

eBusiness
Japan

2 ou 3
choses
que je sais
d'elle

For
Dr.Jarvenpaa
&
Dr.Tiller

Center for Business,
Technology & Law

The University of Texas
at Austin



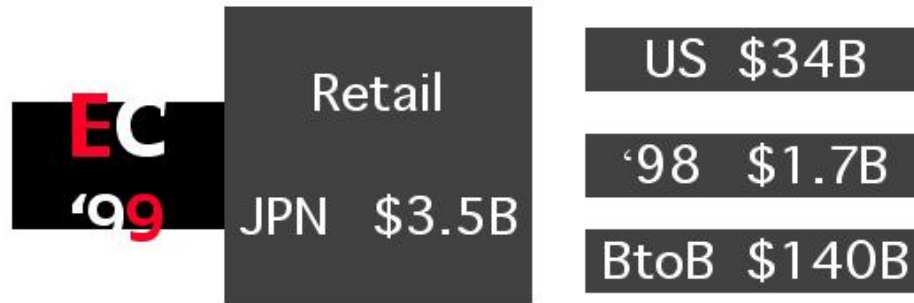
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2000.6

MIT
MEDIA LAB
Ichiya
Nakamura

1

Japan
is
Convenient



2

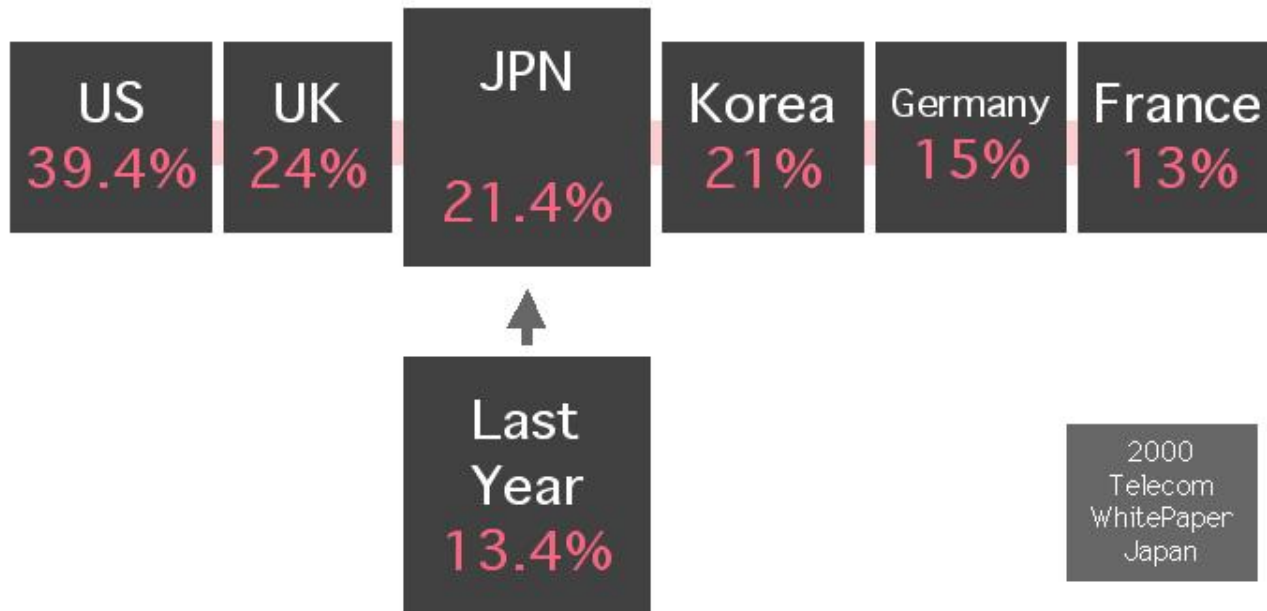
Japan

is

Mobile

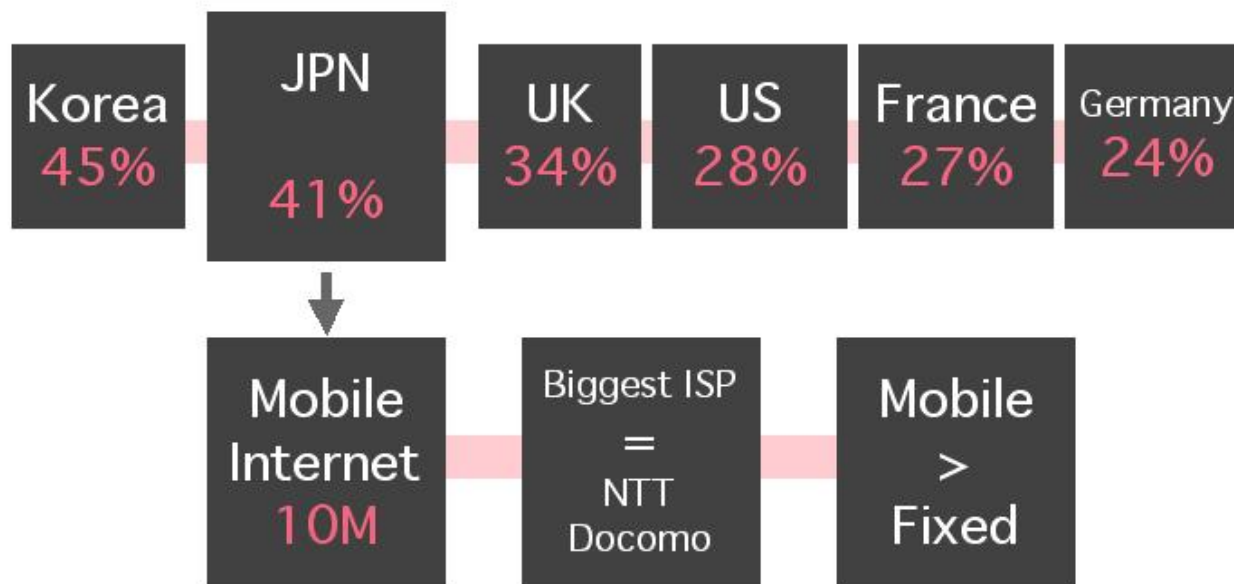
Empire

Internet Penetration



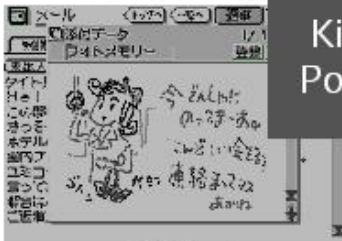
BUT

Mobile Penetration





Kids' Power



©2000 Sharp Corp



©2000 TCMY



©'76,'99 SAHRID

Charge



'79

©2000 Sony Marketing (Japan) Inc.

Mobile Three Brothers

'89



©2000 Nintendo



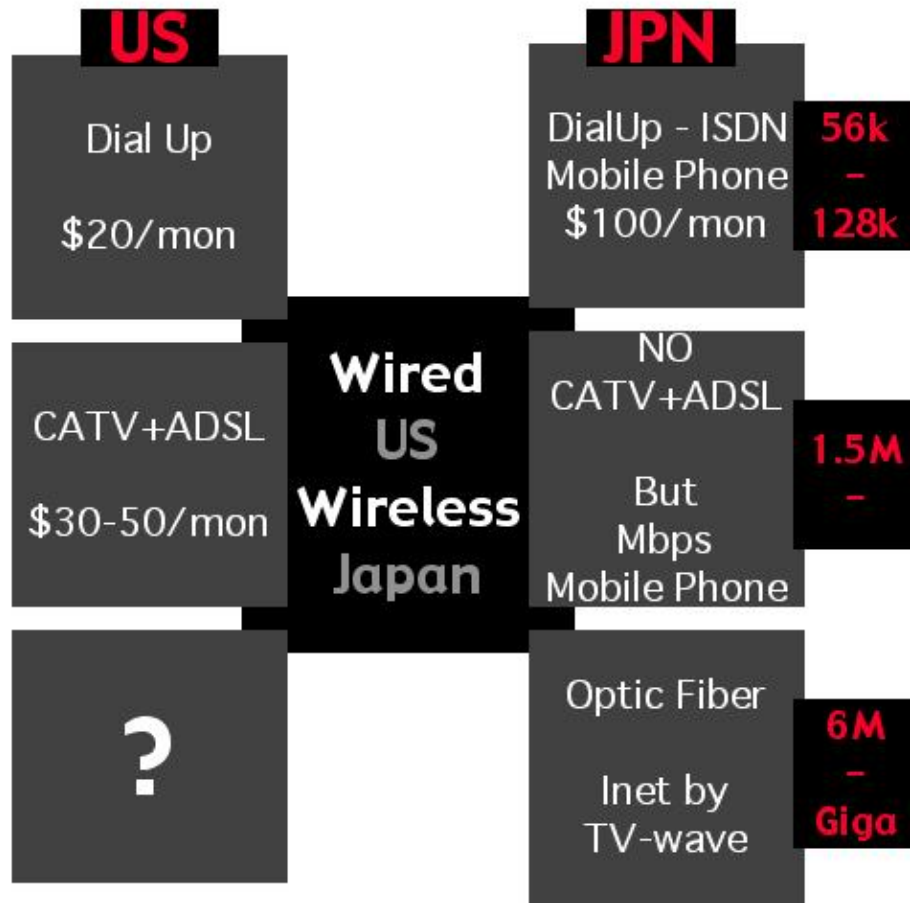
'99

©2000 NTT Docomo Inc



5 years
Later

100M
Walking
TV stations



3

Japan
is

Changing

IT
For
Restructuring
Is no more
Taboo

Net
AD

+100%

99

Market
is
what
you
can create

To
Stock
From
Drawers

US

JPN

.com

99

**.com
+
real**

real

00

BUT

IPO in '98 611 vs 84
Years to IPO 5 vs 29
Shut up rate 11% vs 4%
"EquityMind" MasahiroAozono

**Will
Ventures
come?**

VC's investment in '97
\$13B vs \$1.5B
Start up - 10years ratio
70% vs 40%
To "IT" 50% vs 19%
"IT NewBusiness RG MPT"

When

**Will
Flat
Telephone
Charge
come?**

**Will
We
Master
English?**

**Thank
You**