

Mobile 2.0

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http://www.koreacomm.org/e_sessions.php (see track 3-3)

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Agenda

What will be “Mobile 2.0”?

Japan and Korea = the mobile time machines

The critical issues – how to we create and satisfy customer needs?

1. Platforms

2. Business models

3. Globalization

4. Standardization vs risk taking & early adoption

Mobile 0.9 = voice + SMS

Voice is legacy

- killer application for traditional telcos
- can be replaced by VOIP, Skype and will be
- traditional telcos can't easily cut into their voice revenue, while newcomers successfully focus on data
(e.g. e-Mobile <http://www.eurotechnology.com/store/emobile/>)

SMS is legacy:

is (legacy) SMS exciting enough for Mobile 2.0?

Mobile 1.5 (2000s in Japan) - example: m-portals by KDDI/AU

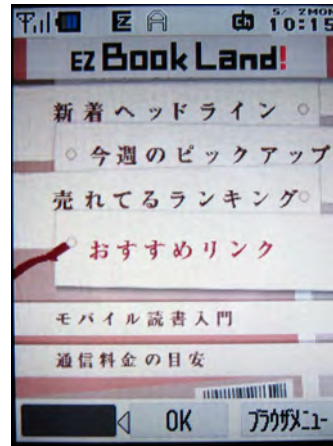
see: <http://www.eurotechnology.com/store/kddi/>



au Auctions



au style



eZ Book Land

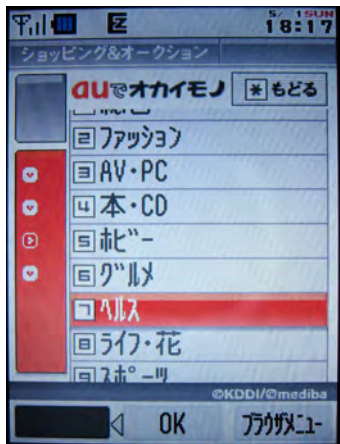


eZ music



LISMO!

and more...



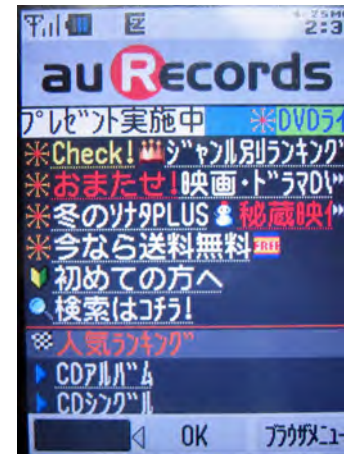
au o-kaimono



eZ Game Street

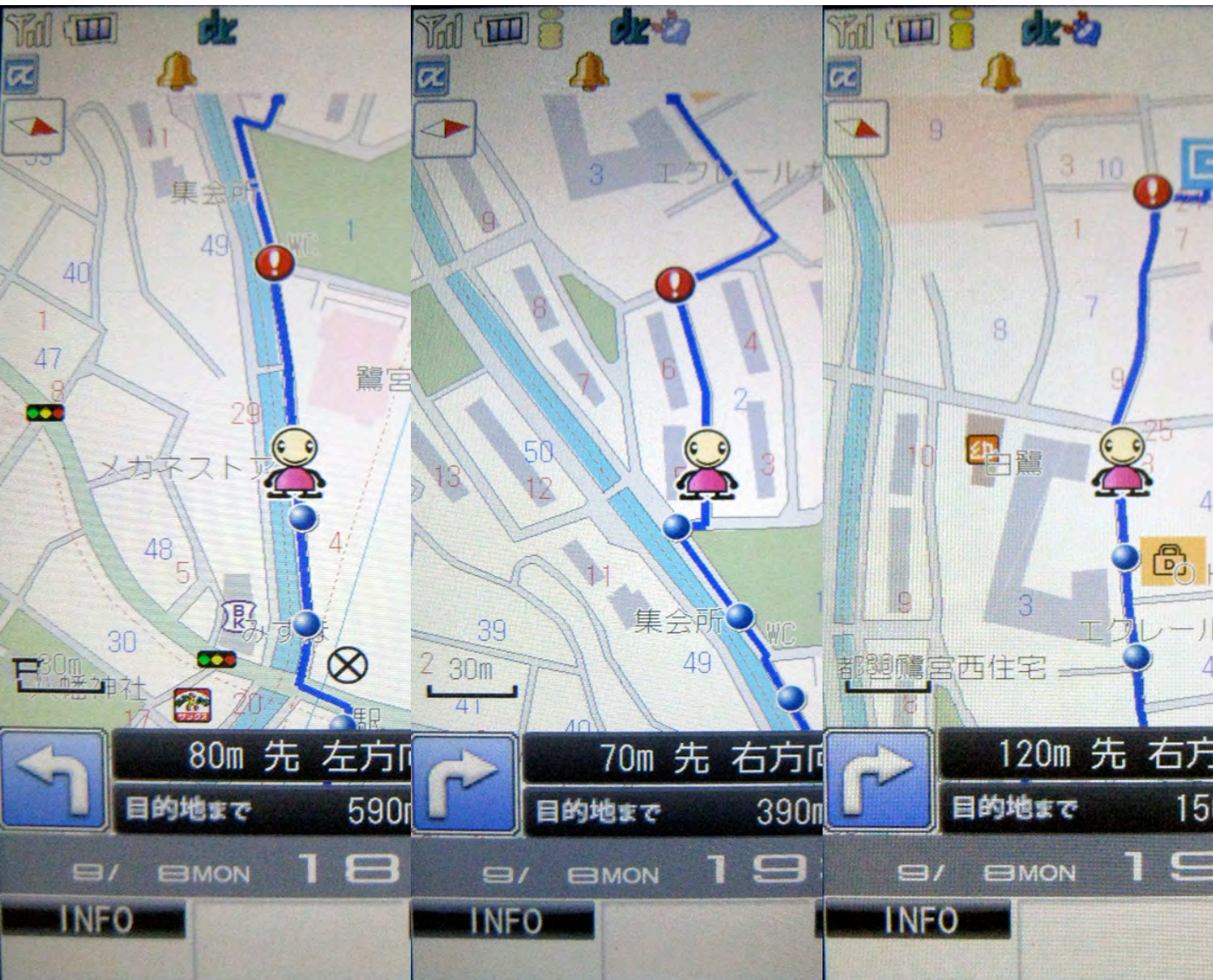


au Books



au Records

Advanced mobile navigation services are unique to mobile
cannot exist on PC
combine 2D, 3D graphics, GPS, compass, vibration, voice guidance, up-to-the-minute traffic information, train schedules, directories etc.
see: <http://www.eurotechnology.com/store/location/>



Oeco-navigation + saving time

Navigation site's value to user = save time

Oeco-navigation:

Japanese navigation site also has been offering information on CO₂ (gas responsible for global warming) production associated with navigation for many years.

Last year a global mobile conference awarded First Prize to a very similar “Western oeco-navigation mobile service” which has already been in commercial use for many years in Japan – demonstrating the information disconnect between EU/US “Western” markets and Japan/Korea “Eastern” markets.

see: <http://www.eurotechnology.com/store/location/>

9%

(see: <http://www.eurotechnology.com/store/docomo/>)

9% =

DoCoMo's commission for i-mode mobile service and content providers

DoCoMo's 9% commission rate for mobile content providers is an important reason for i-Mode's success in Japan.

(see: <http://www.eurotechnology.com/store/docomo/>)

Most operators expect far higher commissions for mobile content and service providers.

Mobile 2.0? > Beyond content!

Mobile payments and banking?

(http://www.eurotechnology.com/store/mpay_collection/)

Mobile SNS?

Mobile P2P movies?

Fully integrated mobile TV?

(<http://www.eurotechnology.com/store/mobiletv/>)

Fully converged media on mobile?

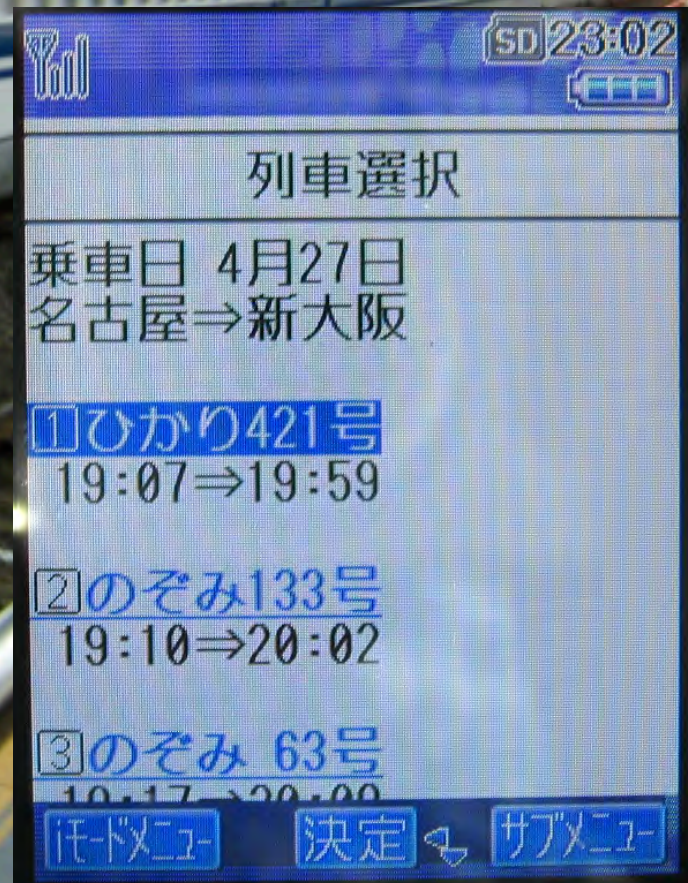
US\$ 3 billion m-commerce!

see:

<http://www.eurotechnology.com/store/suica/>

<http://www.eurotechnology.com/store/mobilepay/>

http://www.eurotechnology.com/store/mpay_collection/



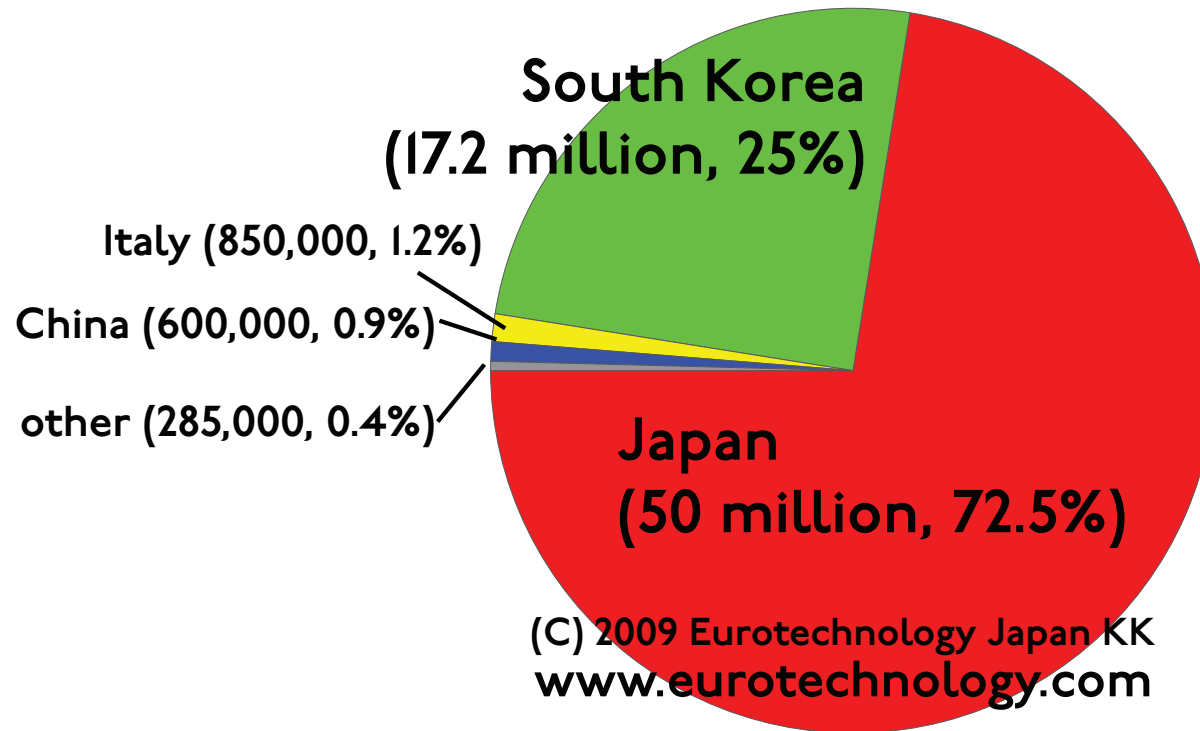
Japan and Korea = the mobile time machines

(many services are first to market in Korea and Japan)

Services, technologies	Japan, Korea	EU
3G	2001	2003/2004
HSDPA (3.6Mbps, 7.2Mbps)	Nov 28, 2003	2006
Packet Switched Network	March 28, 1997	2000
Mobile internet (i-Mode...)	Feb 22, 1999	2005/2006
SMS	1997	1995
Mobile email	1999	2002
Camera phones	November 2000	2002
Clamshell phones	2000	2002
JAVA on mobile phones	January 2001	
Digital TV for mobile phones	November 2005	
Mobile money, wallet phones	January 2004	
Full songs for mobile phones	2002	2004
...		

Japan and Korea = the mobile time machines

Global mobile-TV by country
(December 2008)



“Time machines”: many services are first brought to market in Korea and Japan and come to US and EU several years later. For example, Mobile digital TV. For mobile TV see: <http://www.eurotechnology.com/store/mobiletv/>

Lunch box mobile digital TV

“Lunch box TV” is a mobile digital TV services in Japan broadcast to mobile phones (and other mobile terminals) only between 12:00 and 13:00 on weekdays for consumption by office workers during their lunch break.

Programs are designed to fulfill the needs of office workers during their lunch break.

This service is typical for new highly targeted mobile services.

See:

<http://www.eurotechnology.com/store/mobiletv/>

Recognize & buy music played on TV



screen,
movie
capture
subtitles,
voice
settings

search music
title

link to TV
homepage

member's menu

back

select

play
background
music

See:

<http://www.eurotechnology.com/store/mobiletv/>

From mobile TV to mobile shopping



See:

<http://www.eurotechnology.com/store/mobiletv/>



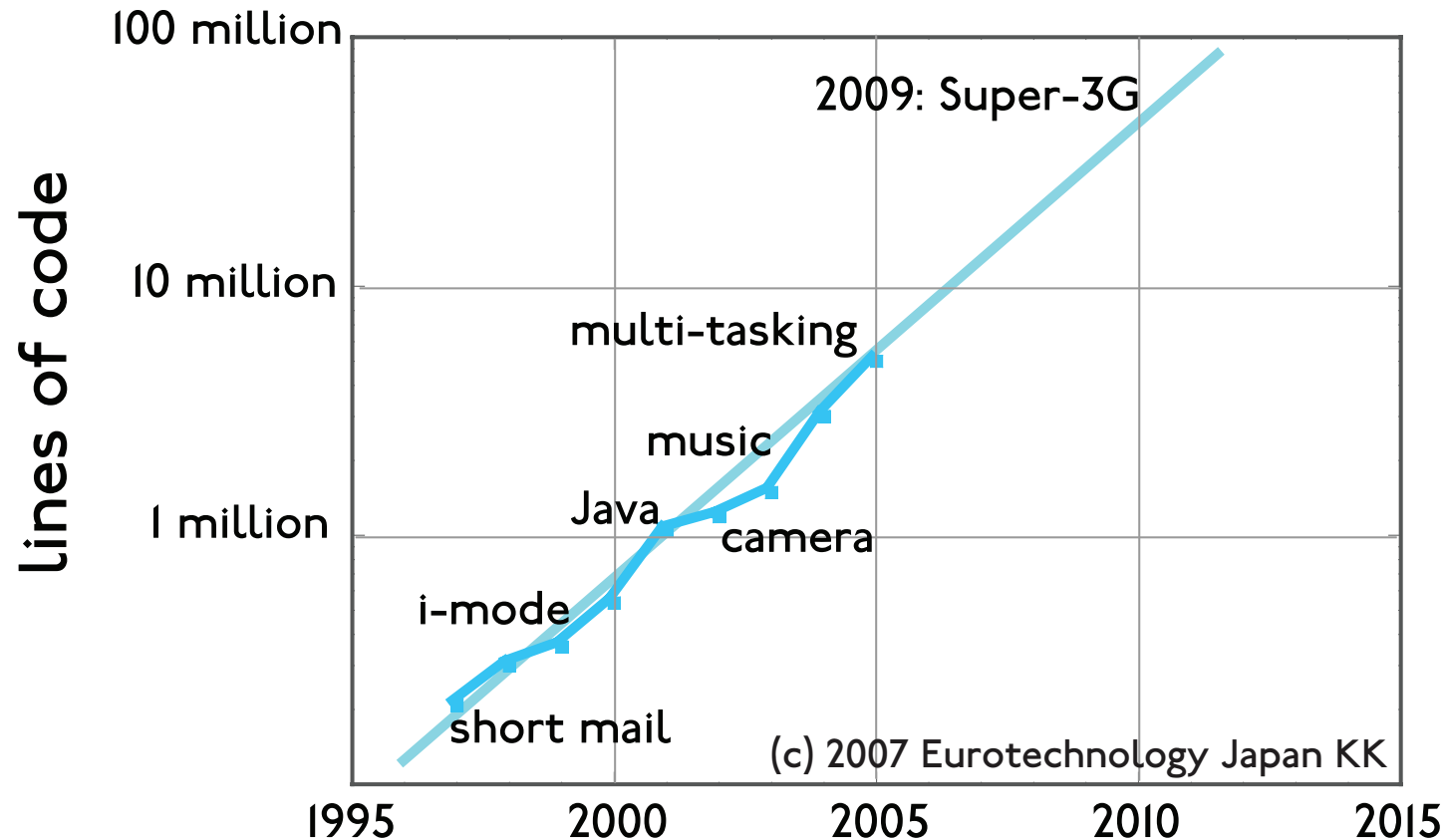
**Do people really watch mobile TV?
Our estimate for Japan:
50-290 million mobile TV hours / month
<http://www.eurotechnology.com/store/mobiletv/>**

Critical issue #1 = Platforms

OS	App stores	Mobile payments, walletphones etc...
Android (Linux)	Apple iTunes Appstore	DoCoMo Wallet phone
RIM / Blackberry	Blackberry	Mobile TV platform
Apple MacOS (Unix)	OVI	
Symbian	(i-Mode)	
MS Windows Mobile	...	
Qualcomm		
...		

Why do we need platforms?

lines of code for mobile phone software



See:

http://www.eurotechnology.com/store/wireless_collection/

A group of people are silhouetted against a bright sunset on a rooftop terrace. They are looking out over a cityscape. The sun is low on the horizon, creating a strong glow and long shadows. The people are wearing winter coats, suggesting a cool environment. The terrace has a metal railing. The overall mood is contemplative and serene.

**If Android and Symbian are free...
Where is the value?**

Critical issue # 2 = Business models

**From SMS and simple one-off
transactions
to
eco-systems**

Critical issue # 3 = Globalization

Are Japan and Korea
perfect time machines?

> Galapagos syndrome

Critical issue No 4

Standardization vs risk taking and early adoptions



**Do our customers care?
Do we care for our customers?**

Summary & Conclusion

“Mobile 2.0” will include many sophisticated services such as personal navigation, fully integrated mobile TV

Japan and Korea are (far from perfect) “mobile time machines”, much innovation comes first to market in Japan and Korea, however, there its often very difficult to transfer services between markets. One could say, that the iPhone is the “Western” response to i-Mode

Critical issues include:

1. Platforms (OS, application platforms, payment platforms...)
2. Business models (from simple models like premium SMS to complex ecosystems)
3. Globalization (services tend to go dead-end unless globally adopted)
4. Standardization vs risk taking & early adoption (standardization can slow progress, risk taking + early adoption regardless of standardization accelerates innovation)

OS and software stacks go “free”...

Where is the value? Only the customer decides.

More information:

<http://www.eurotechnology.com/store/>

<http://www.eurotechnology.com/blog/>

http://www.eurotechnology.com/store/wireless_collection/

http://www.eurotechnology.com/store/mpay_collection/

<http://www.eurotechnology.com/store/docomo/>

<http://www.eurotechnology.com/store/kddi/>

<http://www.eurotechnology.com/store/softbank/>

<http://www.eurotechnology.com/store/emobile/>

<http://www.eurotechnology.com/store/jcomm/>

<http://www.eurotechnology.com/store/mobiletv/>

<http://www.eurotechnology.com/store/qr/>

<http://www.eurotechnology.com/store/location/>

<http://www.eurotechnology.com/store/newsletters/>

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