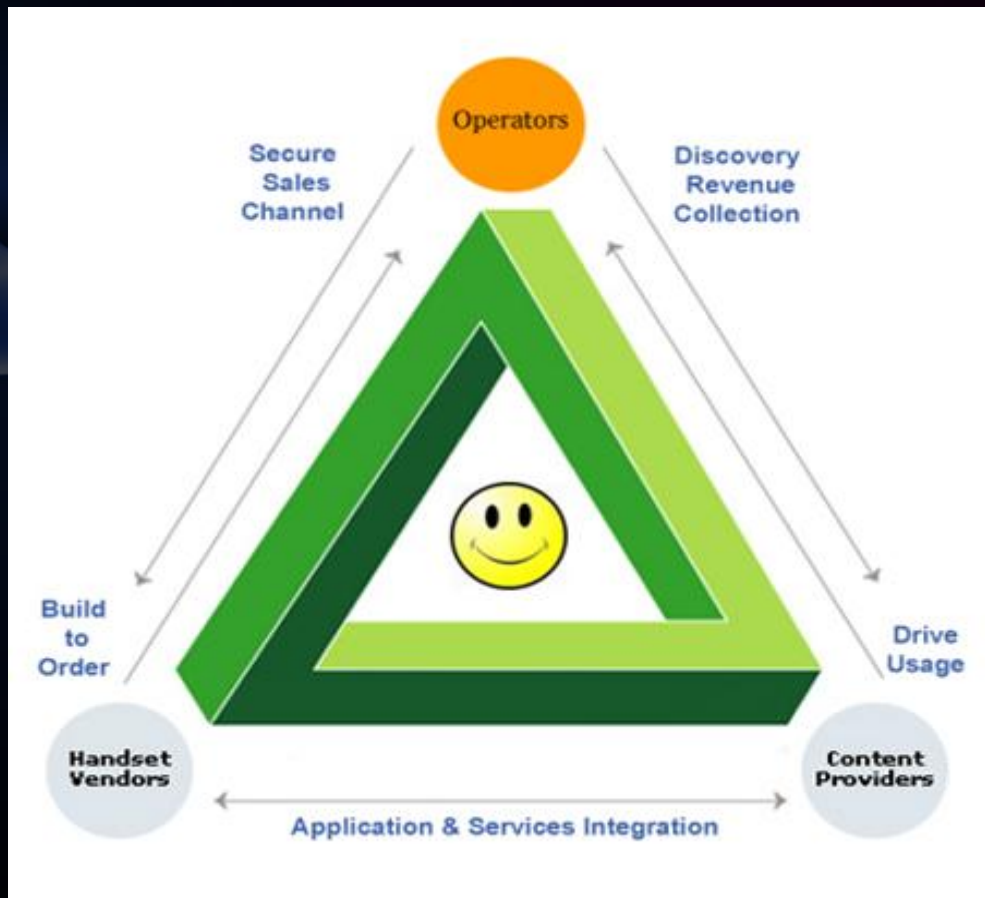


Mobile functions used on a **Daily Basis**
 Survey via: CIAJ - http://bit.ly/CIAJ_2010
 Male: 300, Female: 300 = Total 600 Complete
 by age group:
 under 20: 100,
 twenties: 100,
 thirties: 100,
 forties: 100,
 fifties: 100,
 sixties: 100

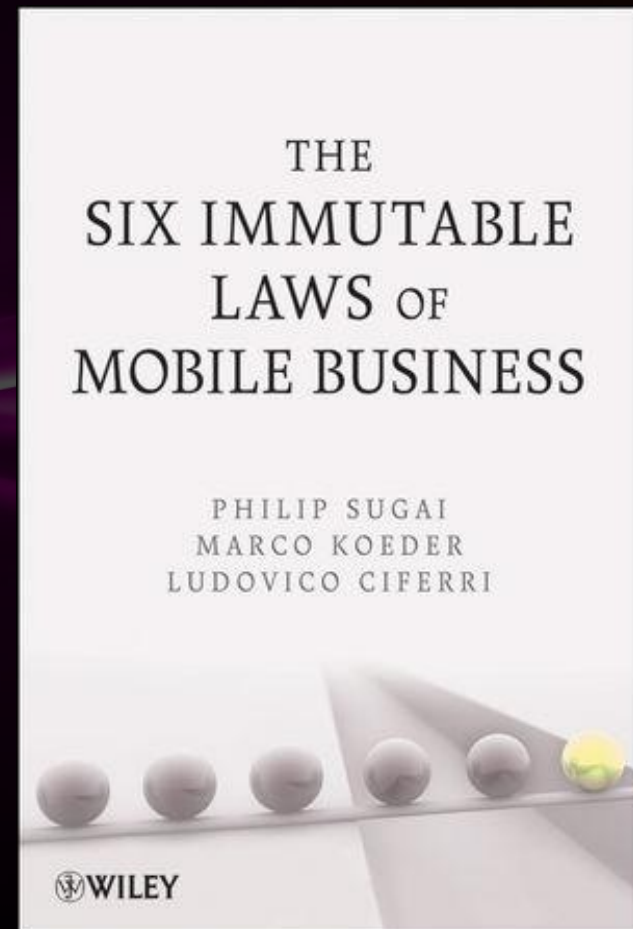
Size of Japan's Mobile Market 2004–2009 (in 100 million yen)



Transaction growth 3x in 5-years to \$15B in 2009 – Results for 2012 = \$23Bn



The DoCoMo imode business model circa 1999 = the original mobile app store



Steve Jobs spent plenty of time in Japan and clearly understood the opportunity!



Immutable Law #1- Value Over Culture.



みまもりほっとライン i-POT

1か月無料の
お試しキャンペーン実施中

親の元気がポットでわかる



絵で見るみまもりほっとライン
別ウインドウで開きます



iポット誕生秘話
iポットはこうして生まれた





QR Codes can def. be more stylish.. however move to keyword search = easier




渋谷ワーホリプラザ

- ワーキングホリデー
- 海外ボランティア
- ホームステイ
- インターンシップ
- オペア(低予算長期滞在)
- 英会話レッスン
- 国際交流パーティー

ワーキングホリデー説明会開催中!!
QRコードで資料請求!!

NPO法人国際イノベーションセンター
●渋谷ワーホリプラザ(渋谷駅東口より徒歩1分)

 **0120-66-9353**
<http://www.innovation.or.jp/ktsc/>

知らない人は、
 

ラクも、いっぱい詰め込んだ。
チケット +

保険の手カラを。アクサ生



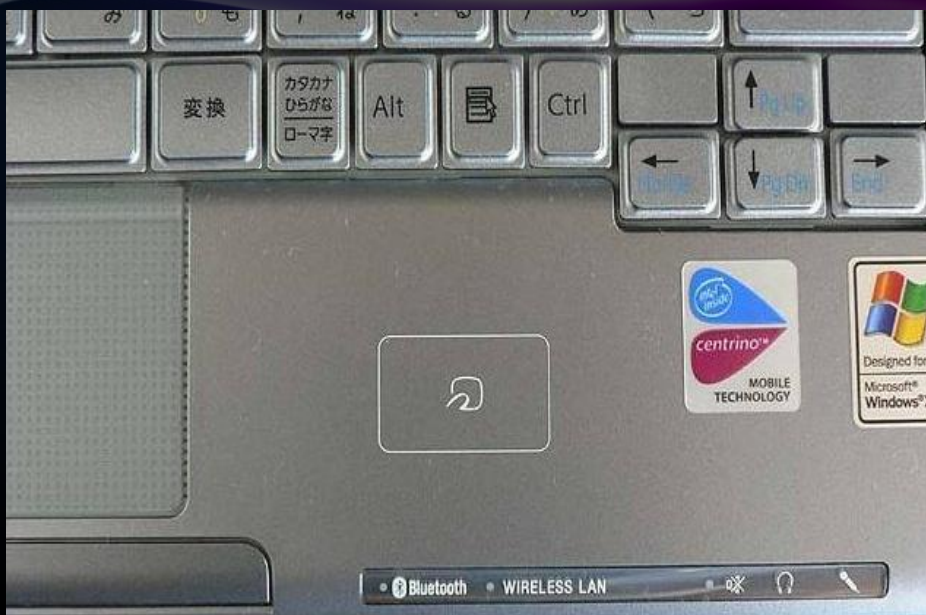
65

探そう、話そう。転職はデュダ。

DODA
<http://doda.jp>



NFC 'Tap & Go' tech. widely adopted for quick interaction – beyond payments





双方向情報表示システム「UBWALL・Station」

Connectivity

新世代エンタテインメント性能。
HDMI & DLNA対応により、動画や写真、ゲームなどを快適に楽しむ。



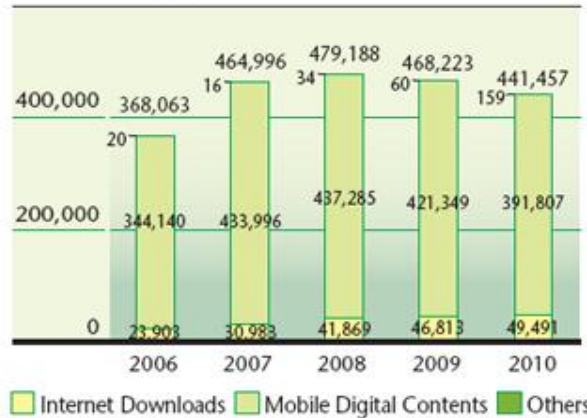
Connecting TV broadcast with mobile is extremely popular = 40% daily active



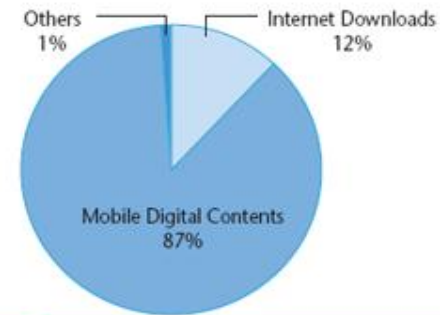
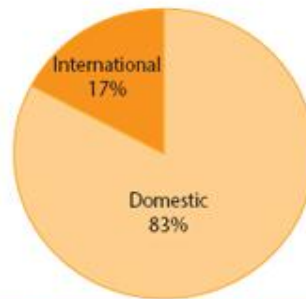
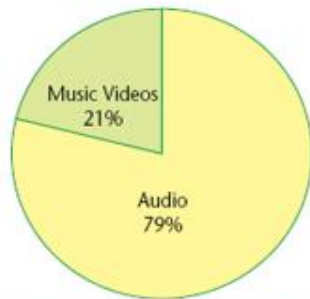
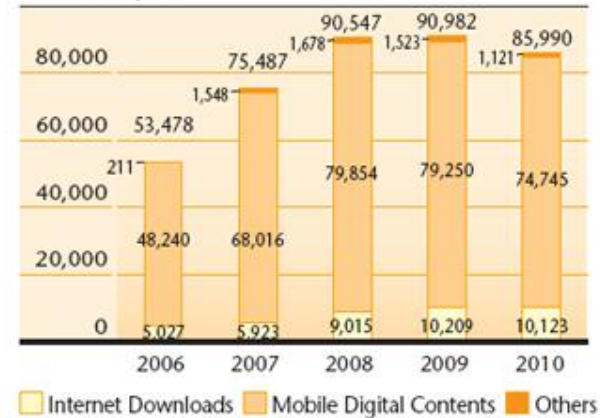
Mobile Gaming is Huge in Japan.. estimate revenues for 2012 = approx. \$5Bn

Recording Industry in Japan

Thousands of units



Millions of yen



RANK	STORE	Rev. 2009	Share 2009	Rev. 2010	Share 2010	YoY Growth
1	Apple App Store	\$796	92.8%	\$1,782	82.7%	131.9%
2	BlackBerry World	\$36	4.3%	\$165	7.7%	360.3%
3	Nokia Ovi Store	\$13	1.5%	\$105	4.9%	719.4%
4	Android Market	\$11	1.3%	\$102	4.7%	861.5%
	TOTAL	\$828	100%	\$2,155	100%	160.2%

IHS Global Mobile Application Store Rankings - Revenue in Millions of U.S. Dollars

Japan Mobile Music sales in 2010 near \$1Bn = over 1/2 of Apple Global App Store



Connecting People by Music

Making a Contact Chance to New Songs with New Listening Style



Can be join to “Uta-Tomo™” by only clicking “EZ key”



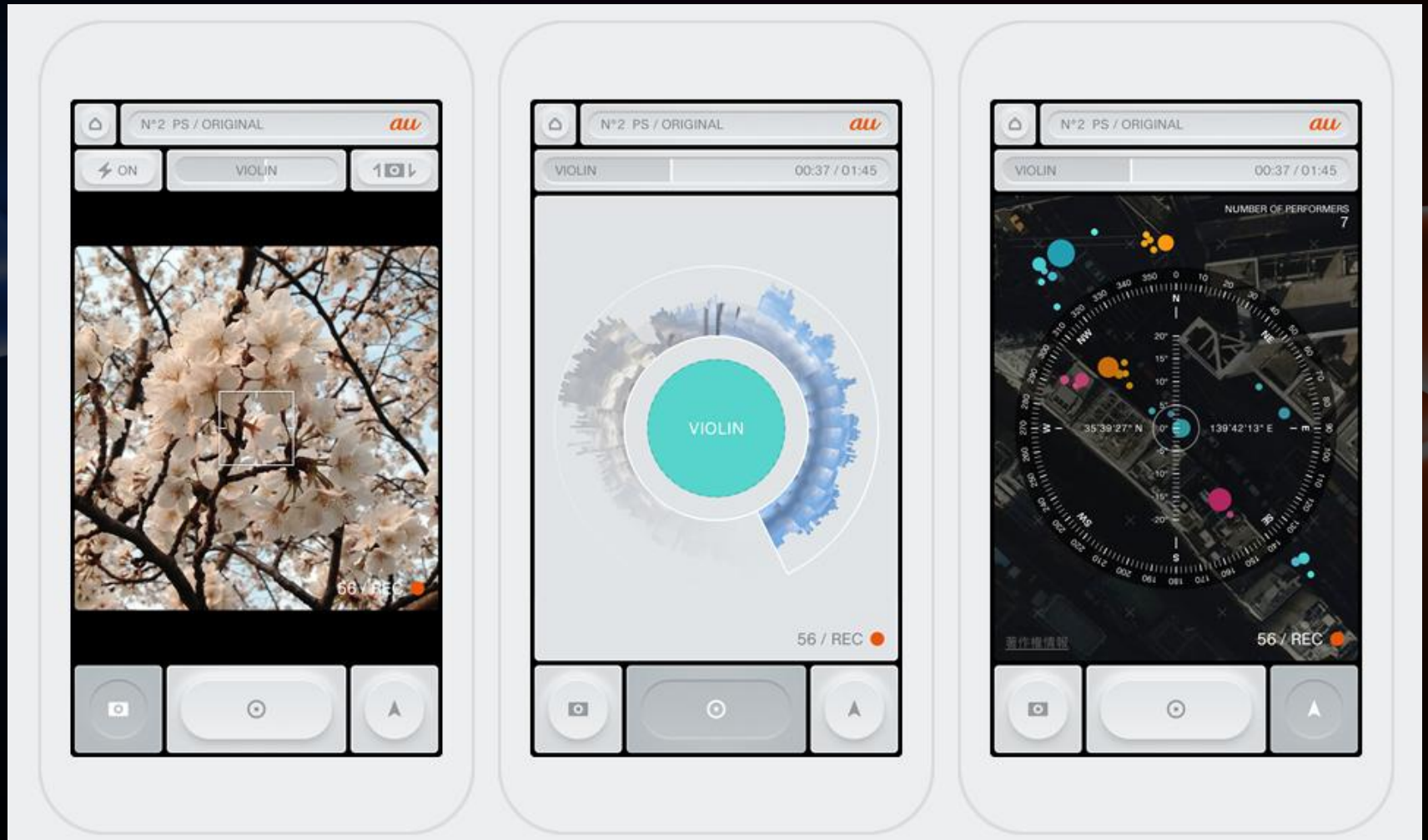
Connecting people by music



Download songs which is playing with the specified song.



Find new songs by connected people



 **MAGA+**

新コンテンツ配信プラットフォーム



Magazine Publishers: MagaStore

- Dentsu Digital Publishing Platform
- Coded for Android, iOS and Win8
- Claims +250 Titles & 100 Publishers
- Est. Contents Library +6,000 Unique
- Counted 75 Free to Download Titles
- Tweet Hook to Share Page Viewing
- Embedded Rich Media and Analytics



Augmented Reality – Sekai Camera – Tag Your World with AR by Tonchidot

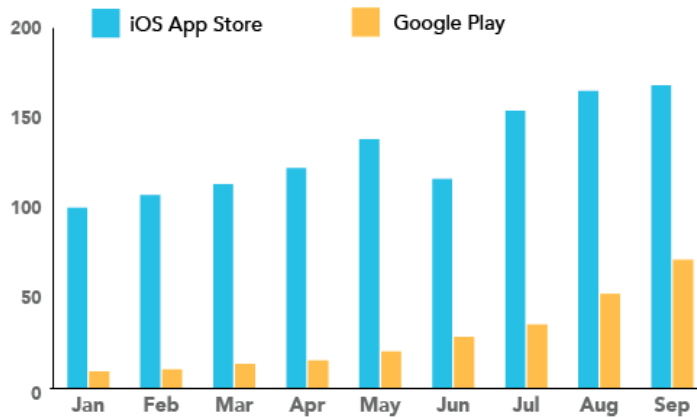


JAPAN OVERTAKES USA

The East Asian dragon now number one
in Google Play revenues

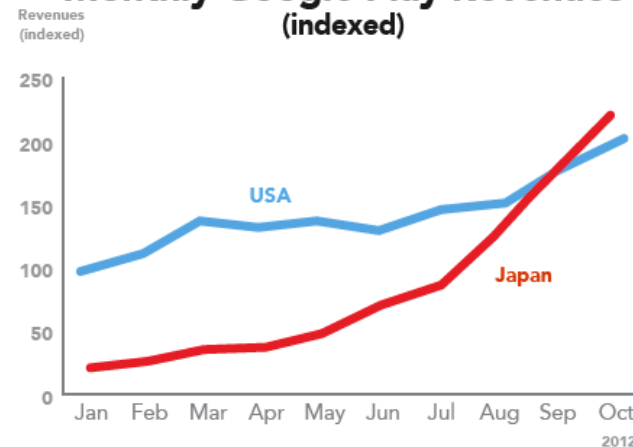
Japan passed the U.S. in Q4 of 2012 for Gross Revenues on Android platform

iOS App Store vs Google Play Revenues in Japan 9-month period ending September 2012

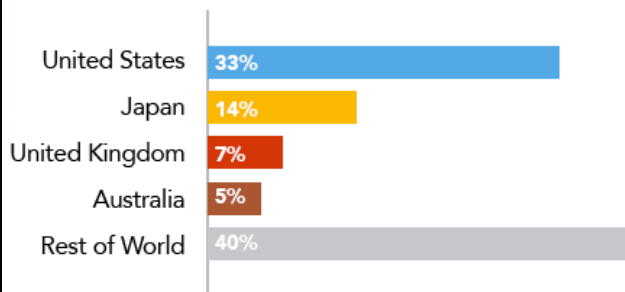


Google Play Monthly Revenues in Japan Exploding!

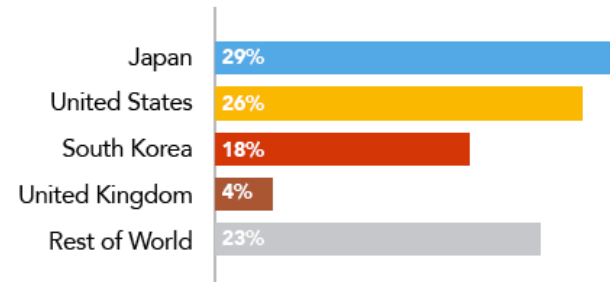
Monthly Google Play Revenues (indexed)



Monthly Revenues by Country iOS October 2012



Monthly Revenues by Country Google Play October 2012



App Annie

SOURCE: App Annie Index™ November 2012

Note: as of Sept. 2013 DoCoMo - with 50% market share - begins selling iPhone



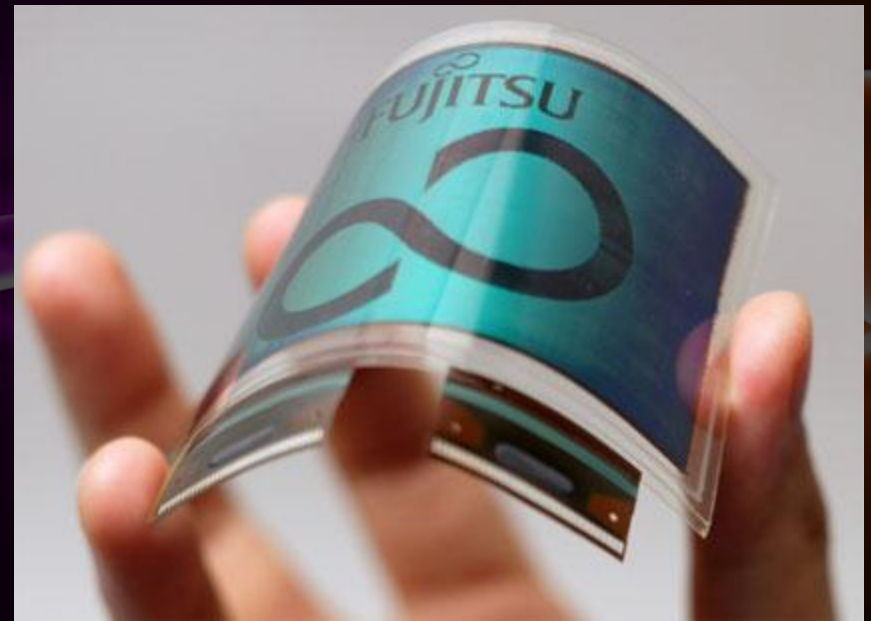
Click to view selection of 10 short video clips – will play in your web browser



Key thoughts: Solve Pleasure or Pain – Content is Always King!



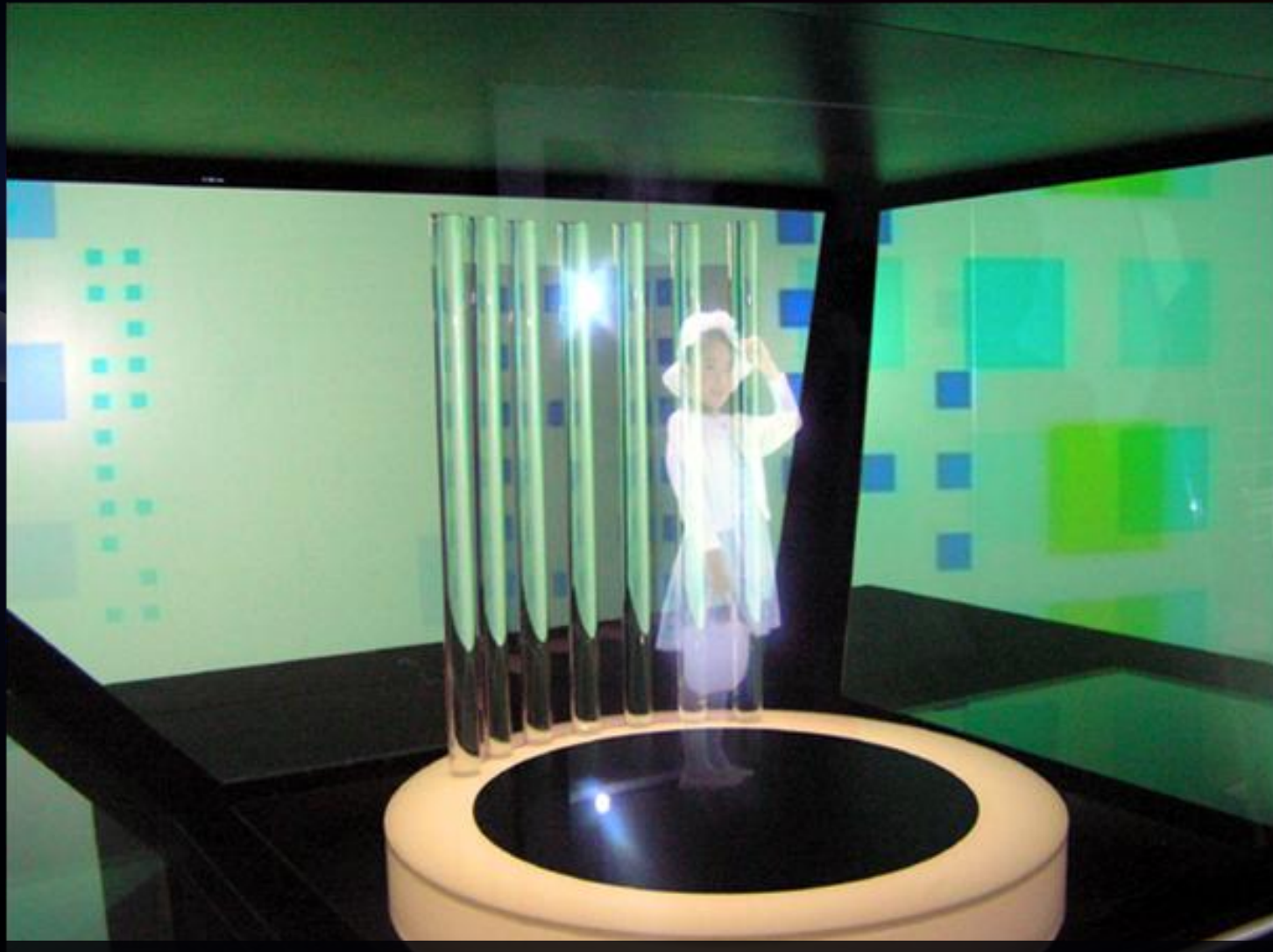
Considering the road ahead: several key segments to watch over the coming years



Displays from wearable to flexible and projected with alternate input methods

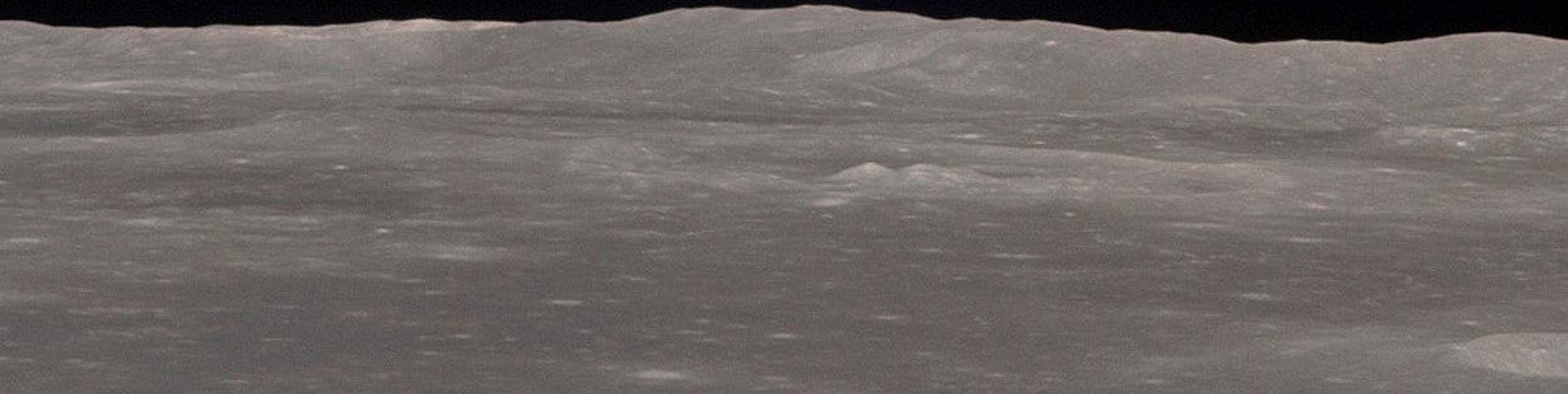


More speed at less cost, big data, location sensors, security and privacy concerns



Yokosuka R&D Labs circa 2007 – Holographic Demo – Help Me ObiWan!

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IF YOU LIKE THE APP STORE...



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YOU'RE GONNA LOVE THE INTERNET®

THANK-YOU!



Lawrence Cosh-Ishii
Director, Mobikyo K.K.

<http://about.me/Laars>