

MOBILE PHONES AND TELECOMMUNICATIONS

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Mobile phone use is on the rise in Japan, and this month we look at this market's numbers. The increase in mobile phone usage has been accompanied by rising trends in most areas of Japan's telecom industry, with telegram/telex communications one of the notable exceptions.

Number of cellular phone and PHS (Personal Handy-phone System) subscribers (as of September 1, 1999)

A. Cellular Telephone				A. Personal Handy-phone System			
Carrier	Monthly growth	Sept 99	Aug 99	Carrier	Monthly growth	Sept 99	Aug 99
NTT DoCoMo Group	405,000	26,348,000	25,943,000	DDI Pocket Group	53,600	3,353,400	3,407,000
DDI Cellular Group	94,100	5,982,300	5,888,200	NTT DoCoMo Group	13,000	1,348,000	1,335,000
Digital Phone Group	95,100	4,807,300	4,712,200	ASTEL Group	5,000	950,600	955,600
IDO	31,500	3,505,400	3,473,900				
TU-KA Group	52,800	3,137,800	3,085,000				
Digital TU-KA Group	45,300	2,507,100	2,461,800				
				PHS Total	45,600	5,652,000	5,697,600
Cellular Total	723,800	46,287,900	45,564,100				

Source: Telecommunications Carriers Association.

Cellular telephone, Personal Handy-phone System, and Pager subscribers

Twelve-month history (subscribers by service)					Visual representation of share: Cell/PHS/Paging
Year/month	Total	Cell	PHS	Paging	
99/08	54,187	45,564	5,698	2,925	
99/07	53,562	44,807	5,710	3,045	
99/06	52,872	43,944	5,753	3,175	
99/05	52,319	43,177	5,790	3,352	
99/04	51,786	42,459	5,793	3,534	
99/03	51,076	41,530	5,780	3,766	
99/02	50,323	40,497	5,783	4,043	
99/01	49,907	39,785	5,857	4,265	
98/12	49,507	38,996	5,985	4,526	
98/11	48,889	38,065	6,088	4,736	
98/10	48,444	37,296	6,168	4,980	
98/09	48,051	36,542	6,266	5,243	
98/08	47,622	35,722	6,364	5,536	

Note: All figures shown in thousands. Source: Telecommunications Carriers Association.

Ten-year history and growth rates

A. Cellular Telephone			A. Personal Handy-phone System		A. Pager	
FY (Mar ch end)	Subscriber s	Year-on-year growth h	FY (Mar ch end)	Subscriber s	FY (Mar ch end)	Subscriber s
1989	242,888	61.1%	1996	1,508,114	1988	2,953,381
1990	489,558	101.6%	1997	6,029,691	1989	3,519,589
1991	868,078	77.3%	1998	6,727,023	1990	4,246,612
1992	1,378,108	58.8%	1999	5,777,590	1991	5,082,452
1993	1,712,545	24.3%			1992	5,911,377
1994	2,131,367	24.5%			1993	6,688,634
1995	4,331,369	103.2%			1994	8,063,827
1996	10,204,023	135.6%			1995	9,353,249
1997	20,876,820	104.6%			1996	10,610,549
1998	31,526,870	51.0%			1997	10,074,304
1999	41,530,002	31.7%			1998	7,115,702
					1999	3,765,686

Note: Figures for end-August 1999 were 45,564,362 and 27.5%.

Note: Figure for end-August 1999 was 5,697,965.

Note: Figure for end-August 1999 was 2,923,850.

Source: Ministry of Posts and Telecommunications.

Telecommunications Industry Size (excluding non-core business)

1. Telecommunications					
	FY1993	FY1994	FY1995	FY1996	FY1997
Type I telecoms	7,323.5	7,838.0	8,806.1	10,281.1	11,229.8
Type II telecoms	649.1	689.5	619.3	749.9	857.7
2. Broadcasting					
	FY1993	FY1994	FY1995	FY1996	FY1997
NHK	556.3	568.2	578.4	596.2	621.8
Privately owned broadcasters	2,113.8	2,189.6	2,337.3	2,526.5	2,605.7
Cable television	77.5	98.4	112.6	141.0	164.4
3. Information and data communications					
	FY1993	FY1994	FY1995	FY1996	FY1997
Data communications equipment production	2,474.7	2,503.2	3,097.7	4,196.2	4,056.5
Electric cable production	1,267.9	1,200.6	1,205.7	1,245.2	1,233.4
Telecom Industry Total	14,462.8	15,087.5	16,757.1	19,736.1	20,769.3

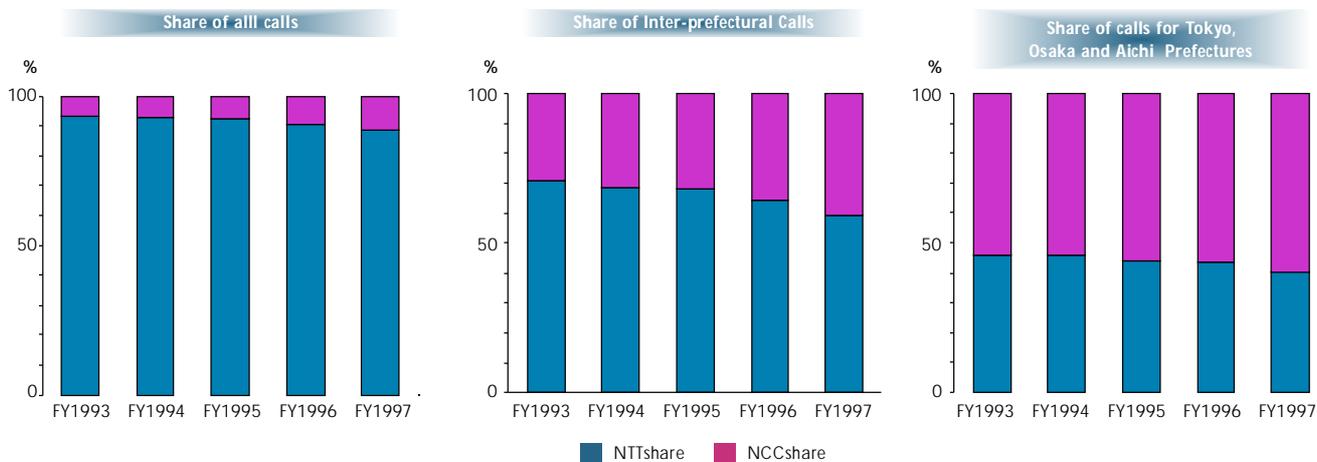
Note: 1. All Type II telecom businesses in FY97 were at the business planning stage. 2. All figures shown in ¥ billion. Source: Ministry of Posts and Telecommunications and related organizations.

Domestic Telecommunications Market

	FY1993	FY1994	FY1995	FY1996	FY1997
Telephone	5,038,750	5,178,348	5,483,419	5,471,515	5,033,958
Leased circuit	562,382	573,638	572,299	621,456	725,250
Cellular and car	608,021	873,209	1,403,164	2,340,026	3,267,293
PHS	—	—	30,738	282,536	526,139
Maritime telephone	15,863	15,902	15,943	15,367	13,402
Radio paging	218,464	272,998	288,966	287,236	227,485
Telex	2,539	2,220	1,995	1,758	1,428
Telegram	78,447	88,338	94,750	96,925	90,781
Others	471,099	492,598	570,016	697,220	869,803
Total	6,995,565	7,497,301	8,461,290	9,814,039	10,755,539

Note: 1. All figures shown in ¥ million. 2. Source: Ministry of Posts and Telecommunications.

Although mobile phone use is becoming more and more common, many people still rely heavily on the regular telephone line, which automatically connects to NTT, unless you are registered with another carrier AND dial a certain prefix for that carrier. Thus, it's no wonder that NTT still dominates the market, despite its high rates. The share of non-NTT calls is steadily growing, however, as shown on the chart below, which indicates that NCCs are used more for calls to major cities in Japan.



Note: NCC refers to the total for DDI, Japan Telecom, and Teleway Japan, which has now merged with KDD.
Source: Ministry of Posts and Telecommunications and Telecommunications Carriers Association.