

MMEDIA

CONVERGENCE

JAPAN



**MINISTRY OF
TELECOM**

MIT

MEDIA LAB

STANFORD

JAPAN CENTER

KEIO UNIVERSITY

DIGITAL MEDIA CONTENTS





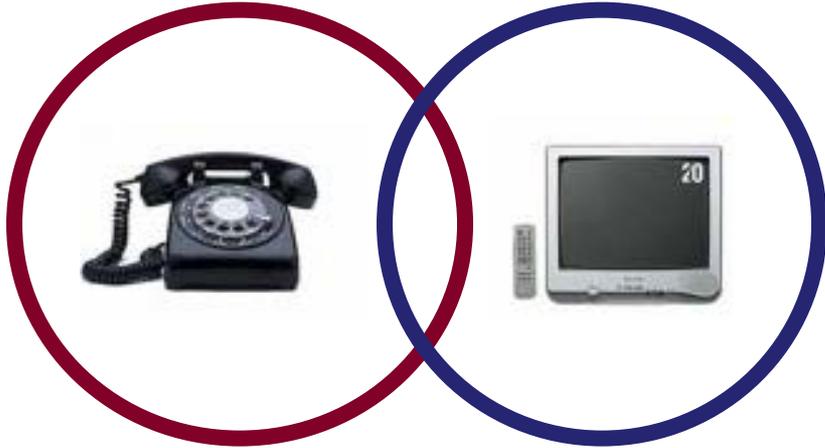


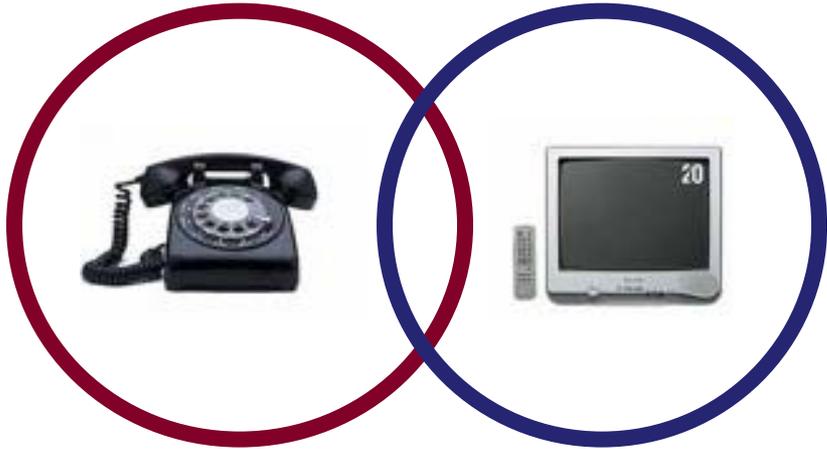


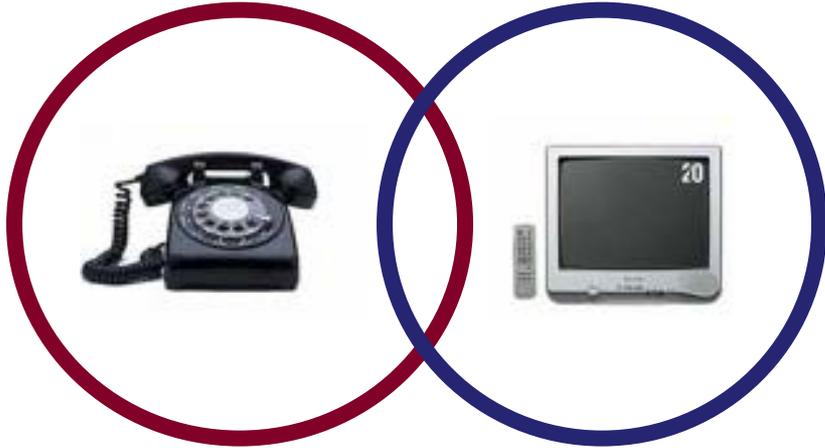




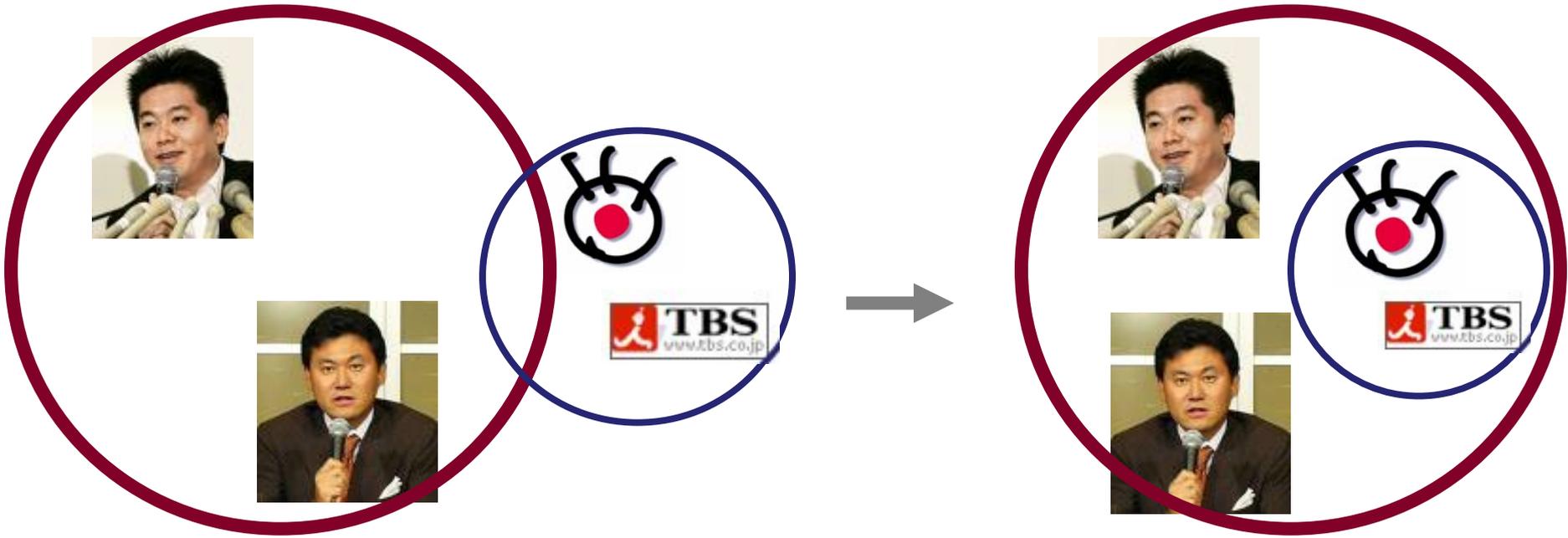








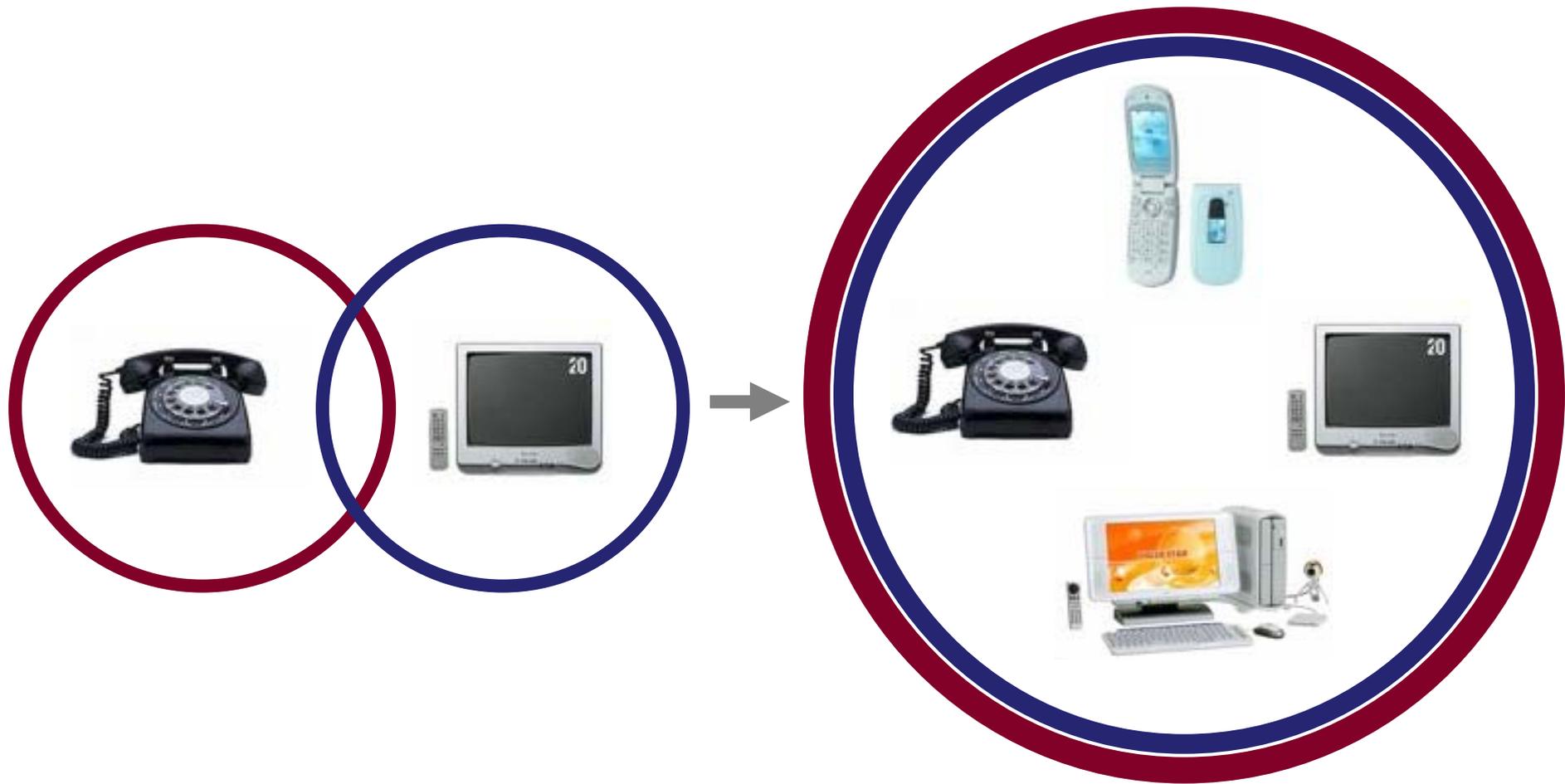




¥16T

¥4T

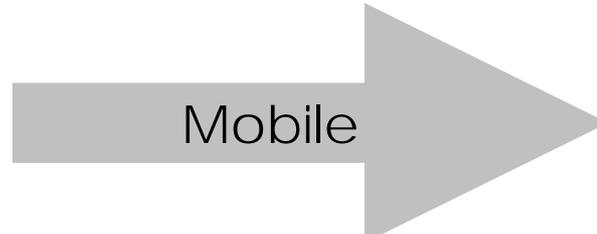
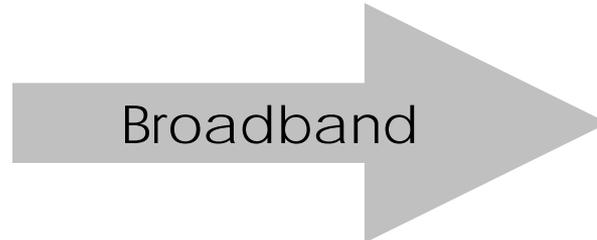
¥20T ?



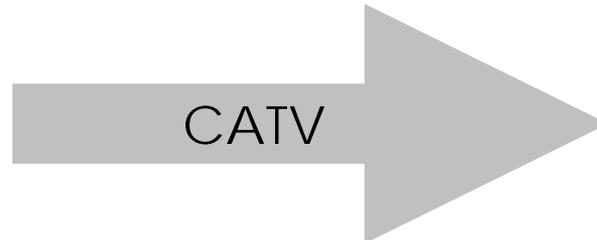
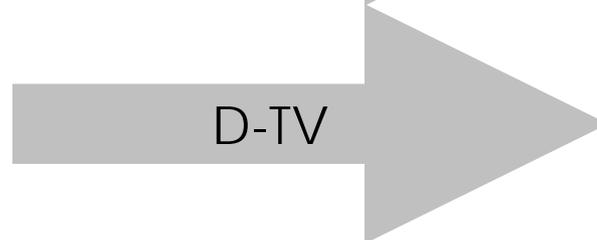
¥40T ?



Telecom



Broad
casting



Digital Network

2011

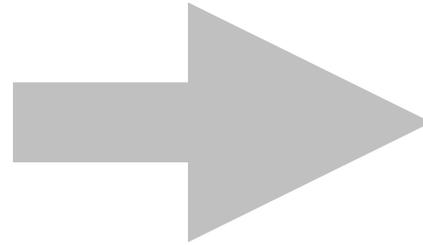


Content

Digital
Network
2011



Package



Network

Package

84.4%(2001)→65.6%(2006)

Mobile commerce/content

¥298B(2002)→¥722B(2005)

Net music > CD single (2006)

1995 ~ 2003

Content market 6.7%

Tool (PC, Inet, Mobile...) 67%

Information (Byte) 1400%

Commerce

B2B 21% (US 12%)

B2C 1.2% (US 2.4%)

¥13T (Marketing)

Medicine

¥30T

Education

¥20T

2005

The logo for Amazon.com, featuring the word "amazon.com" in a black, lowercase, sans-serif font. A yellow curved arrow is positioned below the letters "a" and "z", pointing from the "a" to the "z".

The logo for Barnes & Noble.com. The words "BARNES & NOBLE" are in a bold, green, sans-serif font. The ampersand "&" is in a red, cursive script. To the right of "NOBLE" is a red circle containing the white text ".com". Below the main text is the website address "www.bn.com" in a smaller, black, sans-serif font.

The Google logo, consisting of the word "Google" in its signature multi-colored font: blue for 'G', red for 'o', yellow for 'o', green for 'g', and red for 'l' and 'e'. A small trademark symbol (TM) is located at the top right of the 'e'.

The USA Today logo, which is a blue square containing the words "USA" and "TODAY" in white, bold, sans-serif capital letters. The "U" in "USA" is stylized with horizontal lines.

1993 Open discussion



2005 Livedoor/Rakuten
Softbank, Gyahoo, etc.
Telecommunication Council

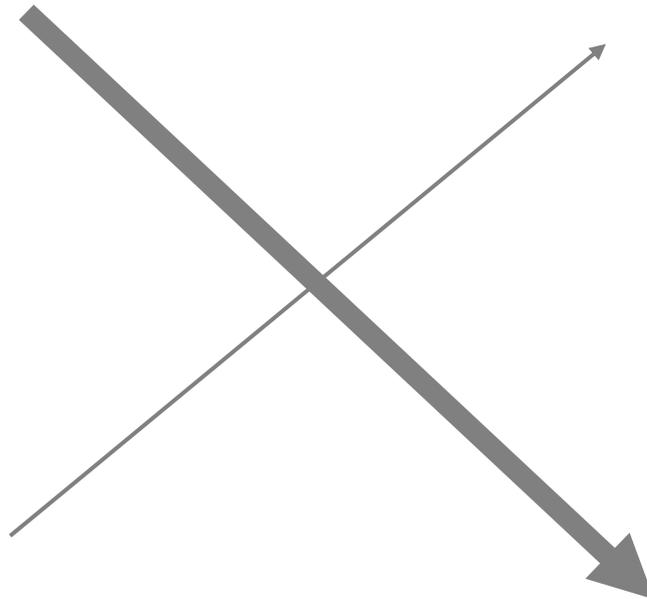


TV
Program

Web
Content

Broad
casting
Network

Telecom
Network



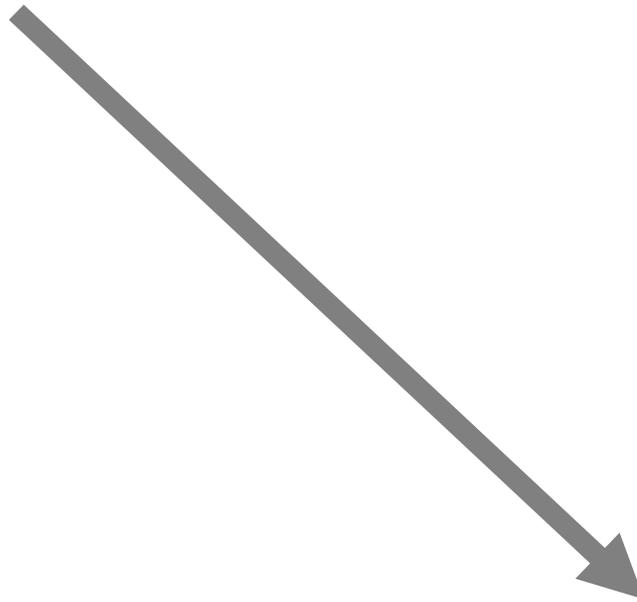


92%

57%

Multi-use

8%



FTTH

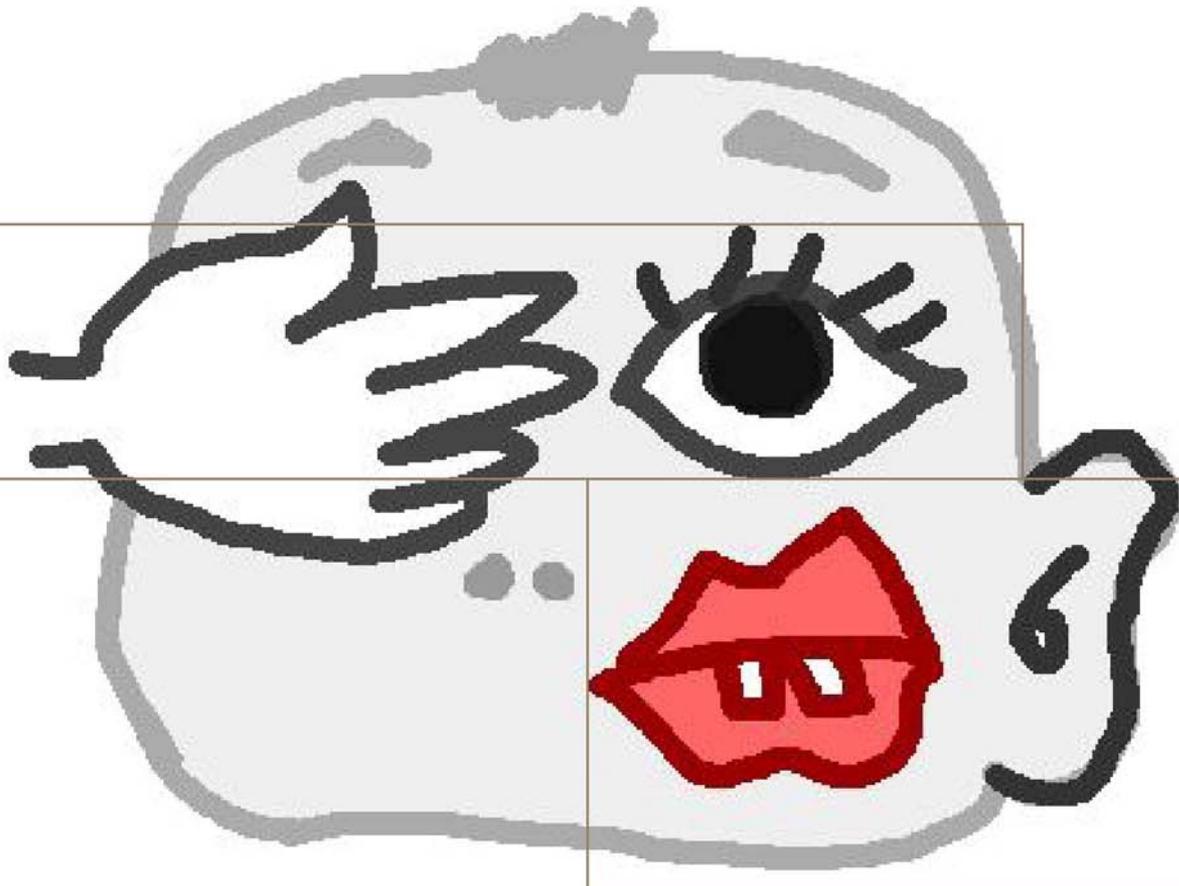
Mobile
Network

Mobile Internet /Mobile Users

JPN 78.8%
USA 32.2%



JPN



USA

一億人の
歩く
テレビ局



©2000 Sharp Corp.



今日わあお疲れ様でしナニっ (*≧
∇≦*) いぱ〜い話し杉とやってす
いませえωツツ

(;D;) τ° ∃鬼楽し力ゝっナニ
で§っつゝ (*'∇'*) ノまナニ何力
ゝあっナニらせひ②

何τ° ∃ゆっつくらレよいいゝēゝ
(*'∇'*) ノ24時間オケオケτ° コ
力ゝらツツ (0>∇<0)

∃σメルよめすよ力ゝっナニら
ゆっつくらレよあい (∇ω<☆) // 発
売鬼楽しみ

τ° えしゆ (*≧∇≦*)







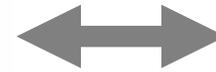
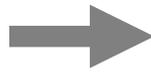
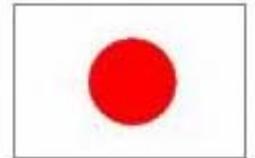
2006.06



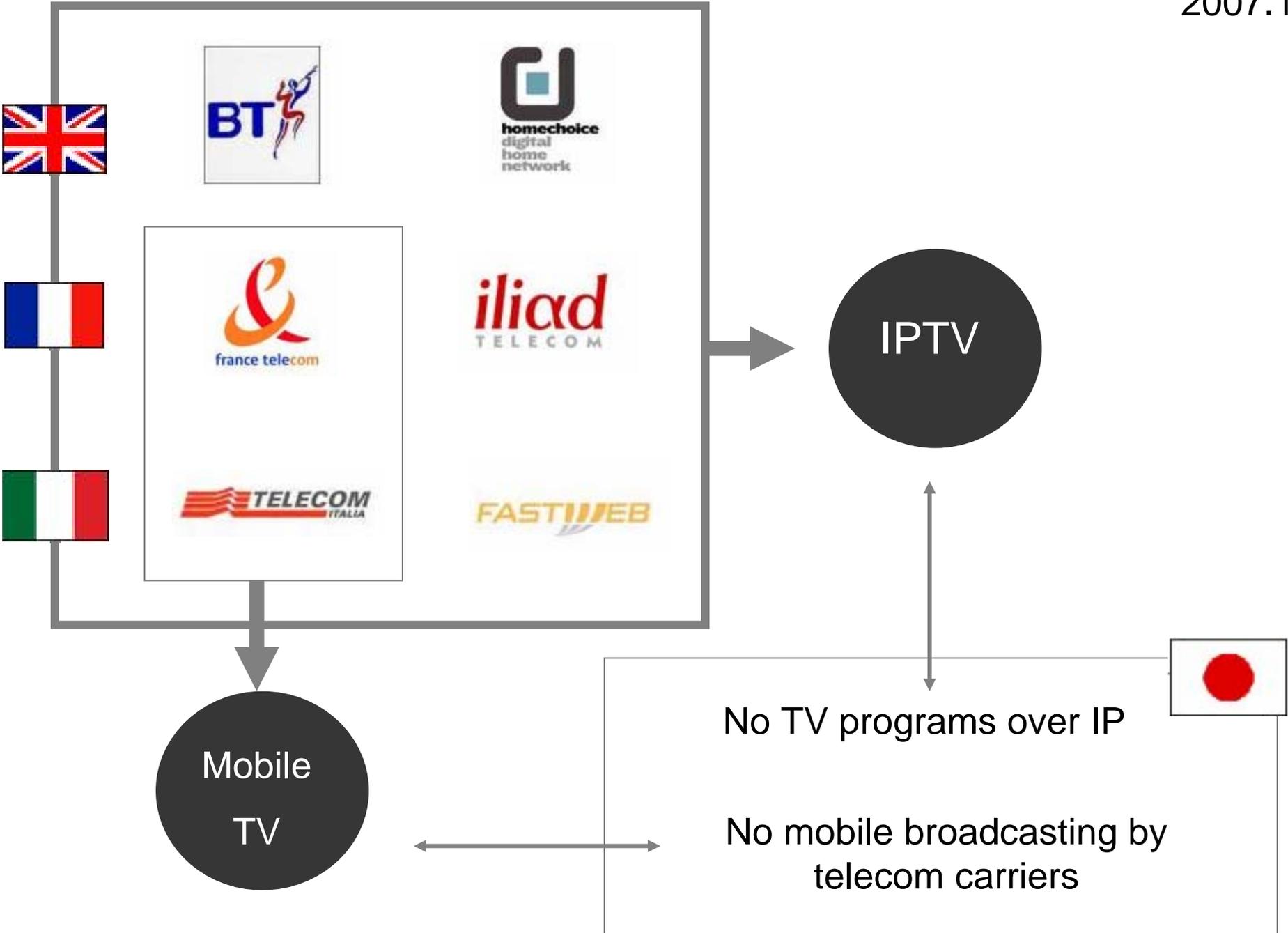
2006.10



2006.10







Policy argument in 2006

Regulation

Public
companies

Telecom

Copy
right

Frequency

NTT

Broad
casting

NHK

1. Reorganization of low system
Telecom and Broadcasting
2. Reform of public companies
NTT and NHK
3. Digital Copyright System
4. Deregulation of frequency policy

No time is left

Open the door to

New Market

New Business

New Technology

THANK YOU.



中村伊知哉
IchiyaNakamura