

Mobile Internet: Lessons from the Leading Market

Jap'Presse publishes a full report on the mobile Internet in Japan.

Paris, February 14th 2003,

Jap'Presse, the first information and research agency specialised in Japan's IT business established in Europe, announces a publication of a full report on the Japanese mobile Internet market, for learning lessons from this pioneer market. In the occasion to launch various services in Europe inspired from Japan's successful experiences/developments examples such as camera-phones and i-mode, Jap'Presse presents mobile Internet technologies, services and future applications in Japan, the earliest developed mobile Internet market in the world.

Japan's mobile market has recorded a remarkable progress since 1999. At the end of January 2003, the number of the mobile Internet subscribers has reached more than 60 million, which means nearly 50% (national) population in Japan. The dimension of m-trade is estimated up to 2.4 billion euros in 2002.

The report of Jap'Presse on the mobile Internet business approaches 3 valuable aspects, market technologies, usage and services. General technologies of the mobile Internet in Japan, - Java, GPS, video streaming on mobile phone and others - will be coming soon to Europe. For the usages, through a statistic data, the report describes the trend of the mobile Internet business among Japanese.

The mixed composition (Japanese and European) in Jap'Presse's team can directly address the local and subtle characteristics of the market. With many interviews carried out by the principal actors of the mobile Internet business in Japan - as various as a daily sports newspaper, Yamaha or Bandai Networks -, the report deciphers the strategies of Japanese content providers on mobile Internet and the non-stoppable evolution of the market.

Through Japanese examples, the report expresses the direction that European and US mobile market will move on.

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About Jap'Presse

Established in March 2001 by a team of French and Japanese consultants, Jap'Presse is a publishing and research company specialized in IT business in Japan. The field that Jap'Presse covers is infrastructures of telecommunication (e.g. Broadband, IPv6, optical fiber, etc), mobility (e.g. i-mode, 3G, Java on mobile, etc), e-business, digital TV, VoIP, intelligent transport systems (ITS), electronic devices and robotics. The agency also provides a daily wire of IT information in Japan and Korea.

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