

STATISTICS

Head to Head

Korea has a population about 37 percent the size of Japan's and its area is only 26 percent as big, yet, it has over 8 million broadband subscribers, compared to 3.5 million in Japan.

About 58 percent of Koreans use the Net at home, compared with 43 percent of the Japanese but thanks to Yahoo's cutthroat ADSL price war, Japan is fast catching up.

Japan is still ahead of Korea in the raw number of mobile phone subscribers - 70 million versus 30 million - but let's not forget that huge population difference.

As for GDP growth rates, Korea has recovered to somewhere near where it was before the latest Asian financial crisis, while Japan is still suffering negative growth. It may be some consolation that the average Japanese was still making more money than his counterpart across the Korea Strait in 2000, but Koreans managed to spend less and save a higher proportion of their disposable income.

After what seems like an eternity in the preparation, the Korea Japan World Cup is finally with us. As of May 31 - six days after this issue of J@pan Inc hits the streets - the world's greatest sporting event will be in full swing, with 32 teams competing in stadia from Inchewon to Oita. For a multitude of historical reasons, two more unlikely bedfellows may be hard to imagine, but let's not forget that in economic terms Korea has been giving Japan a run for its money for the best part of a decade now. @

JAPAN VS KOREA (GENERAL INFORMATION)

	Japan	Korea	
Population (million)	126.7	47.9	Source: CIA, July 2001
Area (sq km)	377,835	98,480	Source: CIA, July 2001
Unemployment rate (%)	4.9	3.7	Source: Ministry of Public Administration (Japan); Korean National Statistical Office (Korea), February 2002
Disposable Income per capita (US\$)	16,439	13,536	Source: OECD, 2000
Gross saving of disposable income (%)	14.3	26.8	Source: OECD, 2000

JAPAN VS KOREA (IT RELATED)

Broadband subscribers (millions)	Japan 3.5 Korea 8.1	Source: MPM (Japan), MIC (Korea), Feb 2002
Hours online per month (per capita)	Japan 10:49:56 Korea 15:35:46	Source: Nielsen//NetRatings, March 2002
Mobile phone subscribers (millions)	Japan 69.1 Korea 30.3	Source: Telecommunications Carriers Associations (Japan); MIC (Korea), March 2002
Domestic Internet users (% of all users)	Japan 44.3 Korea 58.0	Source: Nielsen//NetRatings, March 2002

