



**Asia-Pacific
Economic Cooperation**

2010/TELMIN/TPD/004

DOCOMO's Challenge Toward New Growth of Mobile ICT

Submitted by: NTT DOCOMO



JAPAN 2010

**8th Ministerial Meeting on Telecommunications
and Information Industry - Three Party Dialogue
Okinawa, Japan
29 October, 2010**

DOCOMO's Challenges toward New Growth of Mobile ICT

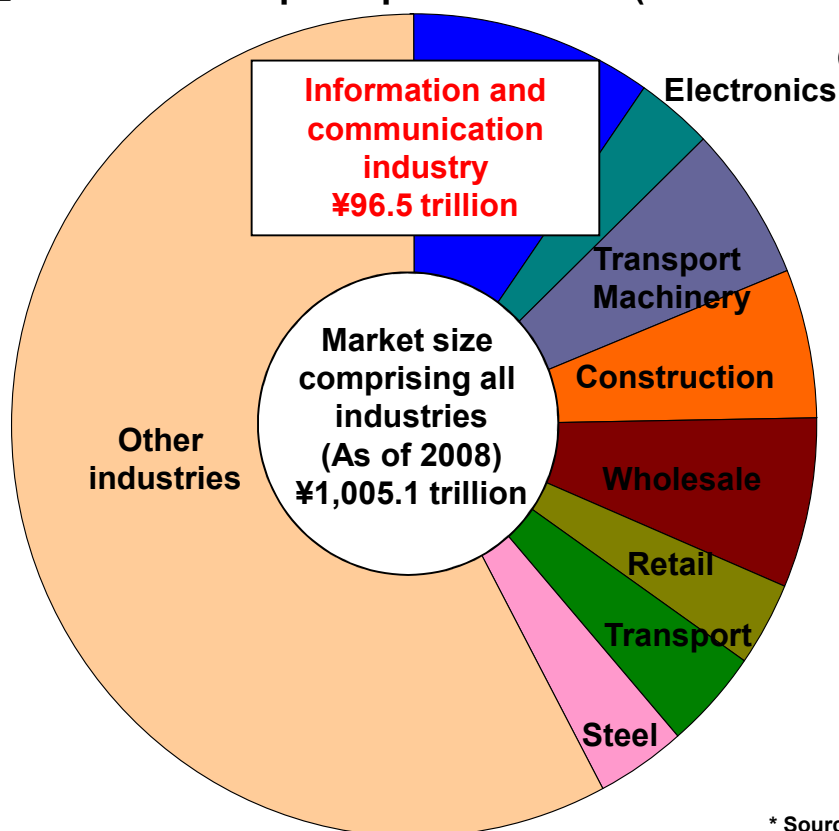


**Oct. 29, 2010
NTT DOCOMO, INC.
Ryuji Yamada
President & CEO**

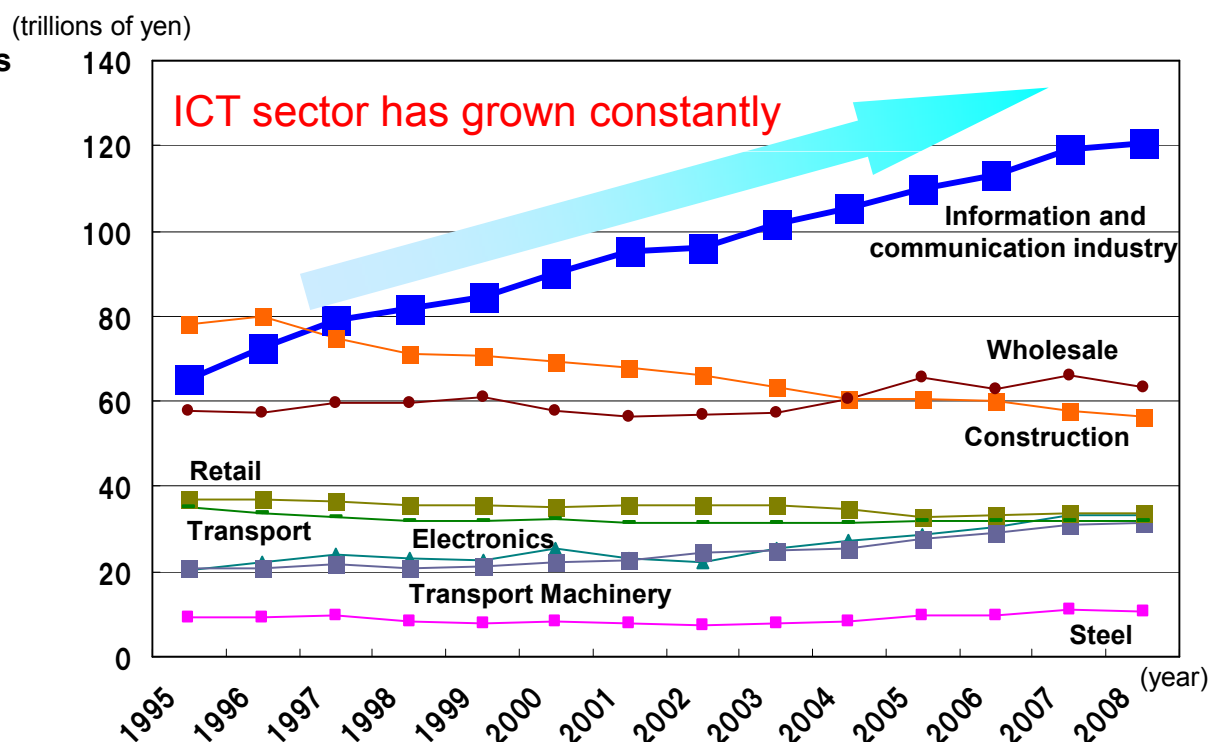
ICT's Contribution to Socio-Economic Growth

- ICT sector became the main driver of Japan's economic growth, accounting for approx. 10% (JPY 96.5 trillion: nominal GDP) of total market size of all industries for 2008
- The ripple economic values of ICT sector (amount of added value stimulated) on all other industries has grown constantly to JPY 120.4 trillion in 2008, making the largest contribution among all Japanese industries

■ Market size of principal industries (incl. ICT sector)



■ Amount of added value stimulated by industry

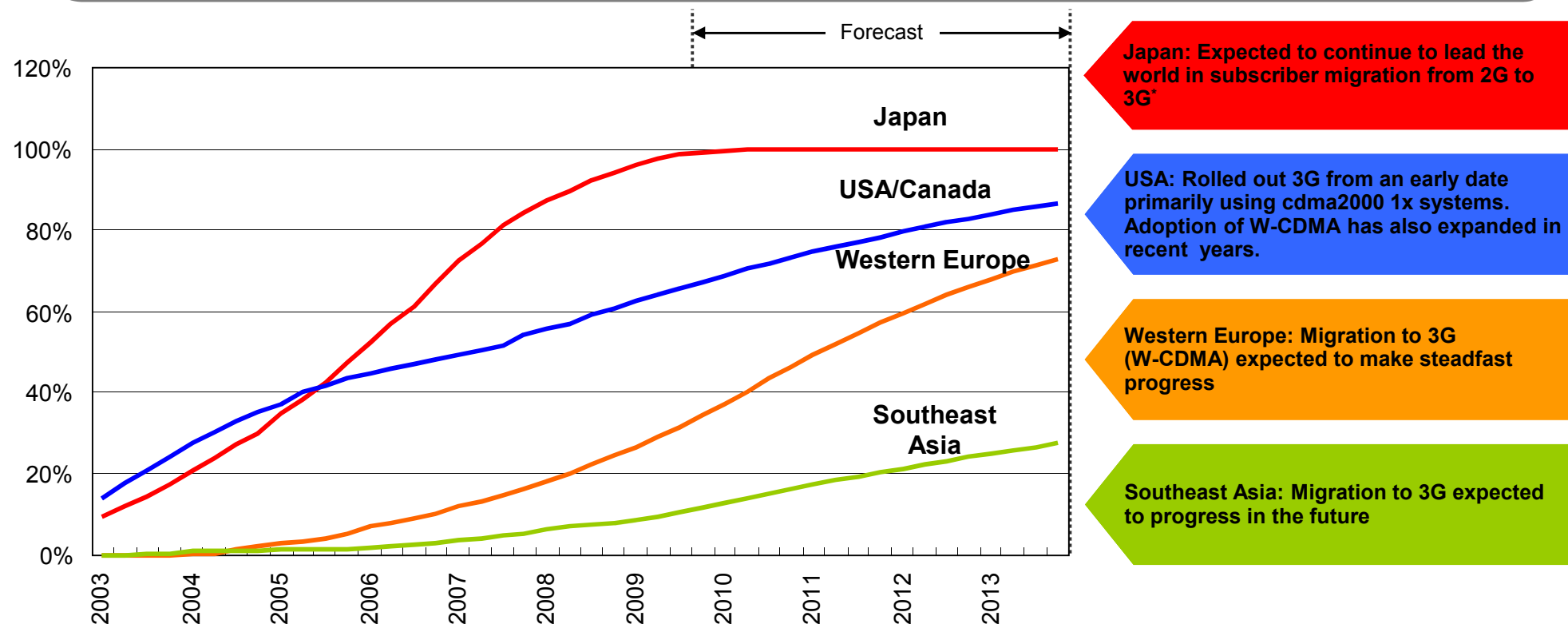


* Source Ministry of Internal Affairs and Communications, 2010 White Paper "Information and Communications in Japan"

Japan Moves Ahead in Deployment of Mobile Broadband

- Japan leads the world in the penetration of third-generation (3G) mobile communications services
- Aim to contribute to society/economy by expanding the adoption of mobile broadband

Comparison of 3G penetration: Japan, North America, Western Europe and Southeast Asia* (2003-2013)



* Southeast Asia: Malaysia, The Philippines, Thailand, Vietnam

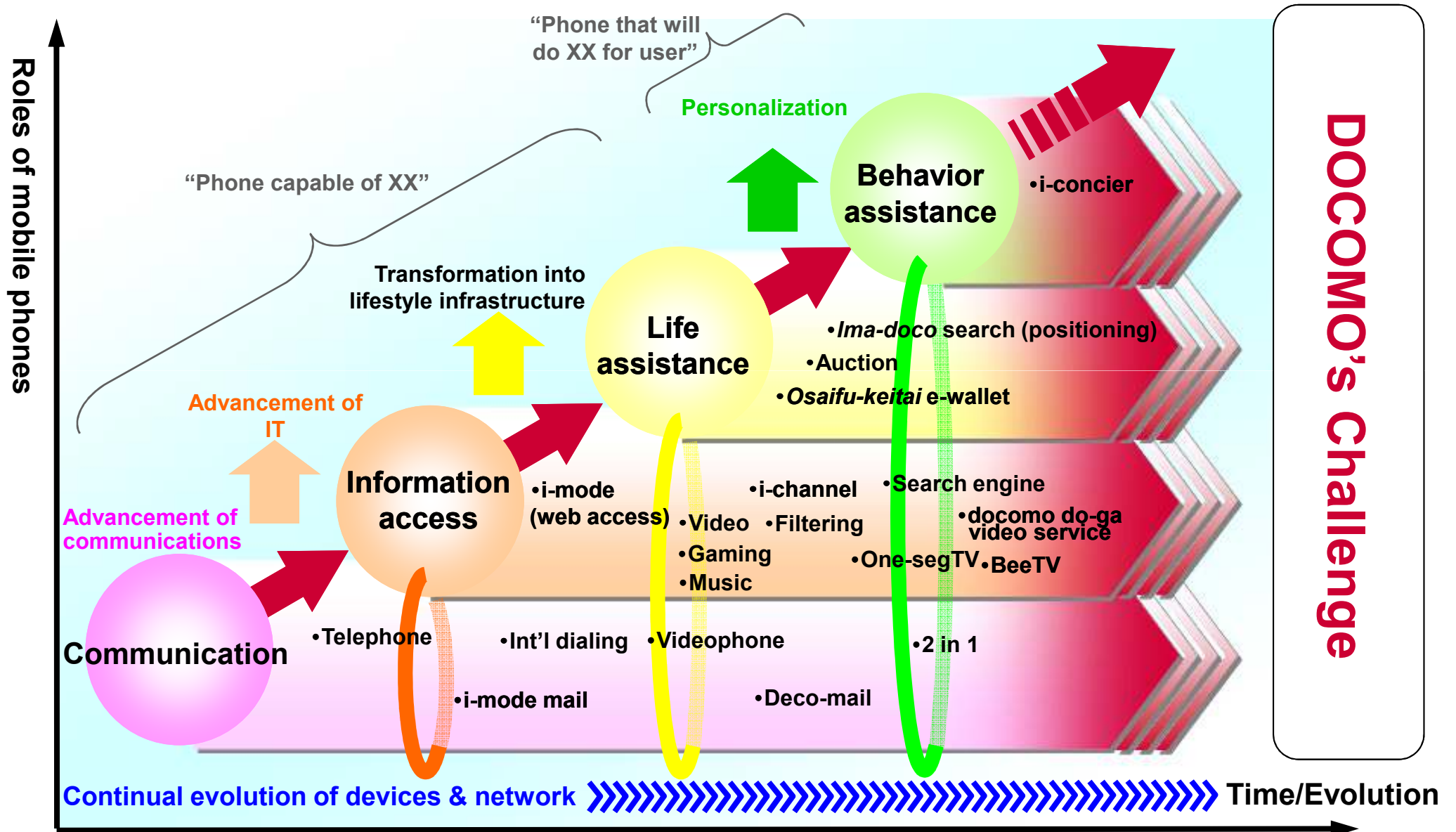
(Source) Wireless Intelligence

Diversified Mobile Phone Features

- Not just basic telephony, but a wide array of other advanced features are now embedded in mobile phones



Evolution of Mobile Services



(1) Service Personalization: “i-concier”

- Promote service personalization to enhance users' convenience and thereby help build a richer society

Advancement from “a phone capable of XX” to “a phone that will do XX for you”

Aim to develop ultimate mobile phones like “Aladdin’s magic lamp”

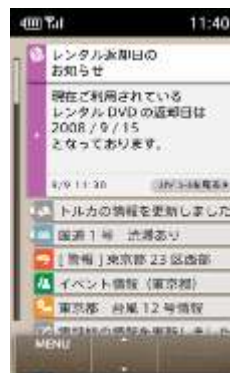
Services (conceptual)



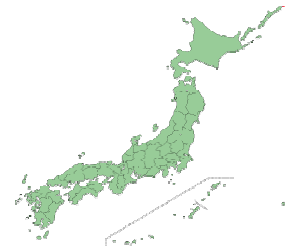
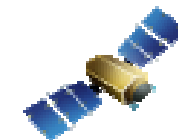
- Railway service info.
Ex.) Last train alert



- Linkage with scheduler
Ex.) Reminder of rental DVD return date



- Time sale information
Ex.) Flyer of new bread product

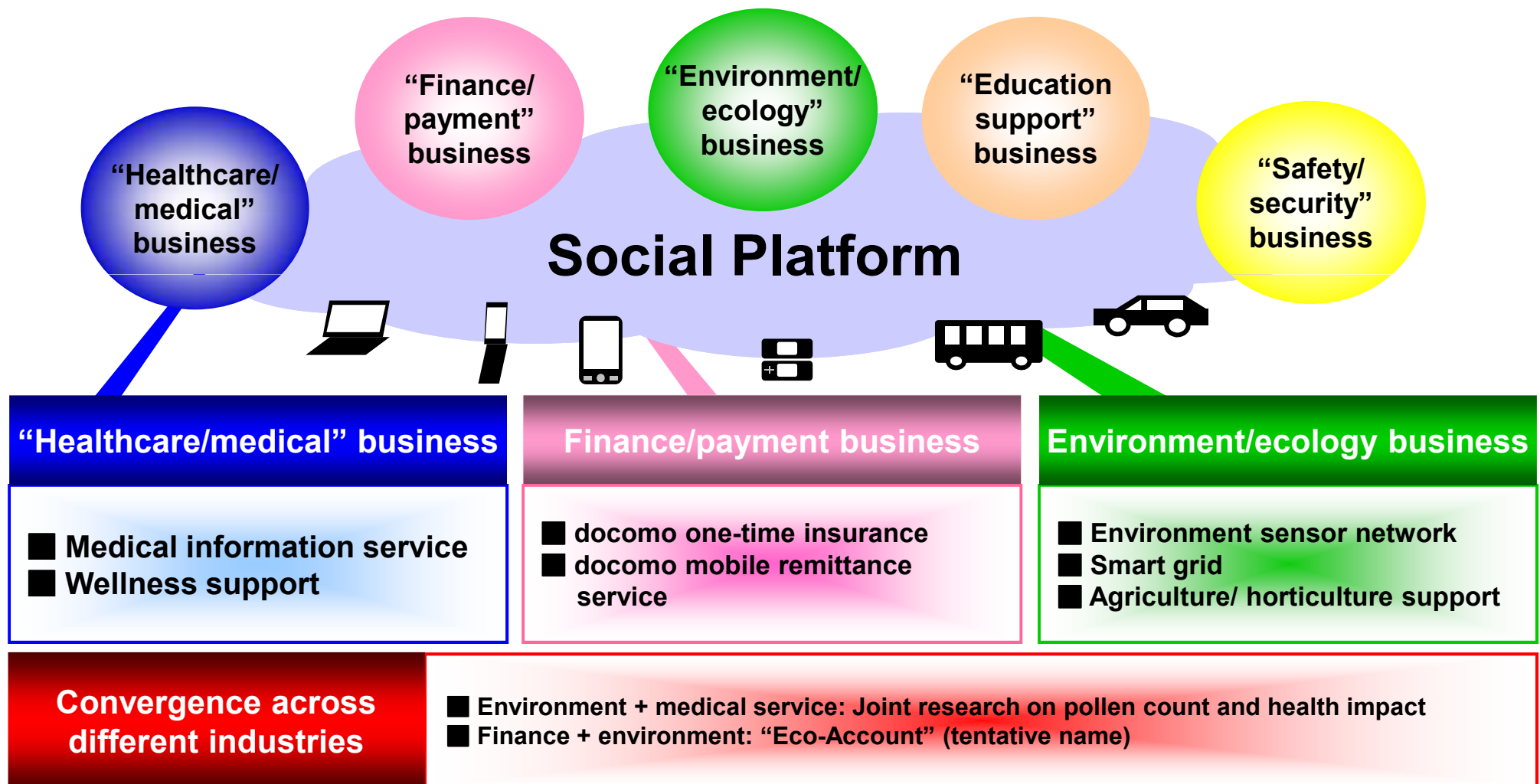


Auto GPS function

Delivers information closely related to users' everyday life by linking “i-concier” with GPS location data

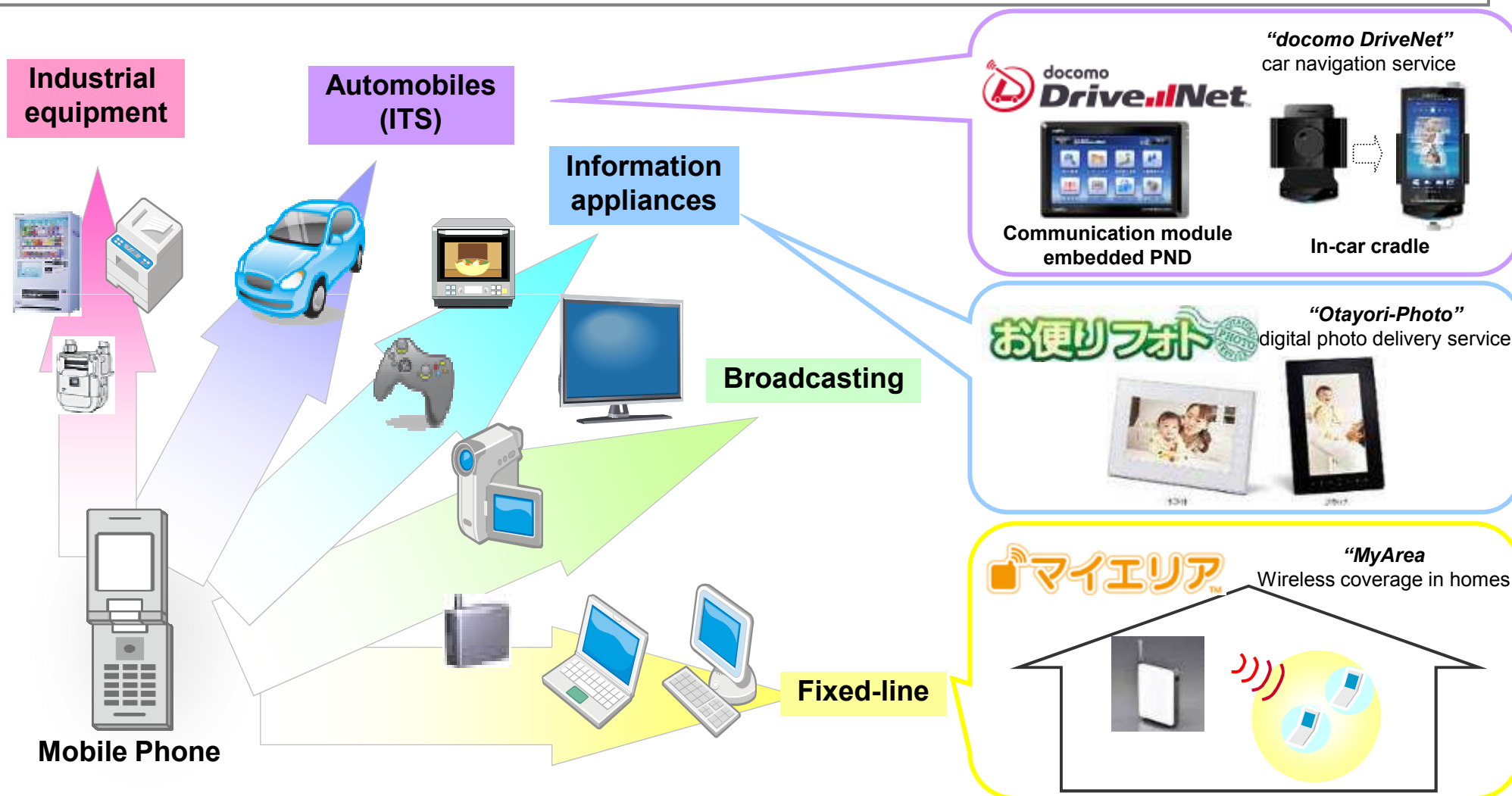
(2) Deployment of Social-Support Services

- Resolve various social issues by using mobile phones, owned by over 90% of Japan's total population, as a platform



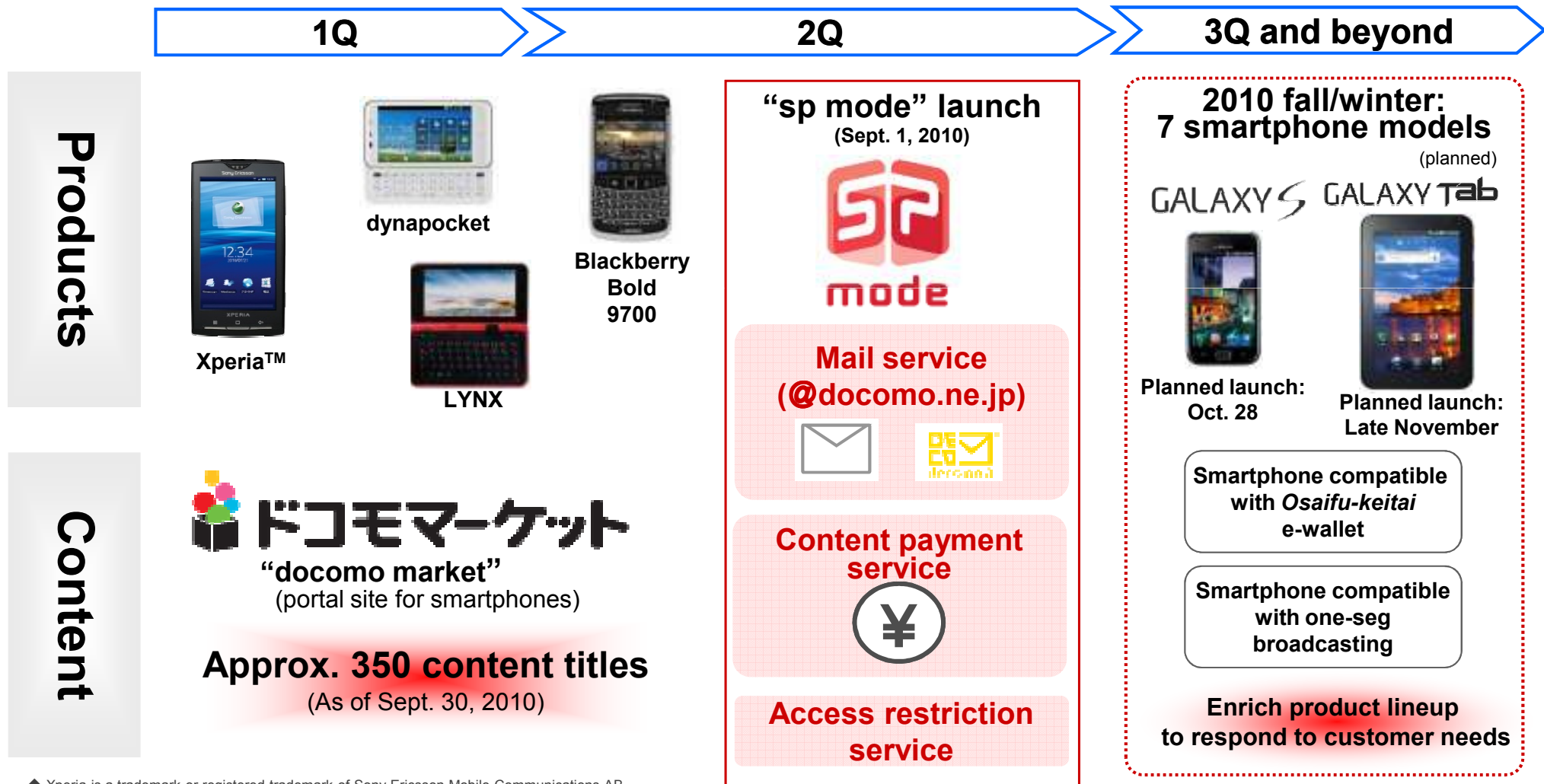
(3) Converged Services

- Further enrich people's lives by converging mobile phones with various life tools



(4)-1 Handset Evolution: Arrival of New Age of Smartphones

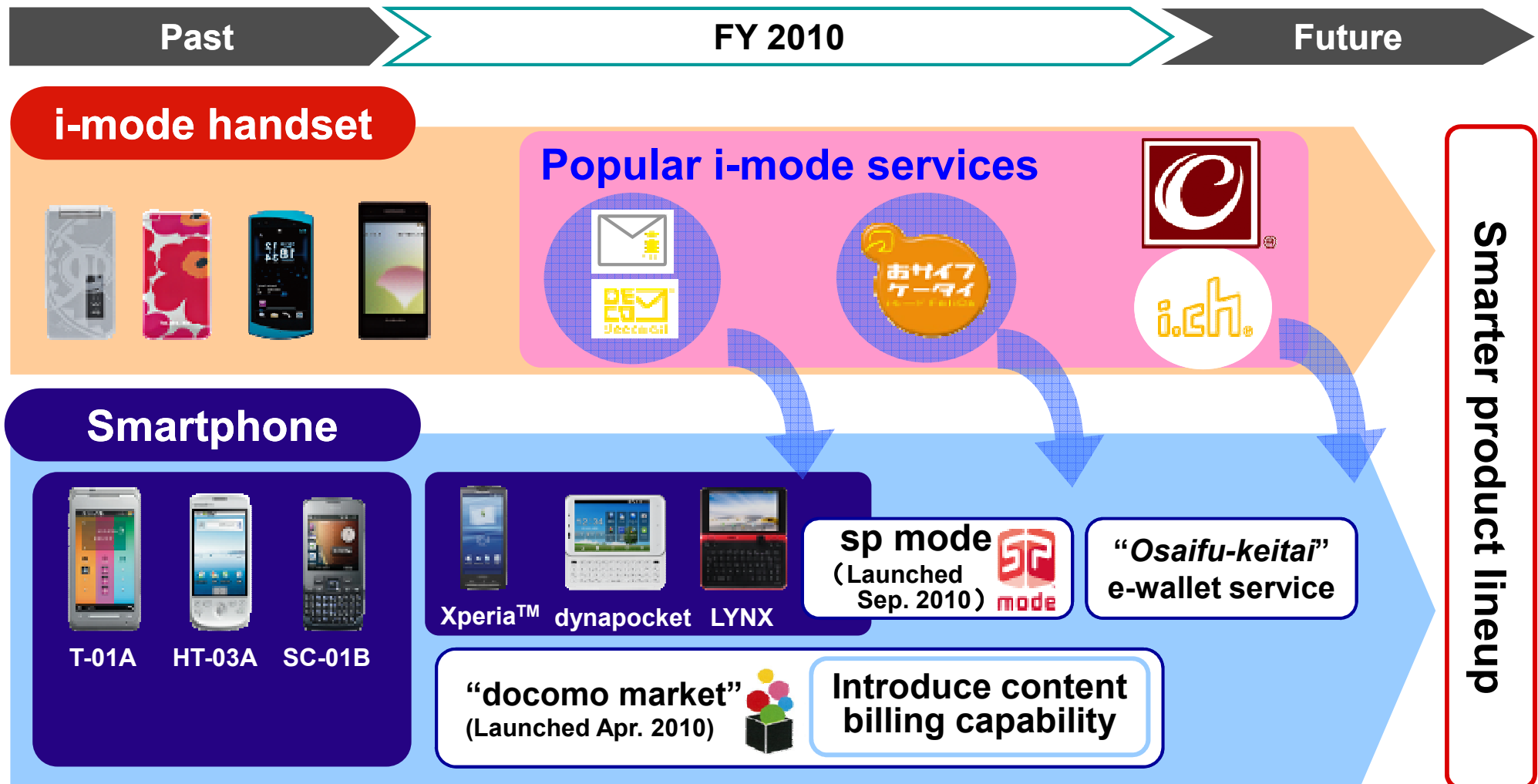
- Introduce smartphones to facilitate further advancement of devices



◆ Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communications AB

(4)-2 Incorporate i-mode services into smartphones

- Incorporate popular i-mode services into smartphones



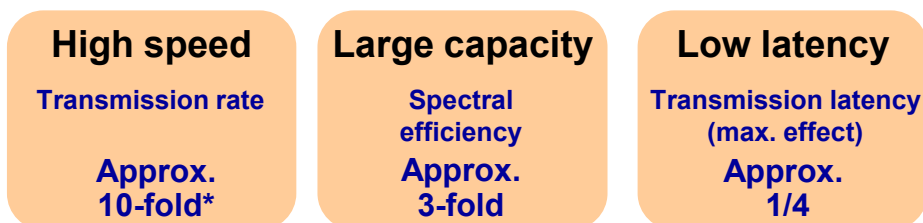
◆ Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communication AB

(5)-1 LTE: Xi (Pronounced “Crossy”)

- Plan to launch next-generation network LTE in Dec. 2010
- Provide brand-new services leveraging LTE’s distinctive features—
“high-speed”, “large-capacity” and “low-latency” transmission

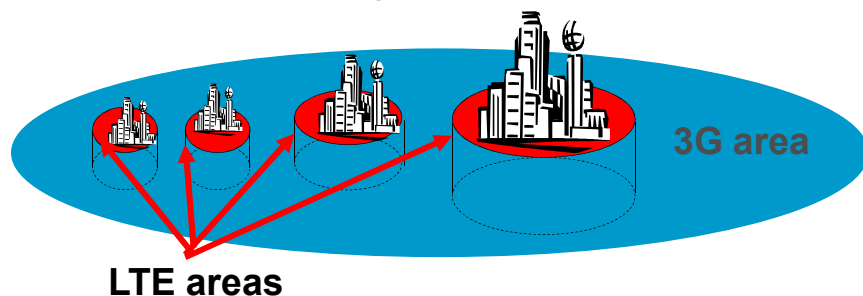


■ LTE’s distinctive features

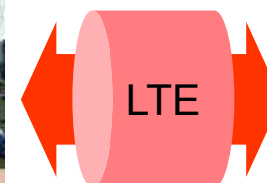


(Comparison with FOMA service (HSPA))

Area coverage expansion using an overlay approach to existing 3G areas



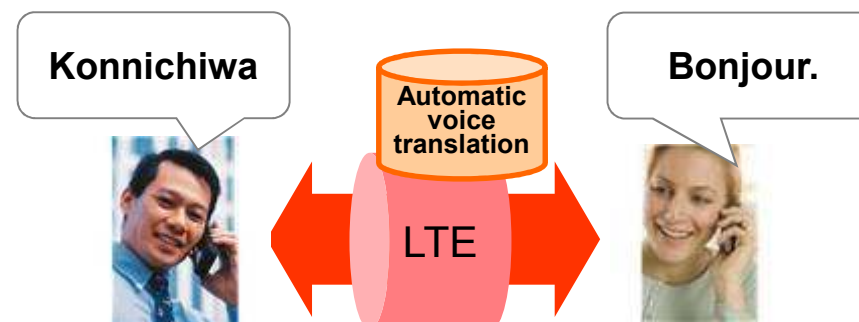
AR (Augmented Reality) service



Massive volume of data

Displays content on top of images shot by camera

Automatic voice translation service (for future)

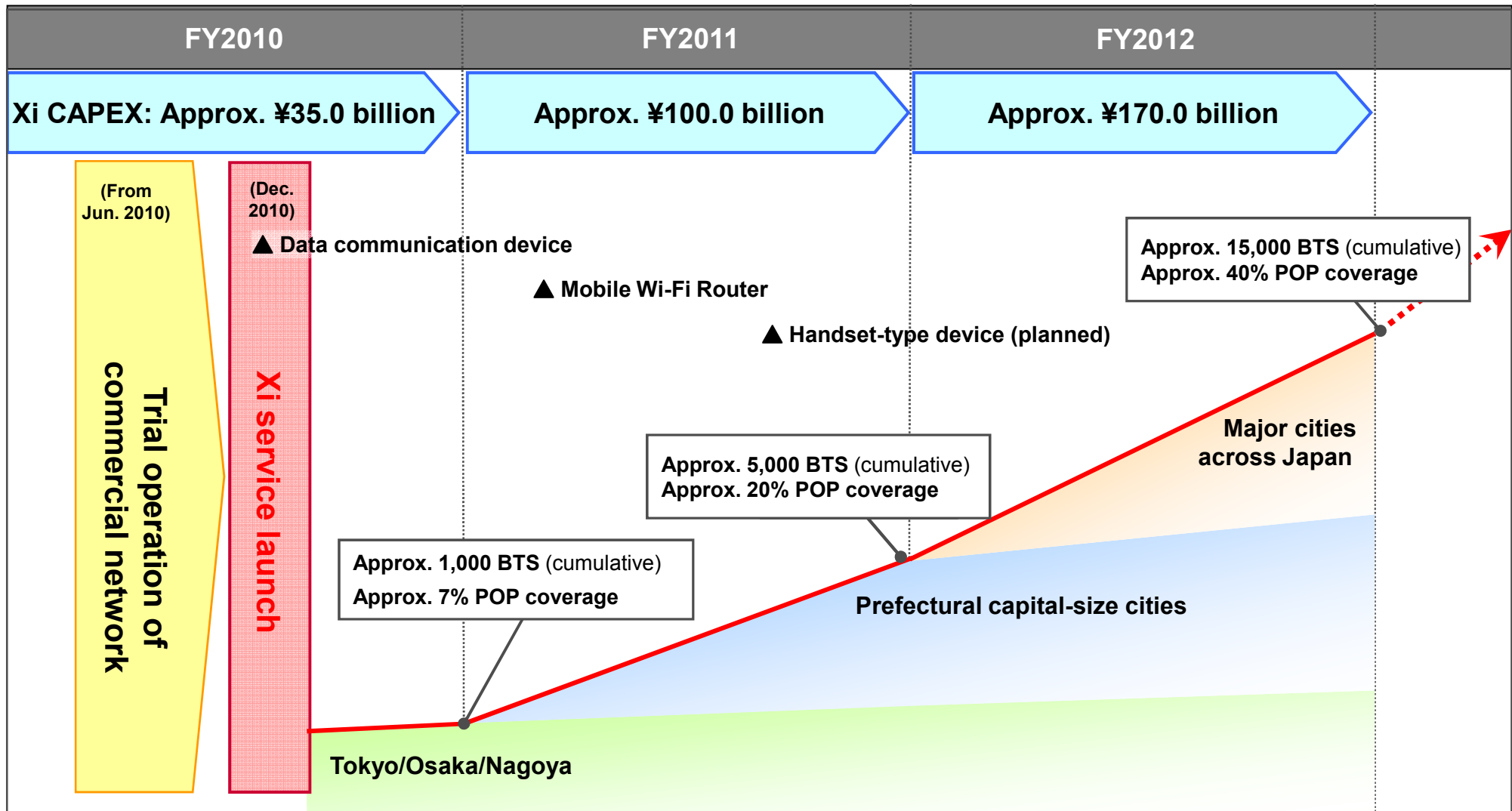


Collaboration between handset and network using cloud

* Comparison between HSPA max. downlink speed of 7.2Mbps and LTE max. downlink speed of 75 Mbps

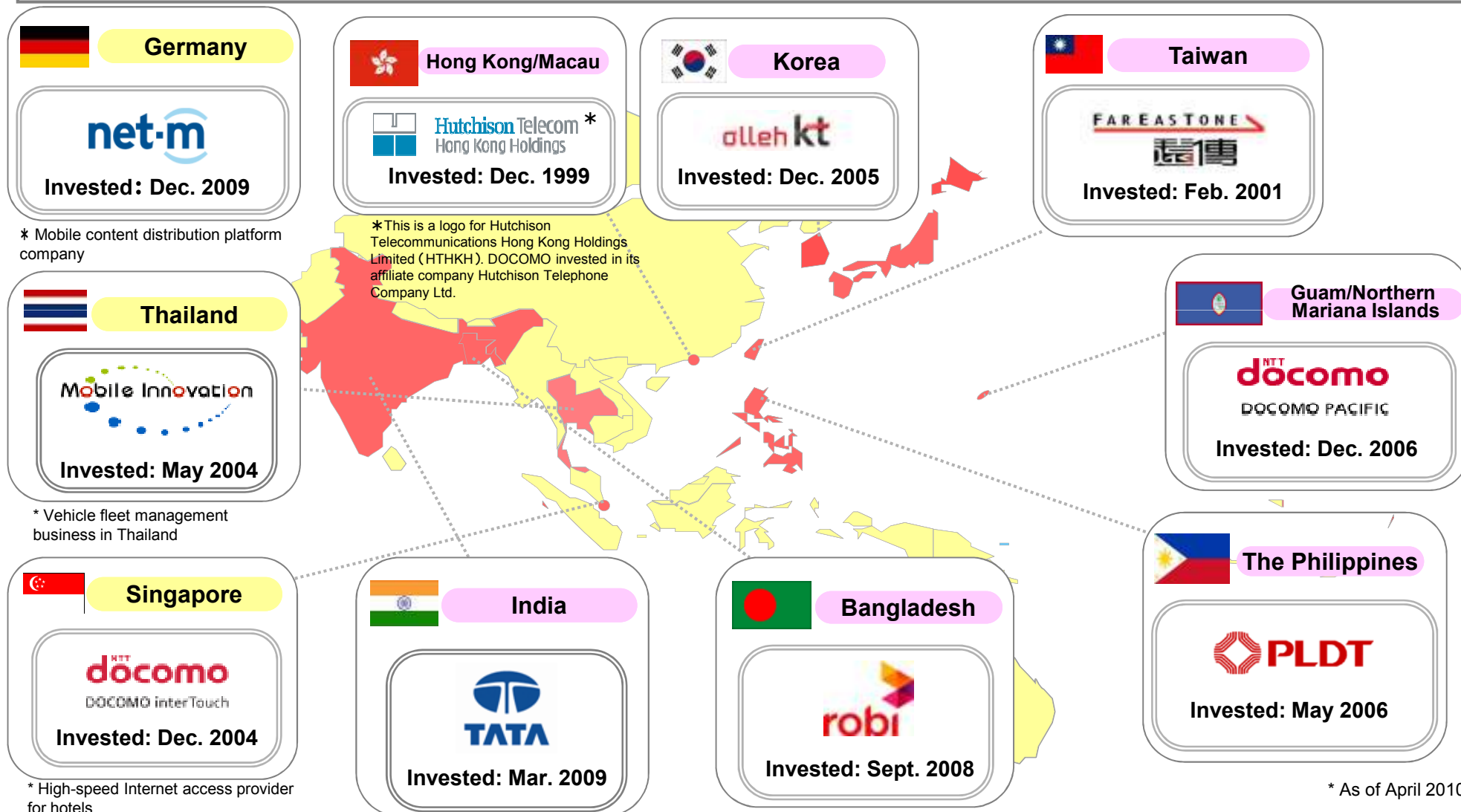
(5)-2 LTE (Xi) Area Expansion Plans

- Total capital expenditures for Xi (LTE) for first three years estimated to be ¥300.0 billion



(6)-1 DOCOMO's Principal Investees in Asia Pacific

- Invested primarily in mobile carriers and other companies engaged in mobile-related new businesses in the Asia Pacific region



(6)-2 DOCOMO's Global Business: Examples

- Total subscriptions of TTSL/TTML (India) exceeded 80 million
- TTSL/TTML won licenses for 9 circles as a result of 3G spectrum auction. 3G services to be launched in November 2010.

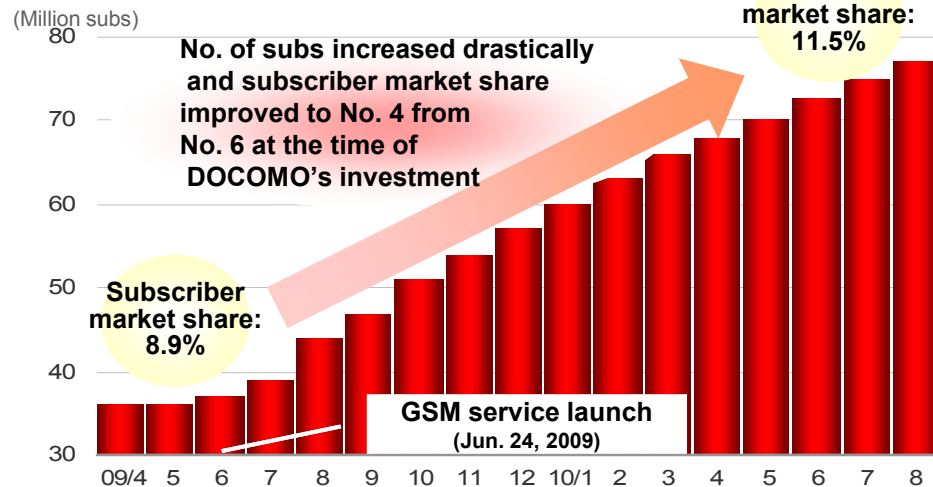
TTSL/TTML (India)



Total subscriptions: over 80 million

(As of Oct 21, 2010: announced by TTSL)

No. of subscriptions



GSM roll-out (brand: TATA DOCOMO)

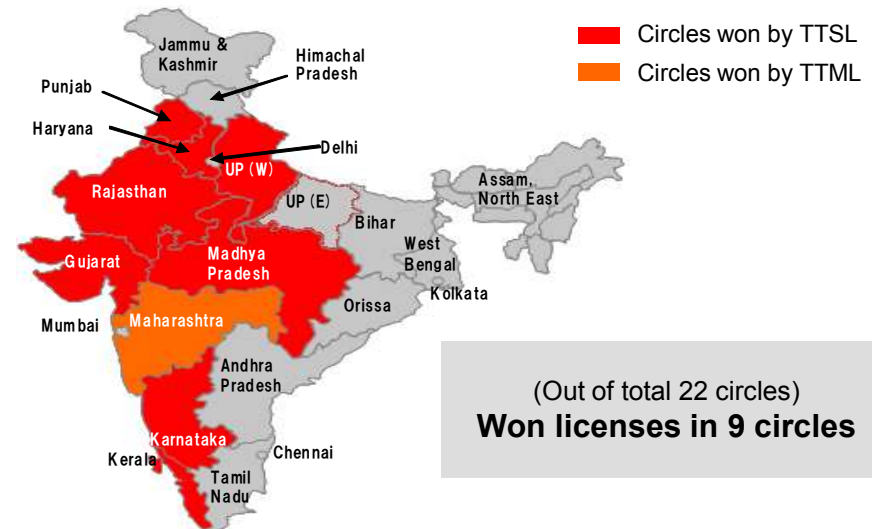
Service areas:

(As of Oct. 2010)

18 circles

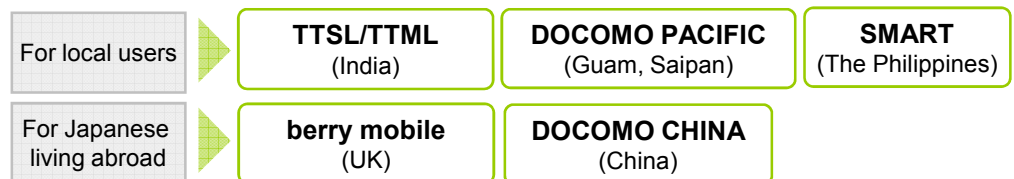
(Out of India's total 22 circles)

3G spectrum auction results



VAS (Value-Added Services) deployment

i-channel (information delivery service)



"Manga" comics delivery service

Bouygues Telecom, Orange, SFR (France)

TTSL/TTML (India)

2020 Vision – Pursuing Smart Innovation



Our Aspirations Embodied in “HEART”

Social contribution beyond borders, across generations [Harmonize]

During this decade, DOCOMO will continue to enhance and add values to industries and our daily lives through further evolution of mobile technologies. A society where the hearts of people resonate and they can feel the richness of life—DOCOMO will contribute toward the realization of this vision.

Evolution of service and network [Evolve]

Leveraging the vast array of technologies and knowhow we have accumulated in the mobile sector, DOCOMO will continue to bring evolution to the high-speed, high-capacity broadband network, provide easy-to-use services, and deliver seamless comfort where you are not even aware of devices or connections.

Advance industries through convergence of services [Advance]

A vast range of devices will be connected to the network in diverse ways in the coming years, bringing ever-increasing convenience. DOCOMO will continue to help connect industries and services in the network, and contribute toward smart innovation and advancement of industries and infrastructure through convergence of services.

Creating joy through connections [Relate]

People, materials and information connected freely and flexibly beyond time and space—through this visionary world, DOCOMO will help people each day to express, enjoy and create knowledge and fun that fit individual lifestyles, anywhere, anytime.

Support for safe, secure and comfortable living [Trust]

Environment, healthcare, and education will continue to attract more attention in future society. DOCOMO will connect expert knowledge and knowhow from diverse specialized fields to provide timely assistance and support for greater safety, security and comfort in a broad range of daily activities.

NTT
docomo