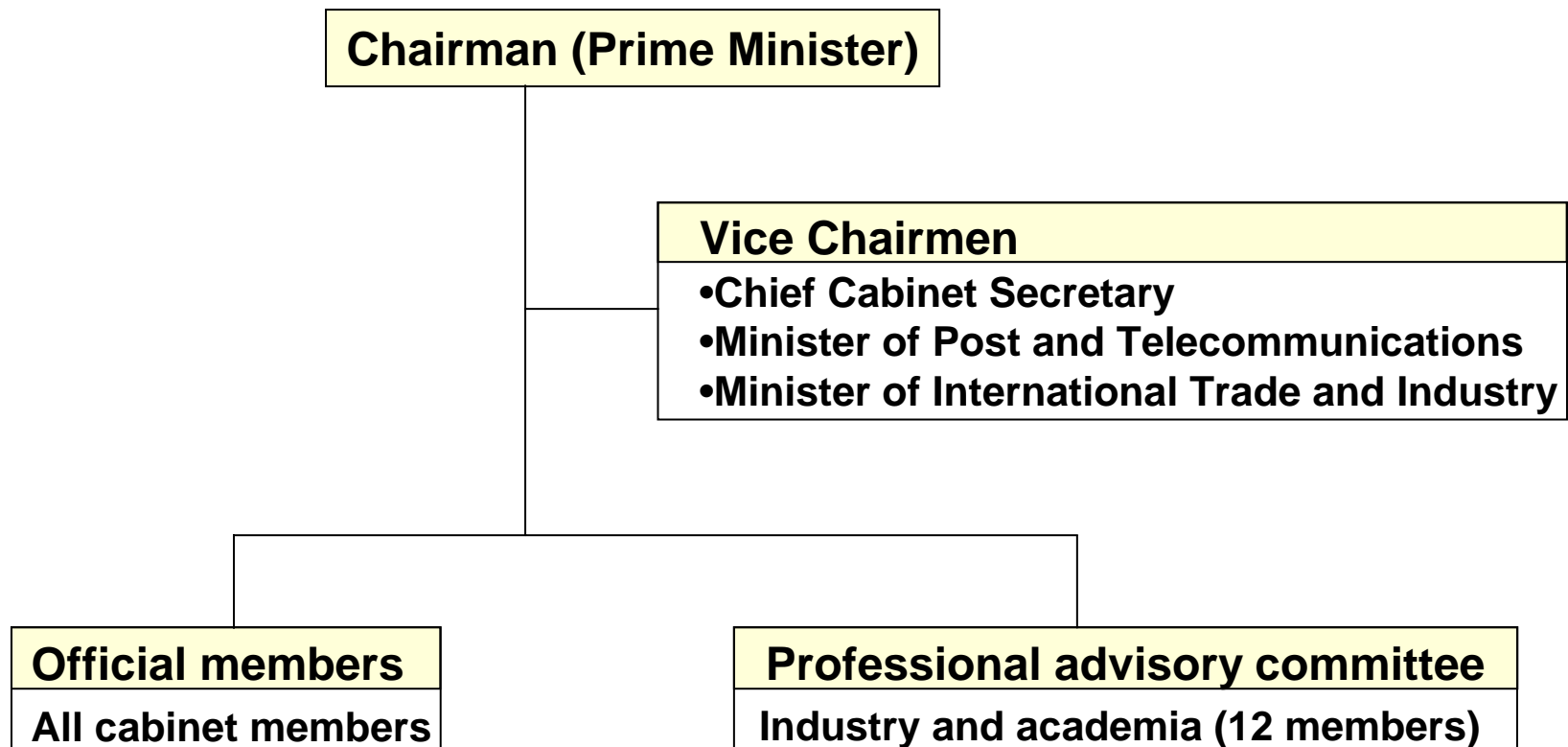


The Digitally Networked Society: Challenges and Opportunities for Asian Nations

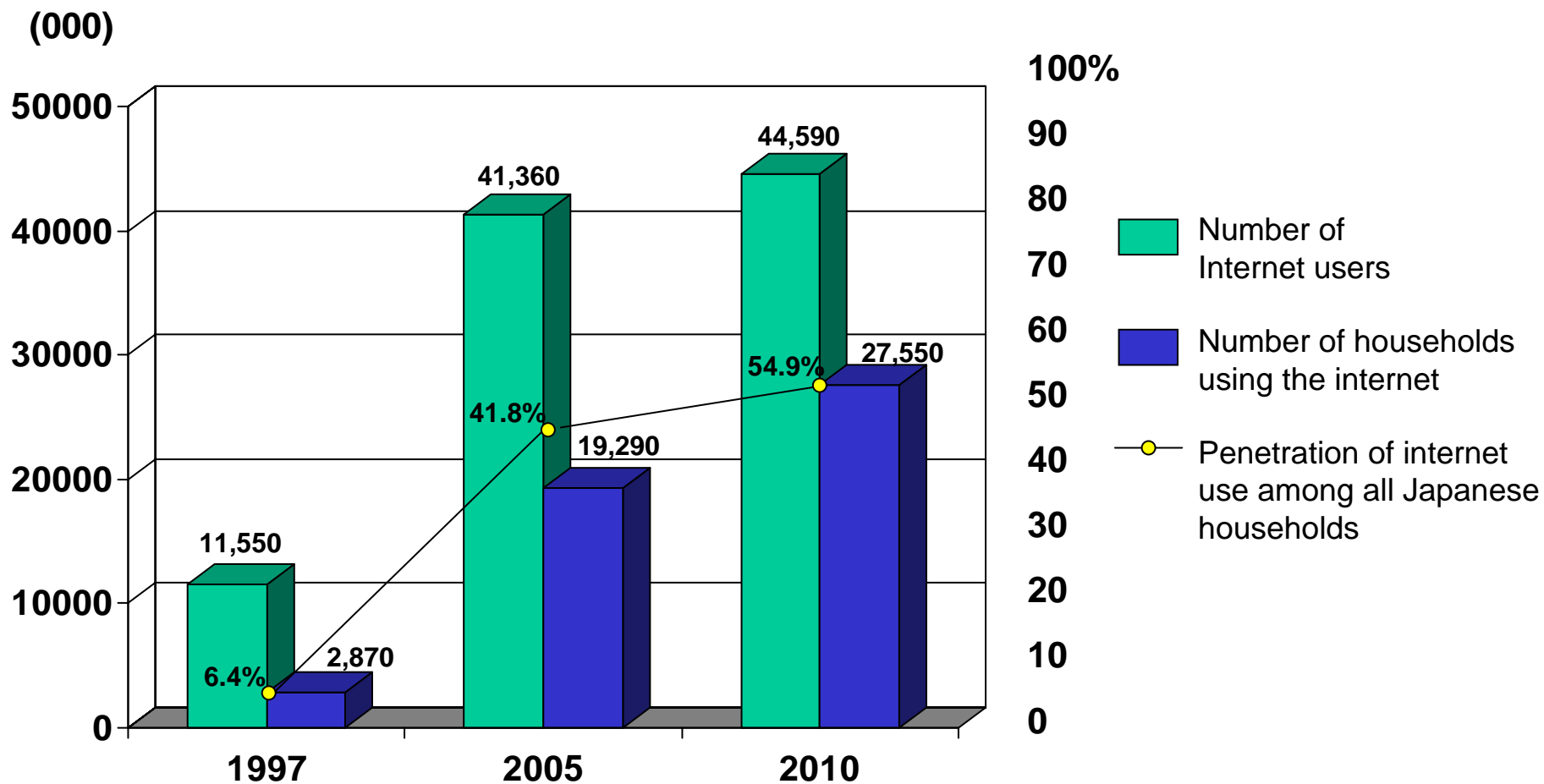


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The Advanced Information and Telecommunication Society Promotion Headquarters



Internet Use in Japan



Source: Information Technology White Paper

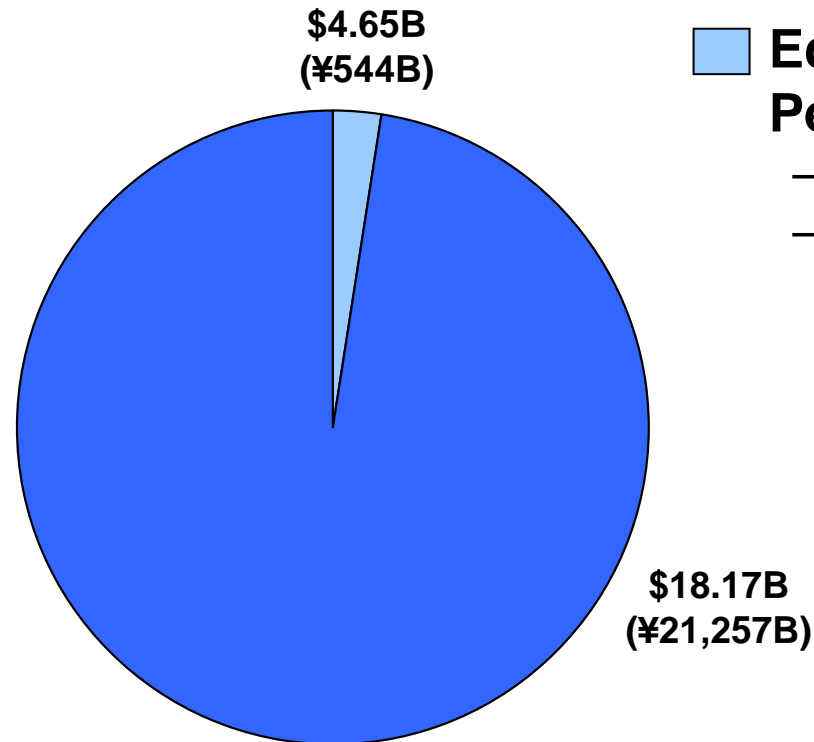
Internet Market in Japan

Services

- Advertisement
- Content creation
- Payment service
- Certification service
- Distribution service
- ISP's
- Type I telecommunications carrier
- Operation service
- Software

Equipment and Peripherals

- Terminal units
- Server/router



1997

Total: \$22.82B (¥2.7 Trillion)

Exchange Rate: \$1 = ¥117

Japanese Government's New Basic Policy Toward the Advanced Information Telecommunication Society

(Announced November 9, 1998)

In light of the explosive worldwide spread of the internet and mobile communication equipment, further promotion is required of the basic policy proclaimed in 1995. New technologies and applications require upgrades in our system calling for a concerted effort from both public and private sectors.

Three Principles of Action

1. Private sector initiative

- Fair and level “playing field”
- Expansion of roles to include formulating rules, such as defacto standards

2. Government to back-up private initiatives

- Facilitate the ability of the private sector to deploy new ideas

3. Taking the initiative in international efforts

- Ensuring network interoperability and interconnectivity
- Active participation in international standards development

Dealing with Emerging Issues

1. Facilitate promotion of EC (electronic commerce)
2. Electronic documentation in public sector
3. Review pertinent rules and regulations
4. Education, training, computer literacy
5. Install network infrastructure
6. Technical research and development
7. Response to high-tech crime, security measures and privacy protection
8. Software development
9. Enrich the user experience through compelling and useful content
10. Interoperability and Interconnectivity of network

Four Objectives

1. Implementation and acceptance of Electronic Commerce

- Concrete measures needed for:
 - Electronic authentication
 - Privacy protection
 - Fight against illegal or harmful web content
 - Consumer protection



**Mitsubishi fingerprint
identification unit**

Four Objectives (cont.)

2. Electronic Documentation in Public Sector

- Public sector to lead other economic sectors in electronic document conversion and use
- Public sectors include:
 - Administration
 - Cultural and Sports
 - Science
 - Health Care and Welfare
 - Transportation
 - Weather Info
 - Disaster Prevention
 - Environment Issues
 - Employment
 - Geographic Information Systems

Four Objectives (cont.)

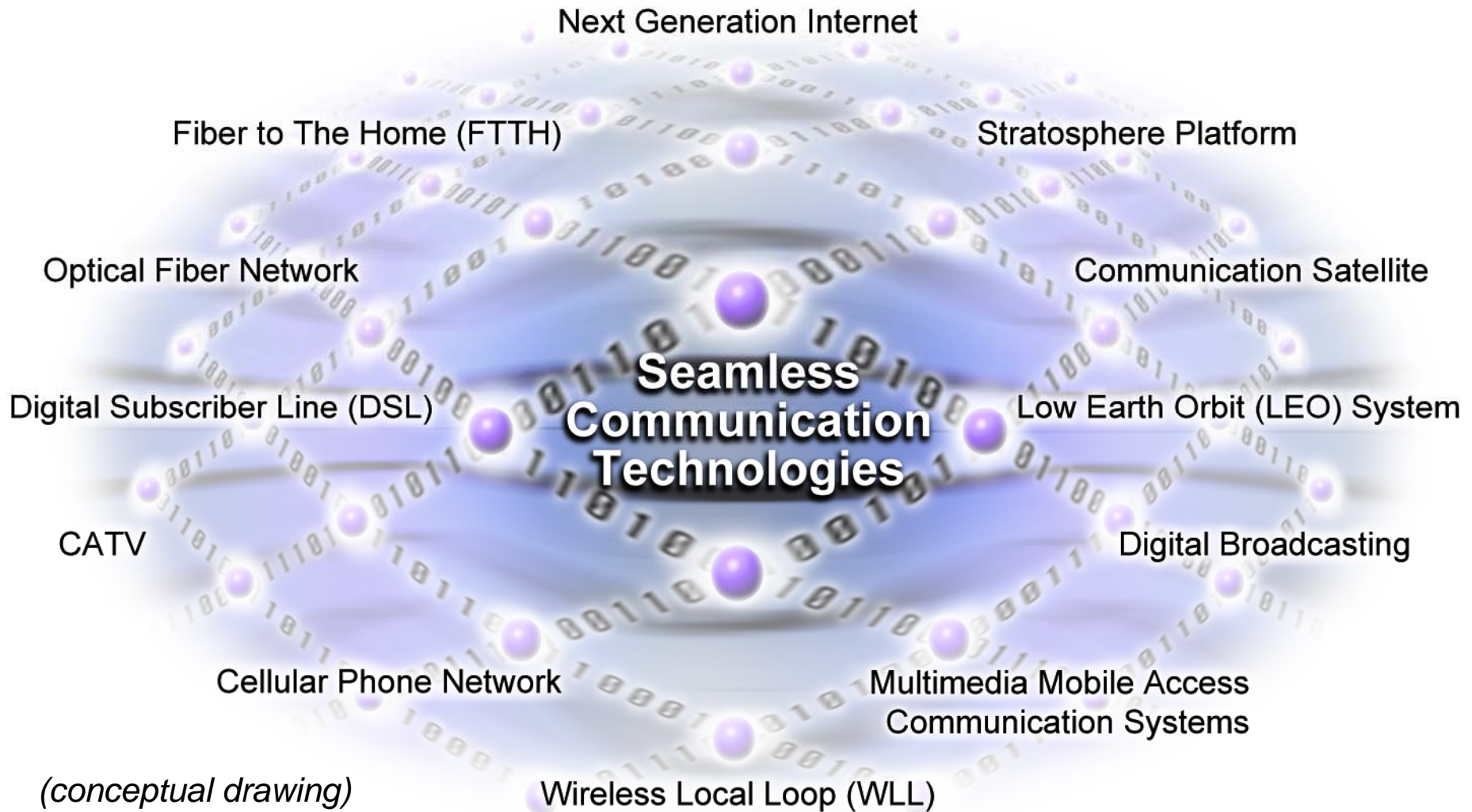
3. Computer Education and Computer Literacy

- Improvement of computer literacy
- Availability and improvement of education and training
- Use of Internet in classroom

4. Installation of Advanced Telecommunication Infrastructure

- Construction of the total digital network

Total Digital Network



Asian View on Network Issues

- Overcoming barriers to widespread societal acceptance
- We must address local issues on the global network
 - Language
 - Culture
- Cooperation and collaboration are key

Working Together With Asian Neighbors to Create the Digitally Networked Society

- Promote electronic document conversion/use, electronic commerce, and address web content/privacy issues
- Information technology and communication industries will play a key role
- **Emergence of a new economy, prosperity and benefits to people**

