

DD



&



March 2001
Ichiya
Nakamura



2001

MIT
MediaLab

Visiting
Professor

Business
Model
Association
Director

Federation
of Music
Producers
Counselor

CAMP
Executive
Advisor

AQUOS
Museum
Curator



Society for
Art and
Science
Promoter

Eccma
Japan SG
Vice
Chairman

GLOCOM
Fellow

CSK
Advisor

1998

Ministry
of
Posts and
Telecoms

'84-
Telecom's
Policy

'87-
Broad
casting
Policy

'90-
Internet
Multimedia
Policy

'95-
De
regulation
Policy

1984

Shonen
Knife



'89-
Noboribetsu
Post
master

'93-
Paris
Secret
Agent



2000

Top10 News Items

Net
Bubble
Crush

AOL
TM
Merger

AT&T/BT
Telecom
Industry
Reorganization

Next Stages
of IT
Industry

Napster
Controversy

Role
of
Sharing

Rapid
Growth
of
Korean IT

Establish
ment
of
IT Law

Another
NTT
Reorganization

Developing
Sense of
IT Crisis

10Million
i-mode
Users

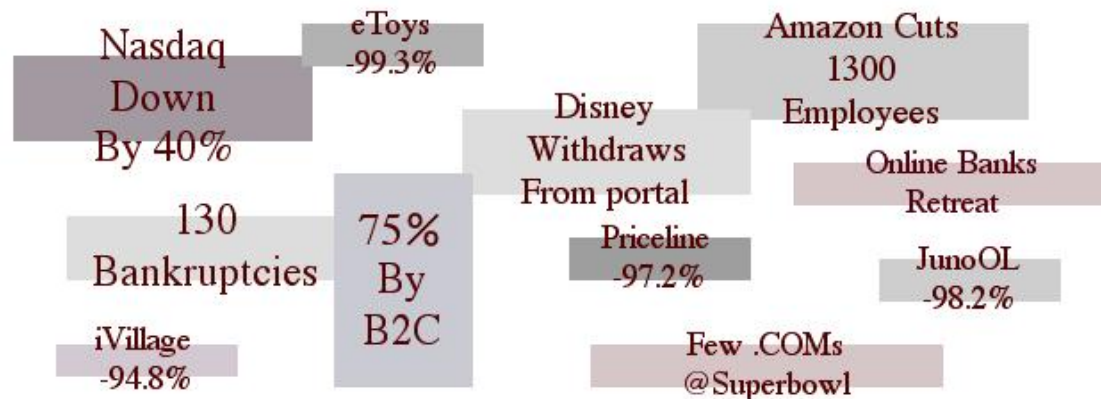
Digital
Satellite
Broadcasting

Robot
Business
Launched

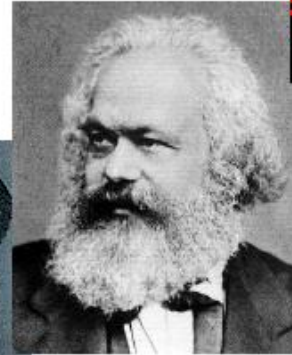
Japanese
IT
Developments

Dec. 2000
My comment
Nikkei

Is the IT Revolution Over ?



Revolution Is So Easy !



<http://www.cim.org/~karma/00a/00a.htm>
<http://www.marxists.org/archive/marx/photo/marx/pape/72cm1.htm>
<http://www.godtie.com/CollagePub/Library/61501 biography.html>

Dear Ichiya

- New Product
- From a Boston-based Venture
- Innovative Hand-held Size
- Wearable Cellular Phone
- Limited Special Offer of \$9.89
- Here, Take a Look !!



Eat
Carrots
and
Use
PCs

Years
Wasted
in
Dot Coms

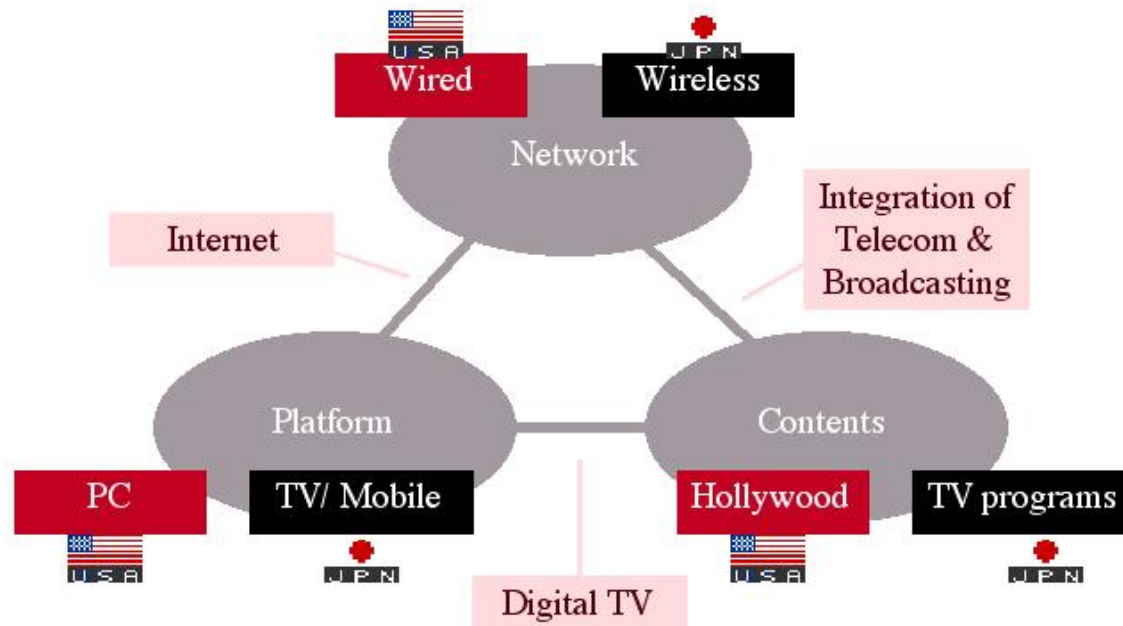
We Only
Use



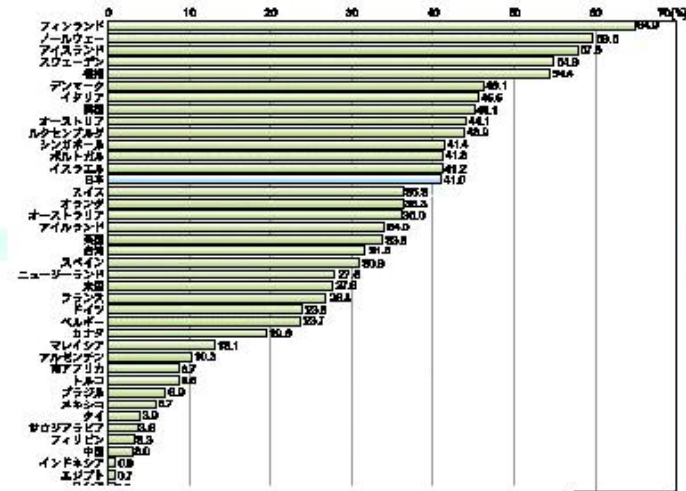
You Guys Can't
Decide Your
President
in a Closed Door
Meeting,
Can You?

Mobile to
Talk
Mobile to
Read

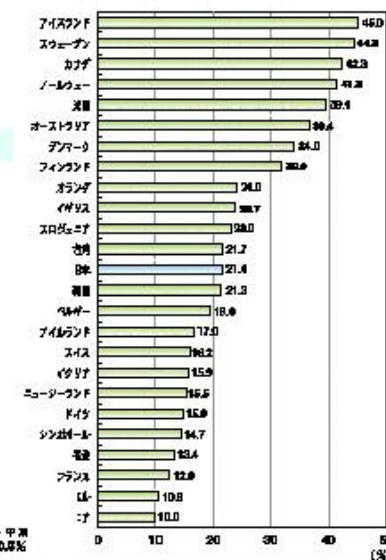
Structures are Basically Different between US and Japan



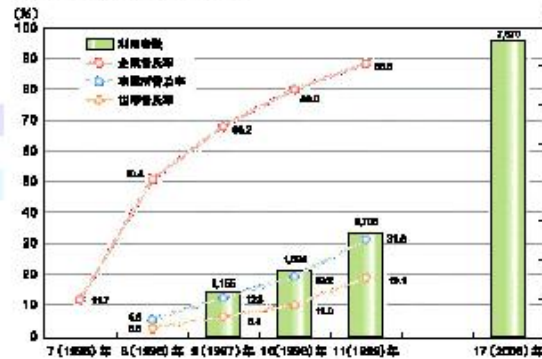
図表① 主要国・地域におけるモバイル通信の対人口普及率(1999年12月現在)



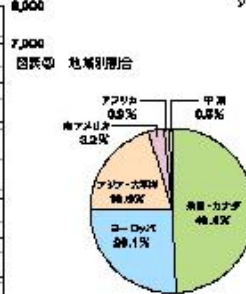
図表② インターネット普及率10%以上の国・地域



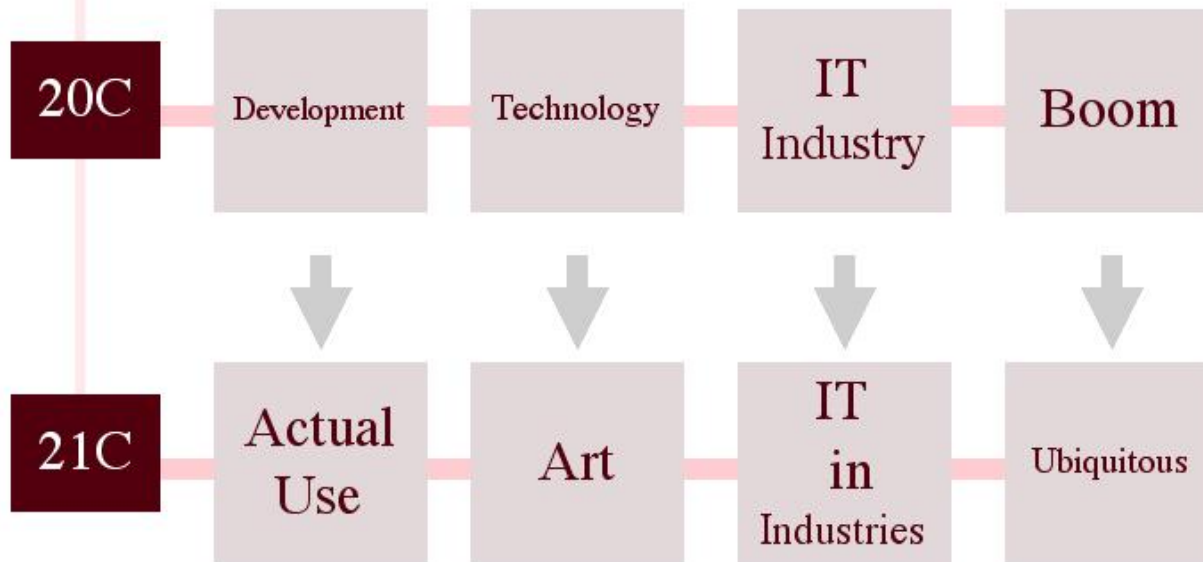
図表③ 低所得国におけるインターネットの普及状況



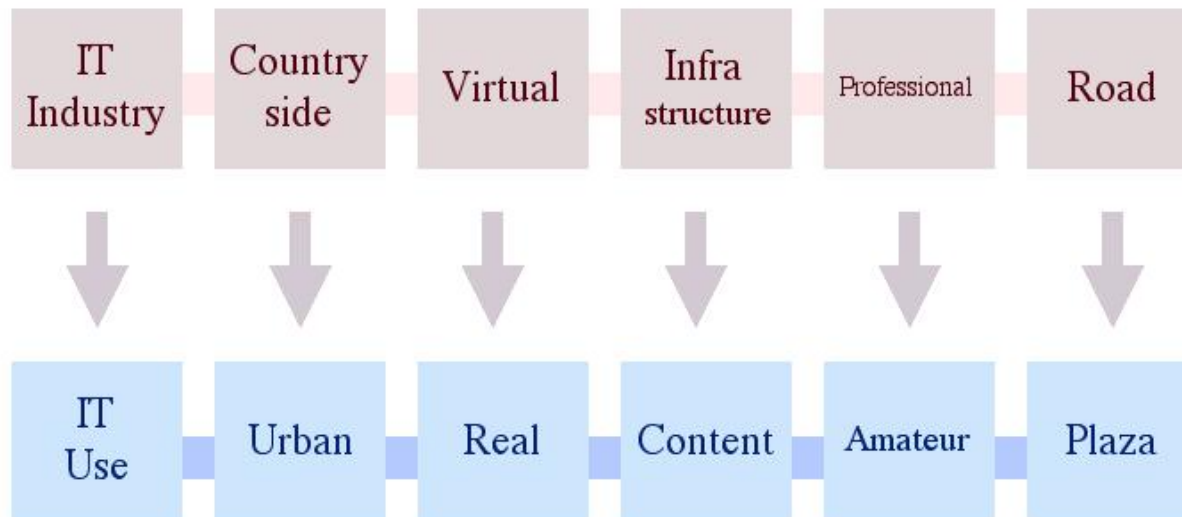
図表④ 地域別割合



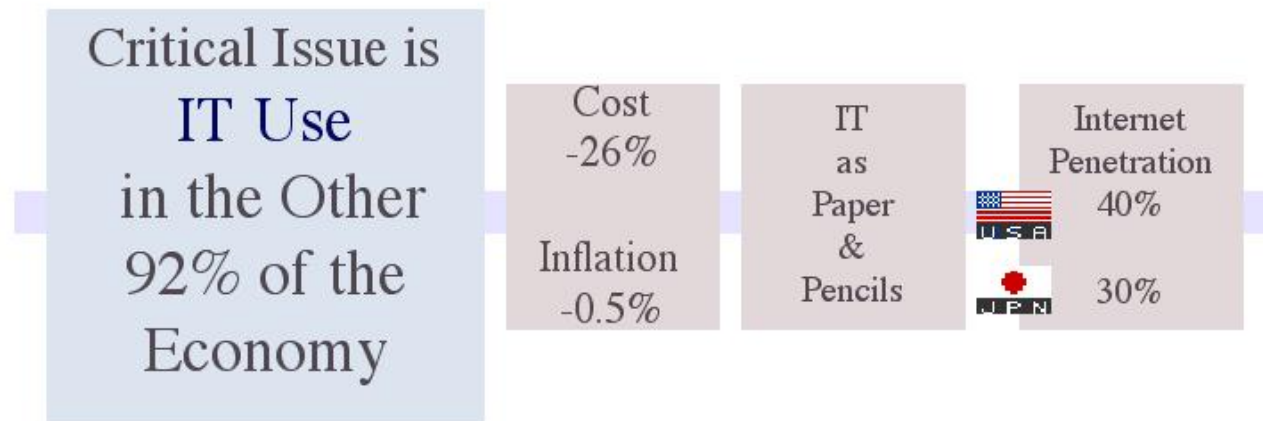
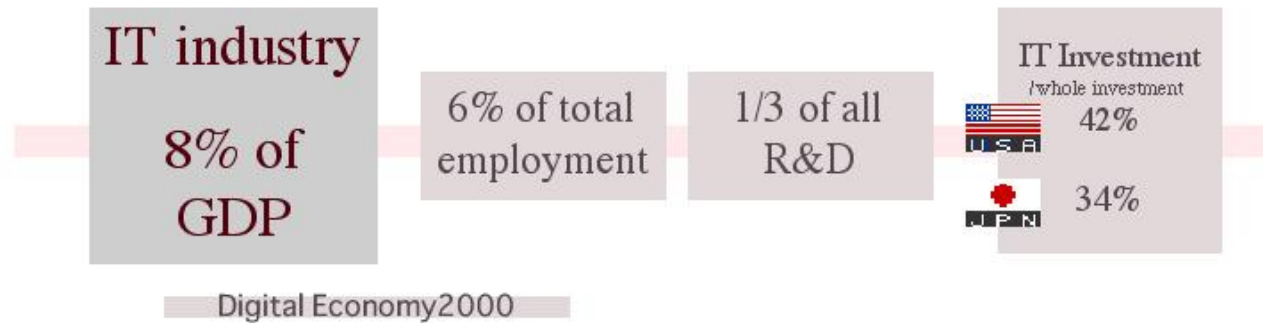
IT Revolution ?

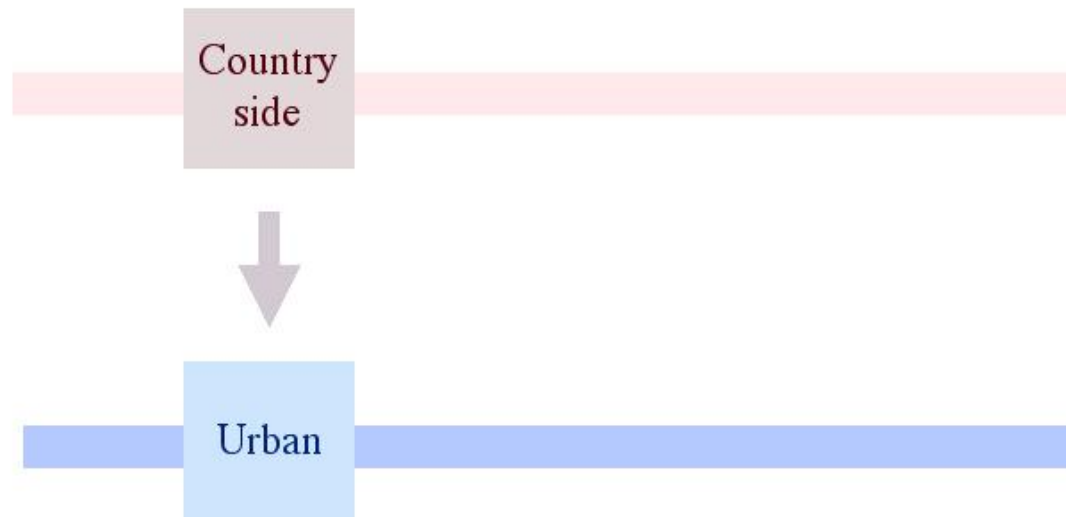


Might be a Revolution









Working
in the
Countryside

Ventures
are
Rockbands

Where
are the
MBA's?

	'99 Start-up	Close
	13%	13%
	3.5%	3.8%

Valley
to
Alley

Tech
to
Art

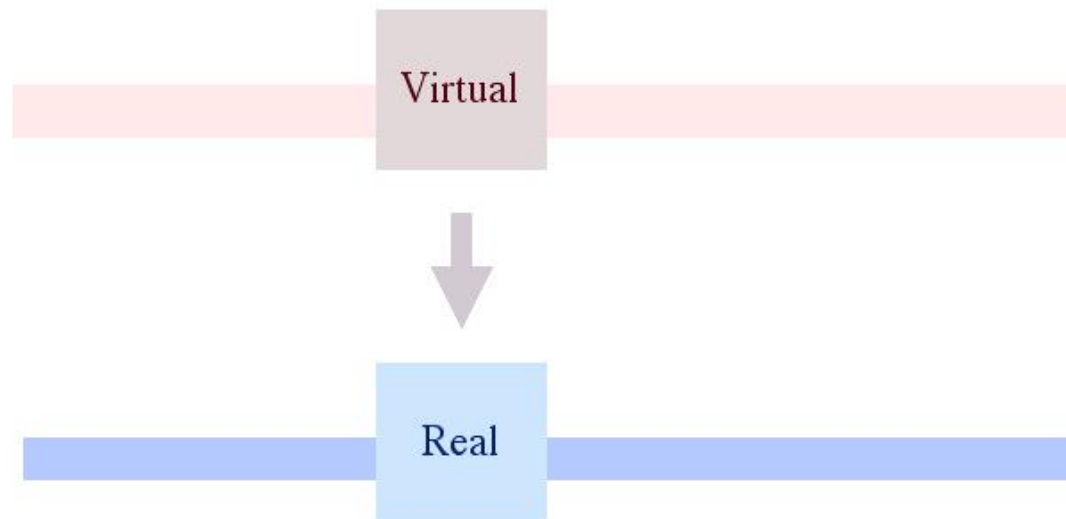
Hard
to
Soft

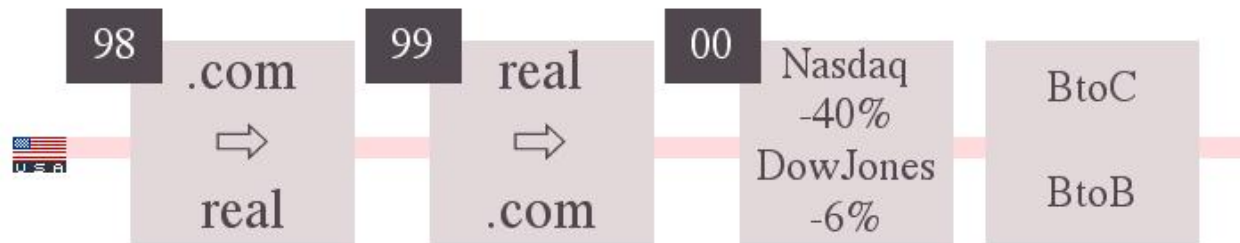


Increase
of
Urban
Influence

Silicon Valley
Housing Prices
Up by 28%

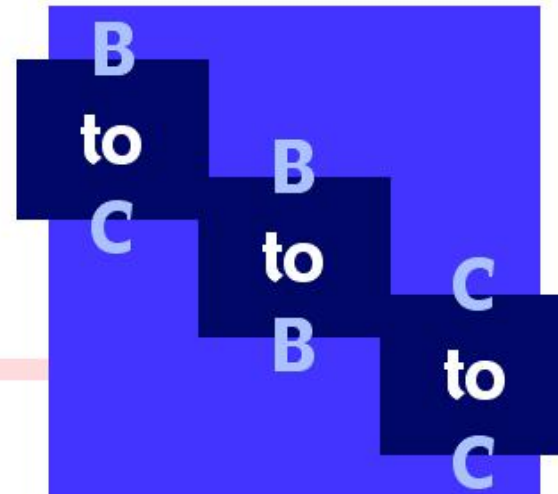
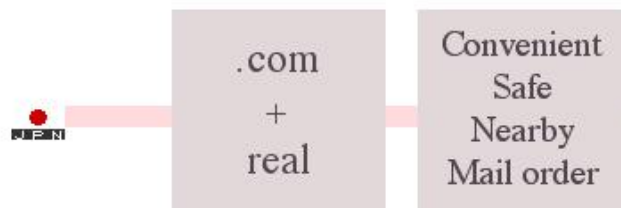
NY
SF
LA
Boston
WashingtonDC

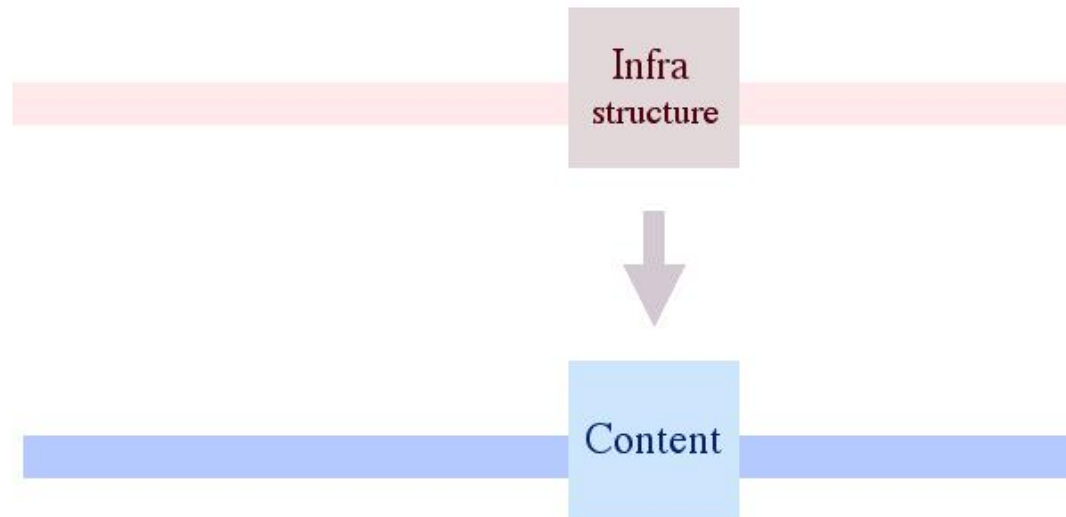




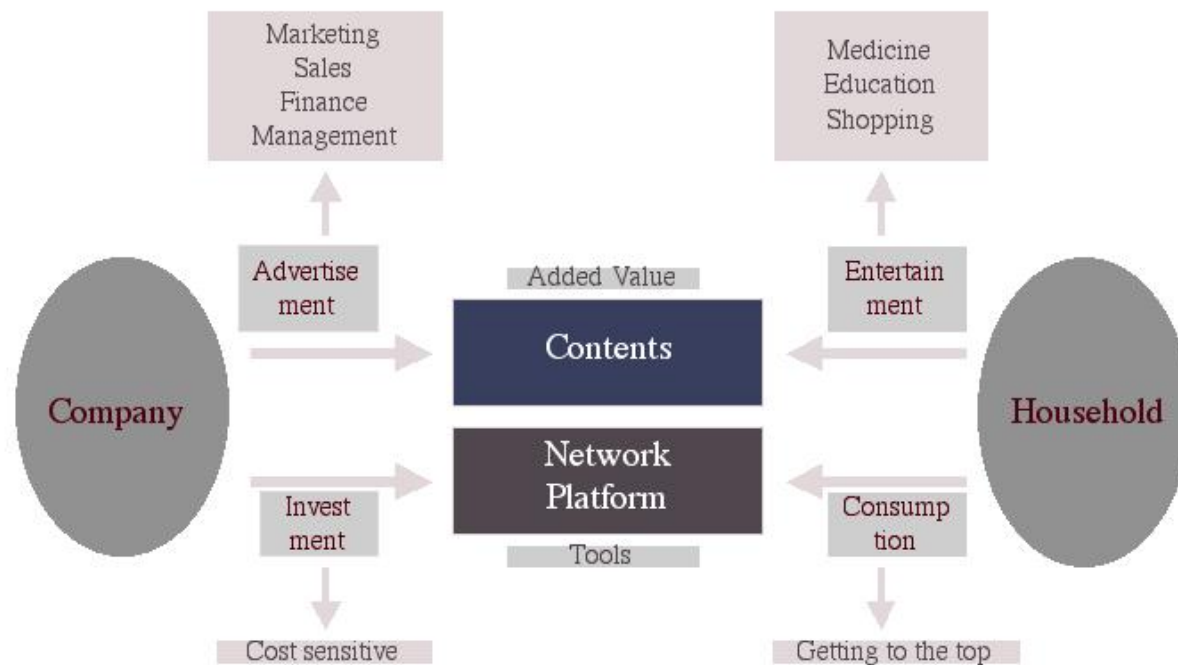
 > 
BtoC 10times
BtoB twice

R&D/GDP  < 
Gov/R&D  > 

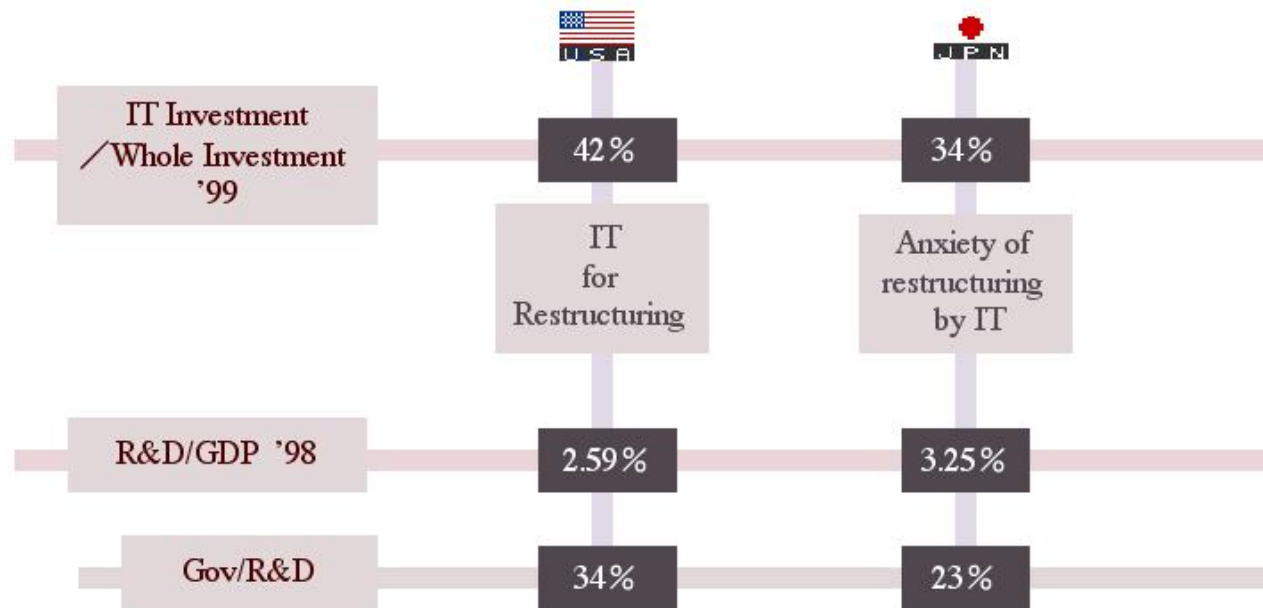




What's the Portfolio of Digital Money ?



How's Investment ?



However....

		Contents				Network	Platform
JPN '99	Declined	Book -4.5%	Newspaper -1.2%	Music -6.2%	Video -8.7%	Telecom 13.0%	PC 18.2%
		Game -4.9%	Movie -5.5%	TV Ad -2.0%	Radio -2.9%	!	!
US '99	Expanded	Book 4.3%	Newspaper 6.0%	Music 6.3%	Video -6.8%	Telecom 5.9% ('98)	PC -1.5%
		Game 32.4%	Movie -6.1%	TV Ad 9.8%	Radio 14.2%		

From
Electric Power,
Iron
to
Car

'75	4.72%
'85	4.87%
'95	5.36%
'99	6.41%

+\$100

80% is cost for
Telecom & PC

Professionals' singing
vs
Friends' whisper

Everyone
Builds the Web



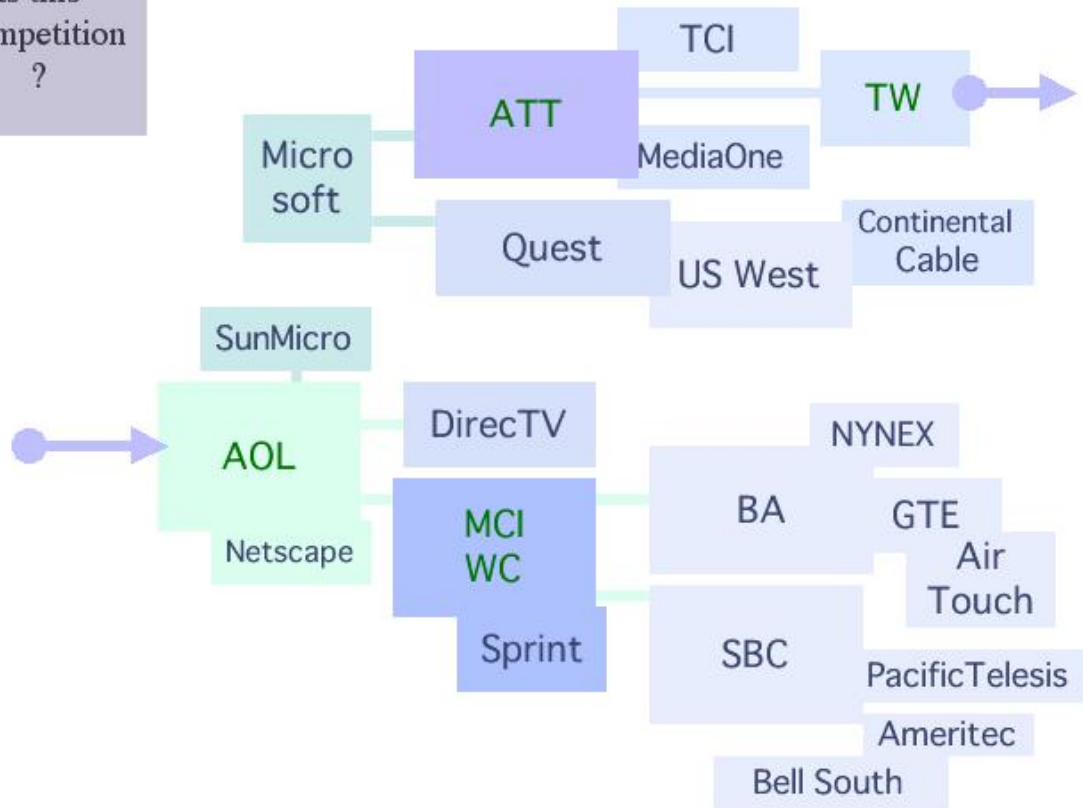
Key to
Growth of
Digital Industry
is
Content Pricing

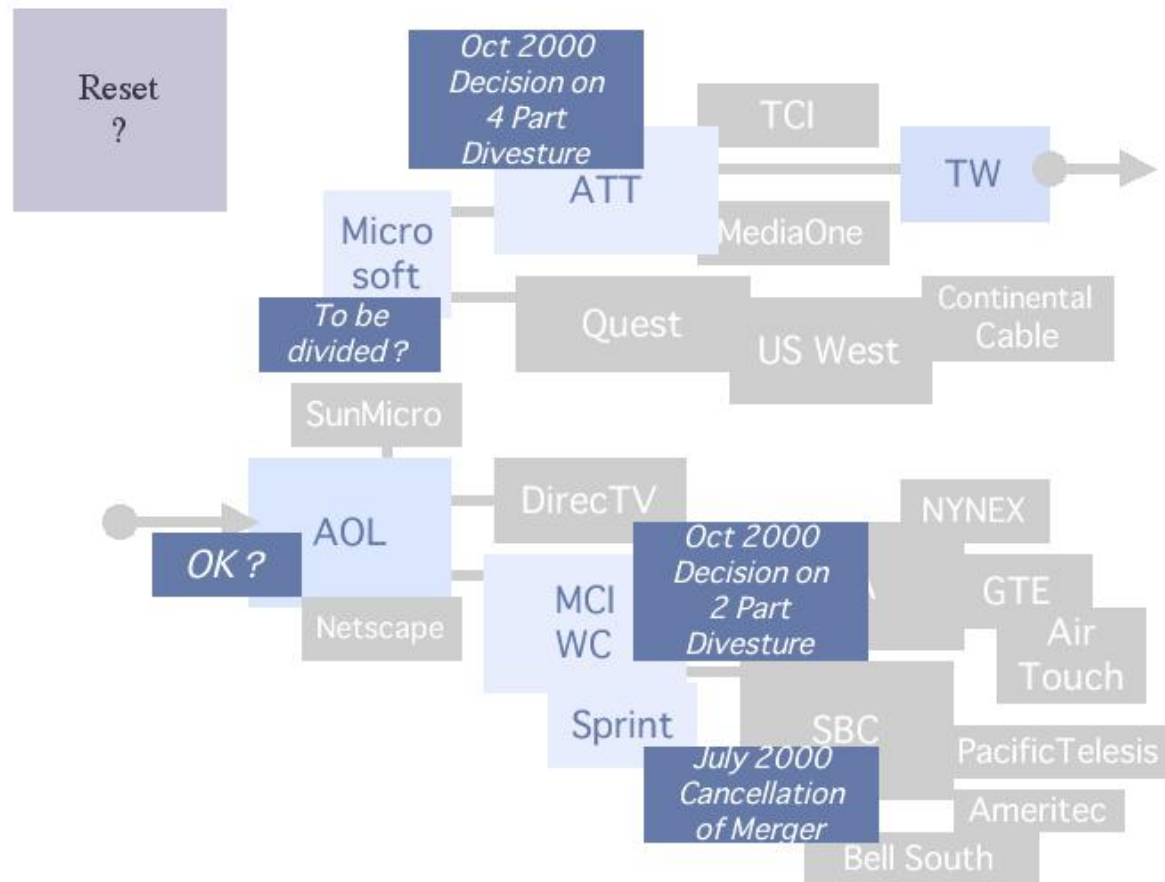
Expensive
Painting tools
but
Free
Pictures

Reliance on
Ads
(US model)
Reaching
Its Limit

P to P
Business
Model
is Needed

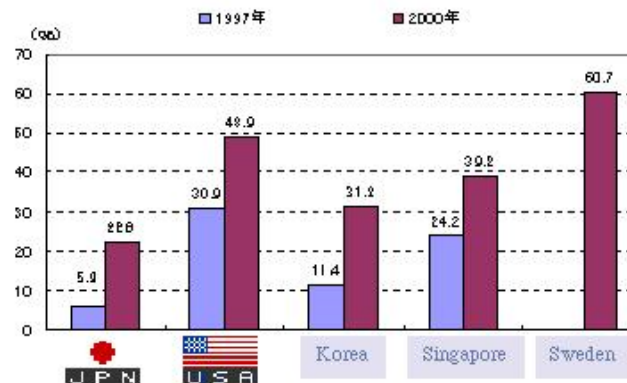
Is this
Competition
?



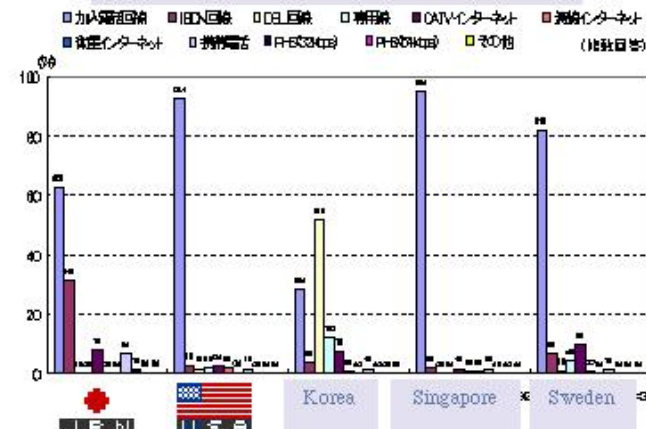


Is the
US
Ready
for the
Future?

Internet penetration



Telecom circuit for Internet at home



97.9-12 2000.9-11 Nomura Research Institute

<http://www.nri.co.jp/news/2000/001220/index.html>

Will JPN
Surpass
the US
This Year
?



Dial Up
\$20/mo



DialUp - ISDN
Mobile Phone
\$100/mo

56k
-
128k

CATV+ADSL
\$30-50/mon

How?

Wired


Wireless


NO
CATV+ADSL

But
Mbps
Mobile Phone

1.5M
-

?

Optic Fiber

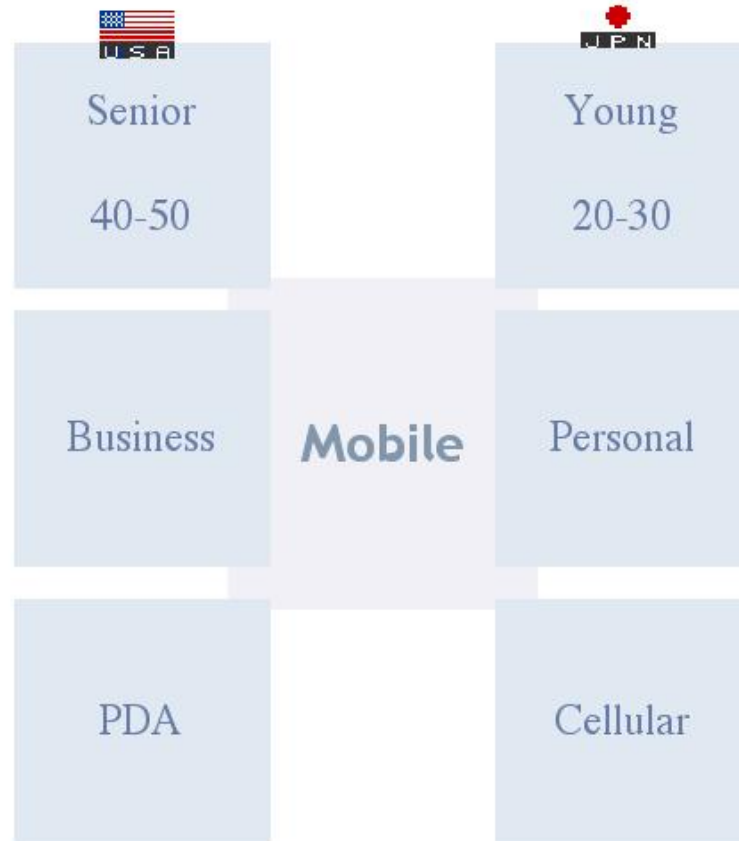
Inet by
TV-wave

6M
-
Giga

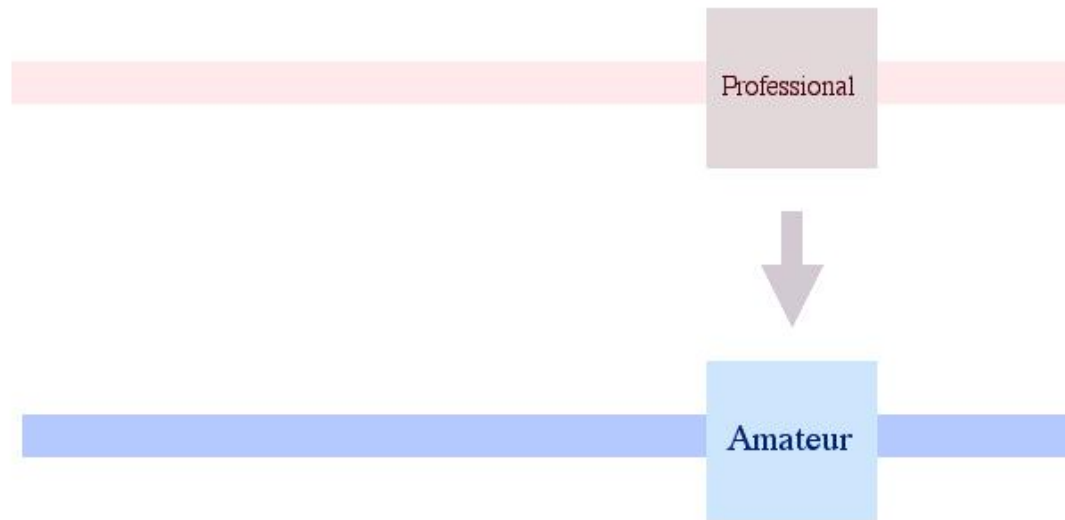


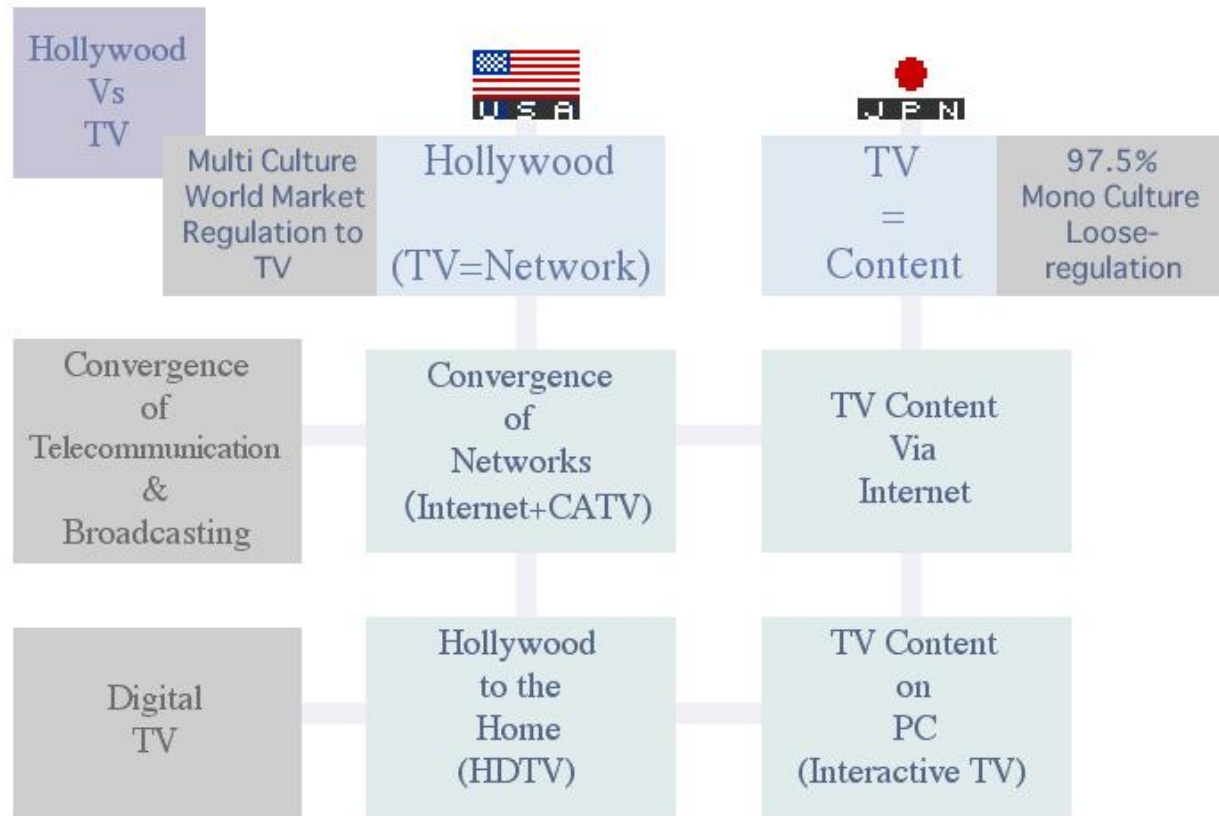
Blind Touch
E-mails
by
KIDS

Why are
Huge Internet
Cafes
in NYC?



McKinsey
Global
m-commerce
leadership
team





Use
&
Edit

Nation
Wide
Training

Nation
Wide
Walking
TV stations

©1995,1996 Nintendo/Creaturesinc/GAME FREAKInc.



©2000 Sharp Corp.



©2000 SHARP CORP. LTD 1999



©2000 Sharp Corp.



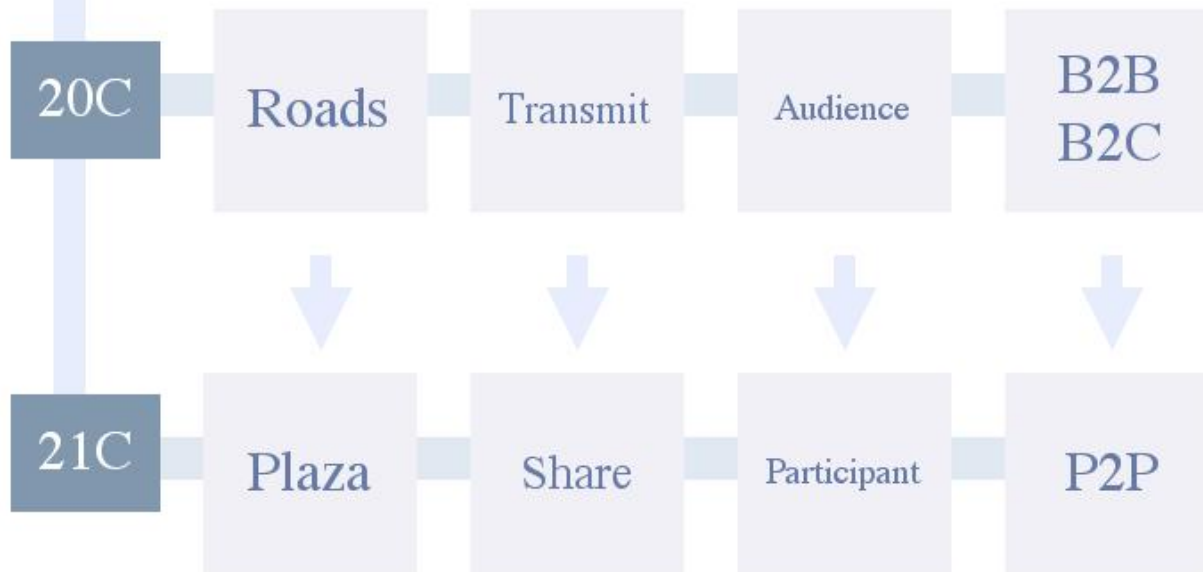




©2000 Napster, Inc.



©2000 MaMaMedia, Inc.





@CD-ROM
Great Conductors



@AD-AGP
Paris &
Cosmopress Gent



@MOMA

Open
Community

Still Waiting
for
Explosion
of
Digital
Expression



@1990-2000
The Internet
Movie Database Ltd

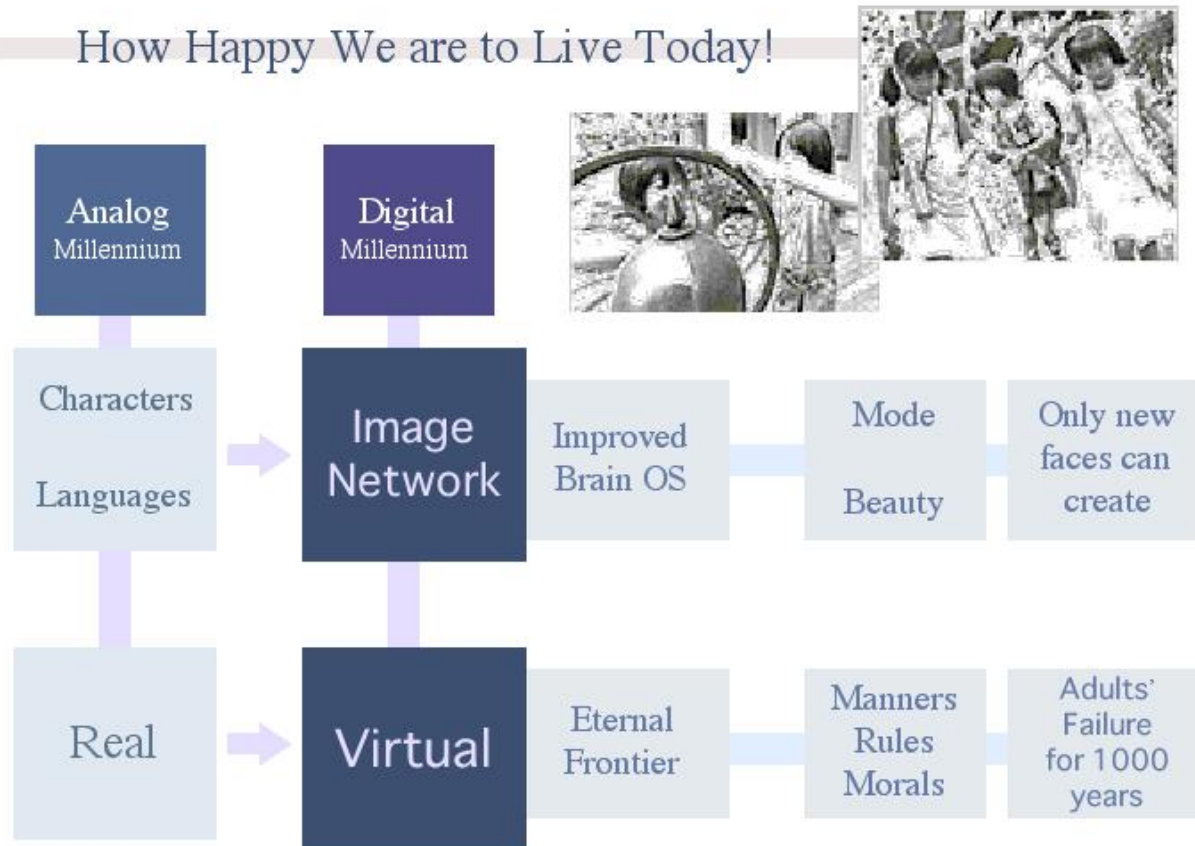


@ Yoshiharu
Tsuje



@1996-2000
Amazon.com, Inc.

How Happy We are to Live Today!



MIT Okawa Center



Children
Developing
countries



1995
GII G7
Brussels

1995
JrSummit
Tokyo

1998
JrSummit
Boston

2003
Opening





Children's

Art

Museum

Park

Children
Future

Workshops

April 8
2001

Kei
Han
Na

ATR
R&D Centers
Universities

Property
300,000sqf

300
Cherry
Trees

CSK
Okawa
Foundation





Create

Show

Share

7 yrs
~
15 yrs
old

Analog
+
Digital

Technology
+
Art

Real
+
Virtual



MIT
Media
Lab

National
Geographic
(WashingtonDC)

Papalote
(Mexico)

The Ark
(Dublin)

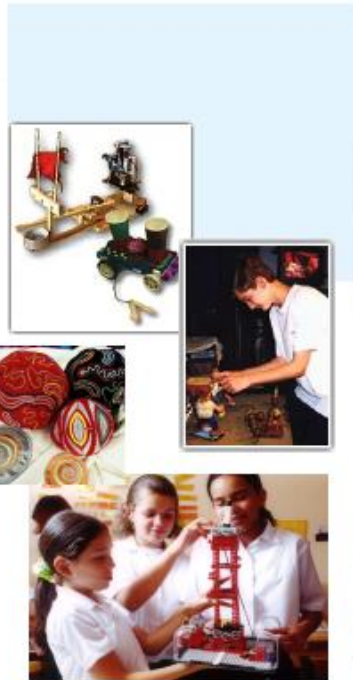
Round
House
(London)

LEGO
INTEL

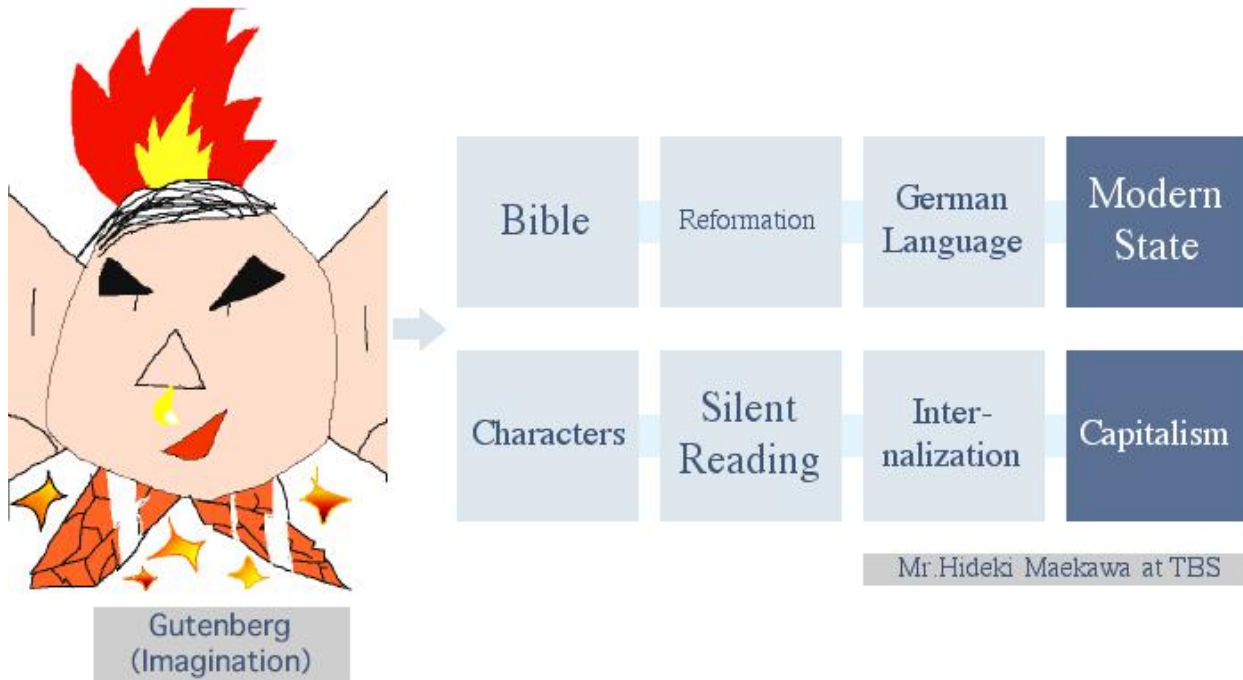
Konan
Women's
University

Keio
University

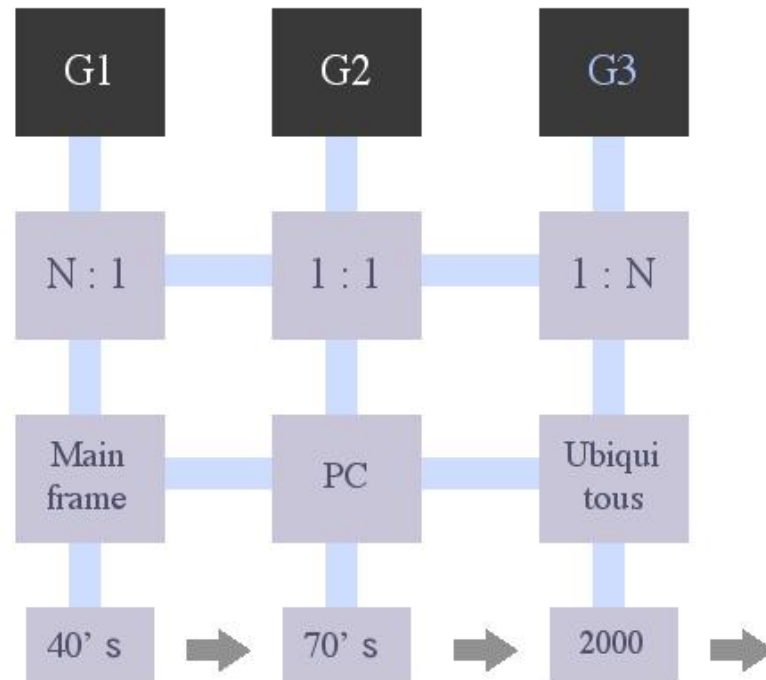
RoboCup



Where Is Insight Into The Digital Future ?



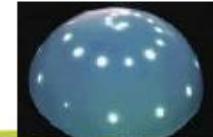
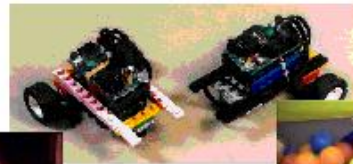
Finally,
The Third
Generation
of
Computing



Marc Weiser and John Seely Brown Xerox PARC

Embed

Hide



BITS
MEET
ATOMS



Connected
Networked

Media will Disappear

Like a Motor



©1998 MABUCHI MOTOR CO.



Comme
la radio



Walking
Server

MIThril

Drink PC



Watching Virtual

borglab
MIT Media Lab

Smell of
Digital



Data
through
Hands



Muscle
Sweat
Pulse



Talking
Jacket



Thinking
Shoes

©MIT Media Laboratory

Finally,
Friendly
Computers

From
Multimedia
To
Uni-media

Got
Bits
?

Tangible



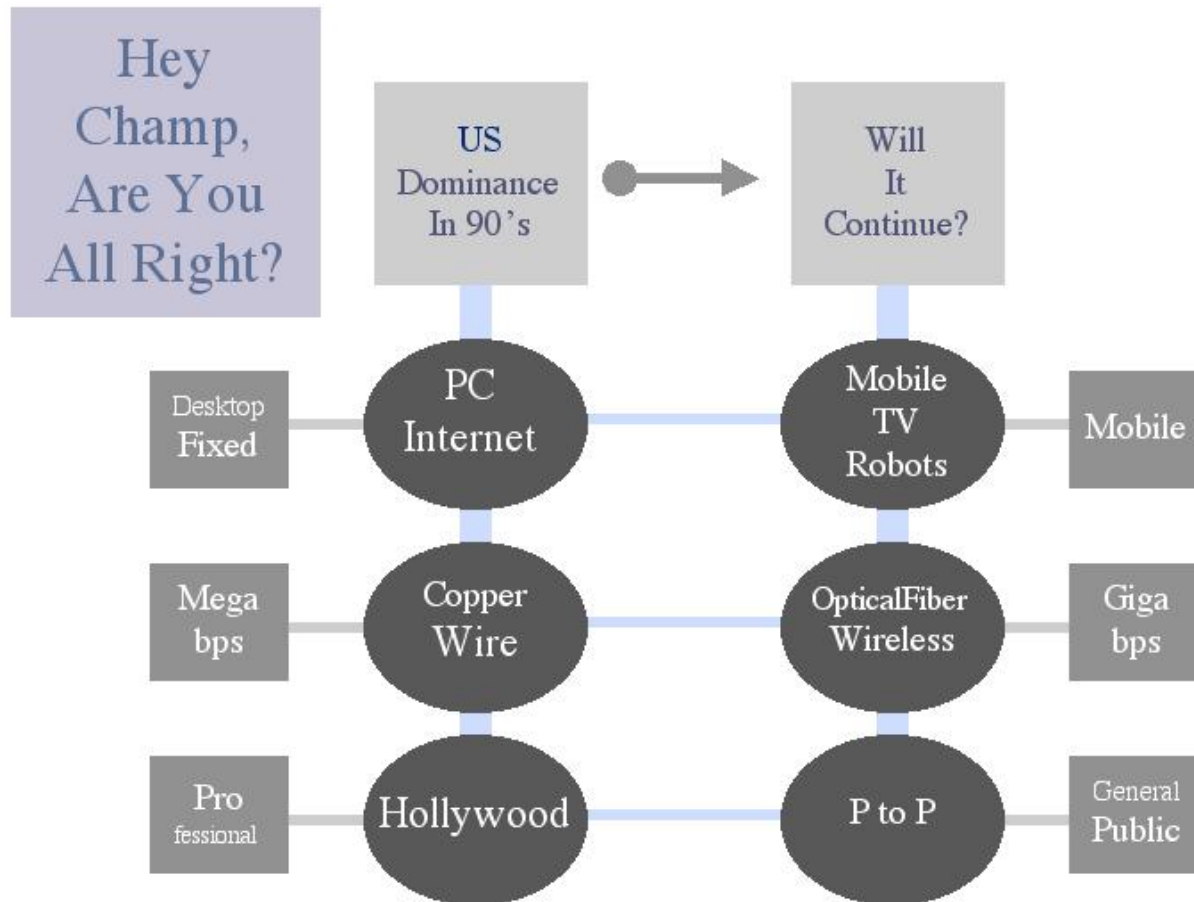
©2000 NTT DoCoMo, Inc.



Wearable



©2000 Sony Music Entertainment, Inc.





Diversity Is a Characteristic of the US.

But US Sometimes Shows Consistent Strategies.

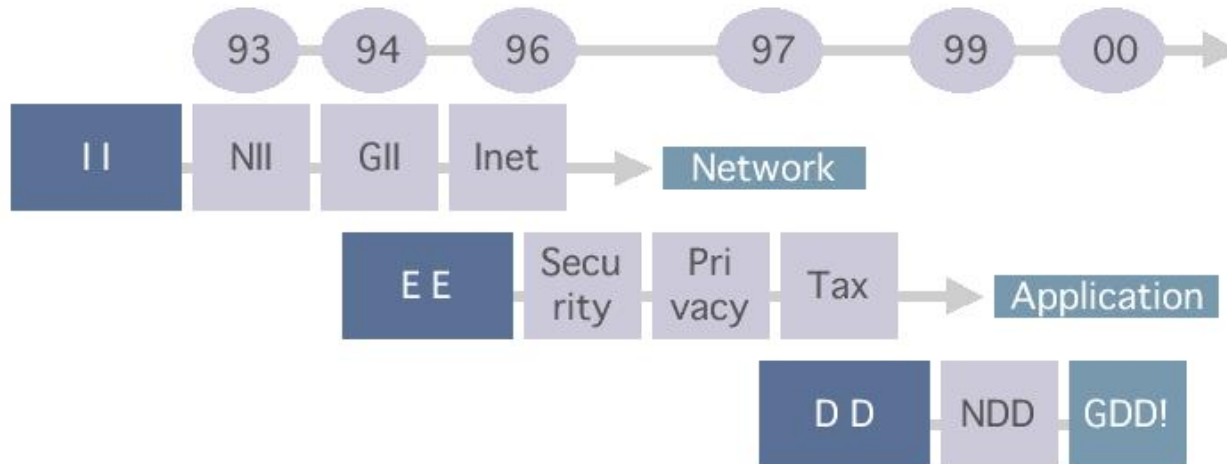
80's US Policy To Strengthen Intelligent Power Is One Example.

Venture
Incubation

R&D
Achievement

IPR
Protection

Then, Clinton Made "IT" A Political Issue



Japanese Bureaucrats Are Weak.

Politics & Mass Media Are Even Weaker.

Japanese Industry, Government & Universities Are Not Tied Together.



Do Not Stick to the 90s Dominance !!



Abandon the Catch-up Policy !!





www.ichiya.org