ICT Statistics Situation in Japan

Daisuke OKABE

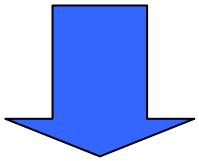
First Secretary

Embassy of Japan in Thailand

Contents

1. Purpose of ICT Statistics

- To ascertain the current status of corporate activities in ICT industries
- To recognize the economic effects of ICT industries
- To recognize ICT service usage by individuals and enterprises



- ICT policies are drawn up based on these results (policies on budgets, tax systems and financial aid to bridge the digital divide, to protect consumers, and to ensure security)
- The results are also used as an index for policy evaluation

2. Examples of Collected Data
(1) Infrastructure Index

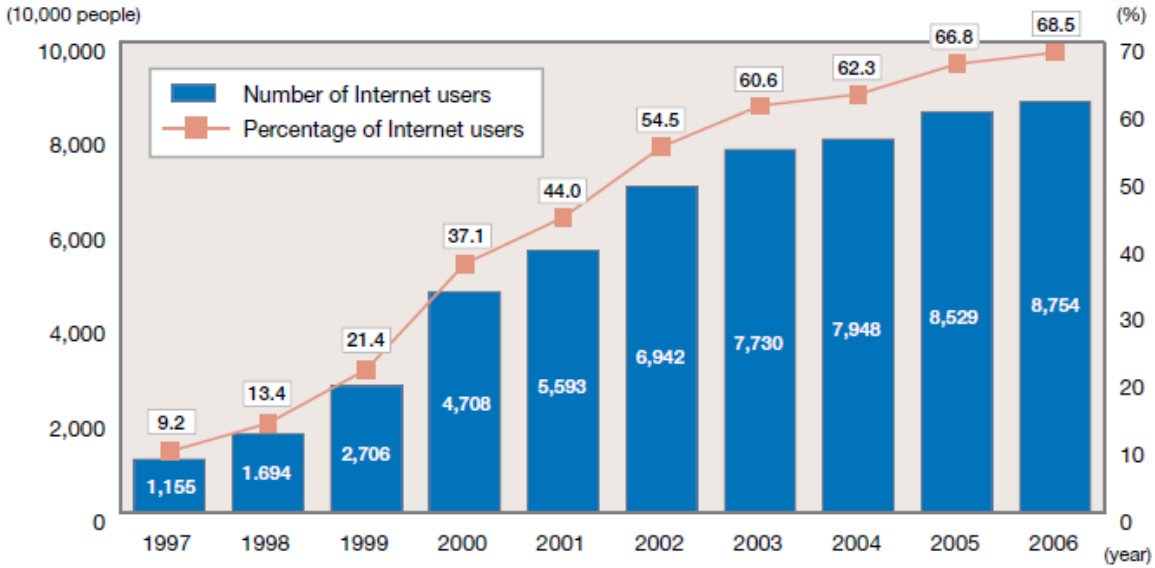
(1) Examples of Infrastructure Index

- Number of Internet users and penetration rate
- Number of broadband subscribers
- Number of cell phone and PHS subscribers
- IP phone penetration rate
- Information about the spread of FTTH services
- Information about the spread of DSL services
- Estimate of Internet Traffic
- Number of wireless stations by region and by usage

-and other issues

2. Examples of Collected Data
(1) Infrastructure Index

Number of Internet users and penetration rate



(Source) “Communications Usage Trend Survey (Household)” Ministry of Internal Affairs and Communications

2. Examples of Collected Data
(1) Infrastructure Index

Number of Cell Phone and PHS Subscribers

(Unit: subscribers)

Period	Total Mobile Phone/PHS			Mobile Phone				PHS		
	Number of Subscribers	Penetration Rate	Last Year's Penetration Rate	Number of Subscribers	Penetration Rate	Last Year's Penetration Rate	(Ref) 3G ratio	Number of Subscribers	Penetration Rate	Last Year's Penetration Rate
End of June 2004	87,738,032	68.7%	6.1%	82,709,581	64.8%	7.0%	23.4%	5,028,451	3.9%	-7.5%
End of Sept. 2004	88,643,988	69.4%	5.6%	83,836,500	65.7%	6.1%	26.8%	4,807,488	3.7%	-9.7%
End of Dec. 2004	90,187,090	70.7%	6.1%	85,483,713	67.0%	7.1%	30.1%	4,703,377	3.7%	-10.0%
End of FY04	**91,473,940**	**71.6%**	**5.6%**	**86,997,644**	**68.1%**	**6.7%**	**34.9%**	**4,476,296**	**3.5%**	**-12.8%**
End of June 2005	92,552,394	72.5%	5.5%	88,075,540	69.0%	6.5%	38.3%	4,476,854	3.5%	-11.0%
End of Sept. 2005	93,612,833	73.3%	5.6%	89,126,710	69.8%	6.3%	42.7%	4,486,123	3.5%	-6.7%
End of Dec. 2005	94,745,336	74.2%	5.1%	90,177,741	70.6%	5.5%	47.7%	4,567,595	3.6%	-2.9%
End of FY05	**96,483,732**	**75.5%**	**5.5%**	**91,791,942**	**71.8%**	**5.5%**	**52.7%**	**4,691,790**	**3.7%**	**4.8%**
End of June 2006	97,639,195	76.4%	5.5%	92,869,296	72.7%	5.4%	56.8%	4,769,899	3.7%	6.5%
End of Sept. 2006	98,692,003	77.2%	5.4%	93,812,429	73.4%	5.3%	61.2%	4,879,574	3.8%	8.8%
End of Dec. 2006	99,825,964	78.1%	5.4%	94,935,958	74.3%	5.3%	66.6%	4,890,006	3.8%	7.1%
End of FY06	**101,698,165**	**79.6%**	**5.4%**	**96,717,920**	**75.7%**	**5.4%**	**72.3%**	**4,980,245**	**3.9%**	**6.1%**

* The source for the population value of the penetration rate for the end of December 2006 is the total population of Japan from the Census 2005 announced by the Statistics Department of the Ministry of Internal Affairs and Communications (October 2005) (Certain value: 127,767,994 people)

2. Examples of Collected Data
(1) Infrastructure Index

Spread of FTTH services

Division		Coverage							
		End of FY97	End of FY98	End of FY99	End of FY00	End of FY01	End of FY02	End of FY03	End of FY04
Government designated cities and prefectural capitals	Total Area	34%	44%	56%	61%	77%	89%	94%	95%
	Business Area	89%	92%	93%	94%	95%	97%	97%	98%
Cities with over 100,000 persons	Total Area	13%	22%	31%	40%	54%	73%	86%	88%
	Business Area	59%	69%	72%	72%	77%	85%	87%	89%
Others		6%	8%	14%	22%	38%	49%	59%	65%
Nationwide		19%	27%	36%	43%	59%	72%	80%	84%

* Business areas are defined as areas where over 50% of the subscribers are offices.

2. Examples of Collected Data
(2) Household Index

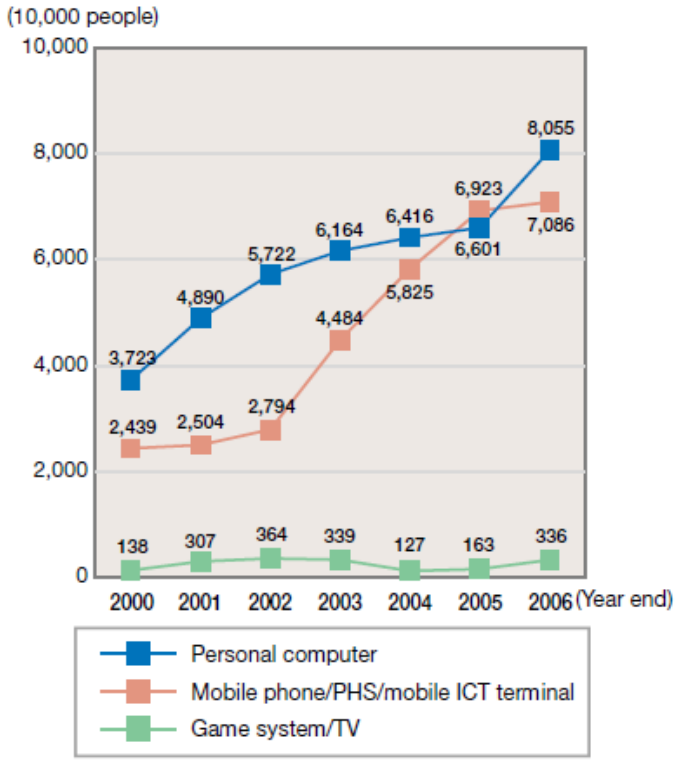
(2) Examples of household Index

- Internet usage by terminal
- Individual Personal-Computer Internet Usage by Location
- Average time of media usage per day
- Ownership of telecommunications devices
- Status of Use of Internet and Broadband
- Awareness and use of Filtering Software
- Annual telecommunication service expenses per household
- Annual household expenses for cell phones

-and other issues

2. Examples of Collected Data
(2) Household Index

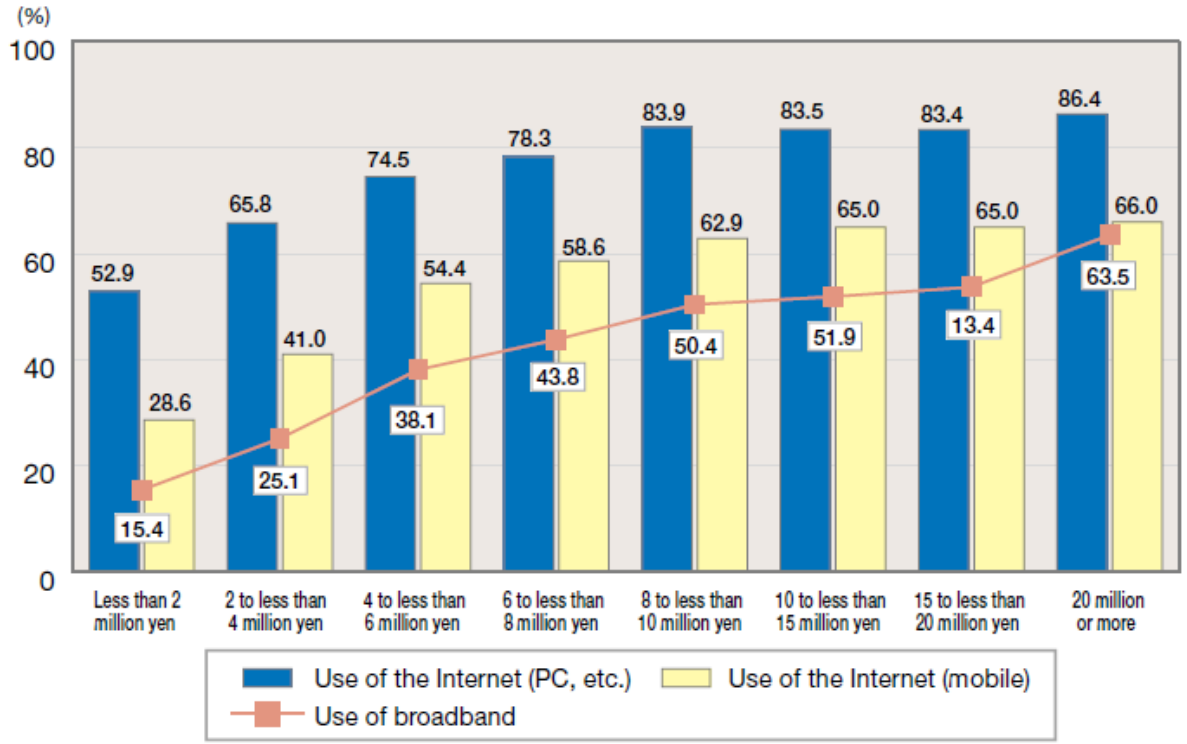
Changes in the Number of Internet Users by ICT Terminal



(Source) “Communications Usage Trend Survey (Household)”
Ministry of Internal Affairs and Communications

2. Examples of Collected Data
(2) Household Index

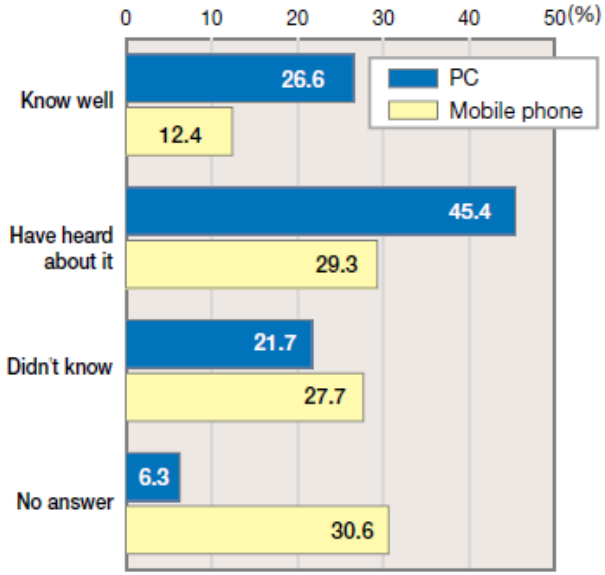
Status of Use of Internet and Broadband (by household annual income)



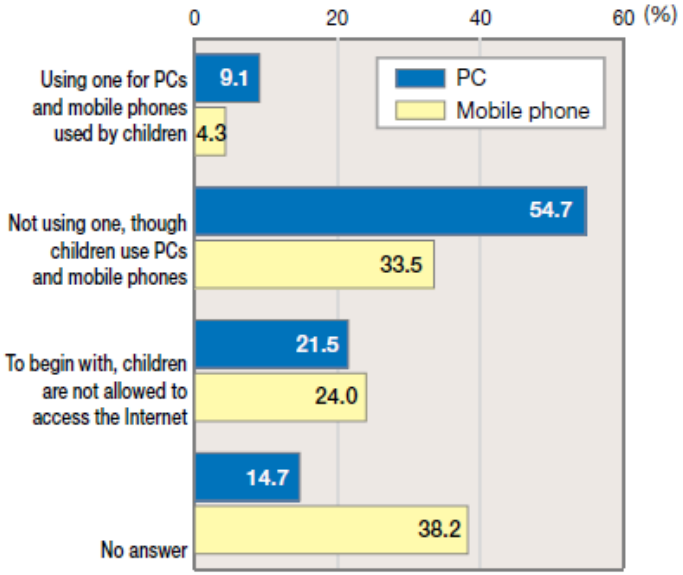
(Source) “Communications Usage Trend Survey (Household)” Ministry of Internal Affairs and Communications

2. Examples of Collected Data
(2) Household Index

Awareness of Filtering Software



Use of Filtering Software



(Source) "Communications Usage Trend Survey (Household)" Ministry of Internal Affairs and Communications

3. How to Collect Data

(1) Some surveys are based on reports from telecommunications carriers obliged by law

Data such as the number of broadband subscribers and mobile phone subscribers are based on reports from telecommunications carriers under a ministerial ordinance of MIC.

(2) Questionnaire surveys conducted by the administration

Distribute surveys by mail and have respondents reply via mail or the Internet. In principle, the authorization of the ministry responsible for statistics is necessary for an administrative organization to conduct a statistical survey.

(3) Utilize surveys conducted by private institutions

4. Problems and Solutions in Conducting ICT Statistical Surveys

(1)The response rate is low for surveys without a response duty

- Appeal to industry association on the necessity of the survey
- Closely examine and minimize the survey items as response rate declines relative to the number of superfluous questionnaires
- Design an easy-to-follow guideline (include flow charts and similar tools) so as to avoid difficulties for respondents

4. Problems and Solutions in Conducting ICT Statistical Surveys

(2) Recent trends indicate a low response to household surveys due to an increased awareness in protecting personal information

➡ Explain that there are no legislative problems in protecting personal information as these surveys is authorized by the ministry responsible for statistics

(3) Increasing people who are uncooperative because of fraudulent surveys intended only to collect personal information

➡ Post on the MIC website that the survey is conducted by the ministry

➡ Have respondents send the completed survey directly to MIC and not to a survey company

5. Utilization of Survey Results

- **Disclose to the general public on the web sites**

Information and communications statistic database (http://www.johotsusintokei.soumu.go.jp/english/)

Information and communications policy site (http://www.soumu.go.jp/joho_tsusin/eng/statistics.html)

- **Utilize as the basic data to promote and evaluate various ICT policies**

- **Utilize in preparing the "Information and Communications White Paper"**

* Information and Communications White Paper:
Publication reporting the present situation and policies of information and communications in Japan based on a variety of statistics (http://www.soumu.go.jp/joho_tsusin/eng/whitepaper.html)

6. Survey Example
– Communications Usage Trend Survey–

- **Communications Usage Trend Survey**

  This survey is conducted by MIC every year for households and companies. The survey is sent out by mail for voluntary response.

  (The survey for households began in 1990 and that for companies in 1993.)

- **Objective**

  This survey is conducted to understand the trends in information and communication usage from the user point of view. The results are used as basic data to draw and assess ICT policies.

6. Survey Example – Communications Usage Trend Survey–

- **Examples of survey items (for households or householders)**
  - Internet users as a proportion of the population
  - Internet usage by device
  - Frequency of Internet usage
  - Purpose of Internet usage
  - Broadband users
  - Cell phone vs. computer usage
  - Ownership of telecommunications devices
  - Home LANs
  - Internet concerns and annoyances
  - Safeguarding privacy -and other issues