



Mobikyo K.K.

The Business of Mobile in Tokyo

Executive Summary
27 February 2009



Mobikyo K.K., based in downtown Tokyo, publishes the Wireless Watch Japan media project, organizes Mobile Monday Tokyo networking events, operates Mobile Intelligence study tours and offers custom related consulting services.

Mobikyo's core business is the production and dissemination of media content, market intelligence and business networks targeted at helping foreign companies engage with the domestic market. The founding directors are deeply connected with, respected by, and committed to, Japan's mobile business community.

Clients include the following companies:



Mobikyo and its online media and market intelligence operations are well established and positioned to assist our clients, both domestic and international, to connect and grow with their mobile platform efforts.

Wireless Watch Japan

Wireless Watch Japan is the original, independent English news source on Japan's mobile industry and provides in-depth and original coverage via news reports, analytical articles, streaming video programs and an email newsletter.

Since launch in 2001, Wireless Watch Japan has become one of the most popular and trusted voices dedicated to covering Japan's mobile industry, in English, for an international audience. Our core paid subscriber members know that developments in Japan will affect the global wireless industry.

Our community includes managers, executives, analysts, business planners, engineers, marketers, product developers and researchers from Fortune 500 companies worldwide. Each day, thousands of visitors depend on WWJ to learn about Japan's business models, technologies, mobile services, applications, innovative contents and hardware developments.

Almost 40% of pure non-SMS data revenue worldwide is generated in Japan where three-quarters of the population are subscribed to mobile services and four in five users carry high-speed 3G phones. Recent figures indicate that over US\$80 billion in annual sales are generated from carriers' official mobile content and commerce portals, in addition to massive off-portal revenues.

With the continued growth of the mobile industry in overseas markets, Japan is increasingly being recognized as the most successful and innovative test-bed market for next-generation mobile products and services.

Our staff consists of experienced, Japan-tech-savvy professional journalists and business analysts based in Tokyo and abroad. All are plugged-in, analytical, and skeptical – and dedicated to providing our clients with the most accurate news and commentary to cut through the hype that surrounds Japan's mobile Internet.

With fantastic support from our clients, partners and affiliates in Japan and overseas, WWJ has become a leading source of independent intelligence based in the world's most advanced mobile market.



MobileMonday (MoMo) is a global community of mobile industry visionaries, developers and influential individuals fostering cooperation and cross-border business development through f2f networking events to share ideas, best practices and trends from global markets. MoMo chapters are active in 70 cities worldwide and new locations continue to launch monthly.

MoMo Tokyo is Japan's leading community supporting the mobile industry and is a focal gathering point for business and product managers, entrepreneurs, application developers, analysts and the media. MobileMonday provides an open platform for mobile professionals to share ideas, best practices and trends from global markets to foster cooperation, partnership between companies and individuals and cross-border business development via the worldwide network of MobileMonday chapter cities.

Established in September 2004, MoMo Tokyo hosts regular networking events that routinely attract 200-300 participants. These events feature presentations from major companies including Adobe, Google, HP, HTC, KDDI, MTV, Microsoft, NEC, Mozilla, Opera, RIM, Sony, W3C and Warner Music.

MobileMonday Tokyo also promotes exchange and contact between Japan's mobile industry and overseas, and offers opportunities for members of the wireless industry to meet their counterparts from other countries. MoMo Tokyo's working languages are English and Japanese, enabling as wide a range of professionals as possible to attend and participate. A particular feature of MoMo is the chance for investors and others working in the new ventures segment to meet with new and emerging companies and keen individuals with bright ideas seeking know-how, advice, capital or technology.

As of January 2009, over 4,000 individuals have attended MobileMonday in Tokyo; many thousands more from around the world have visited our website to download presentations from past events. This audience represents a wide and deep slice of the Japan-focused wireless industry and includes professionals from telecom carriers, handset makers, technology vendors, developers, content providers, media, researchers and analysts.

mobile intelligence japan



Mobile Intelligence Japan provides custom research and consulting designed specifically for global industry executives working in sales, marketing, product development, business strategy, venture capital and the media. From private workshops and conference presentations to trend spotting innovations and independent analysis, our services are based on the direct experience and lessons learned in the Japanese mobile market.

We also offer a unique guided tour service providing market introductions, personal connections and actionable lessons for clients overseas. Delegates take part in seminar and attend inside sessions, at individual companies, in technology showrooms, and -- most importantly -- on the fabled streets of Tokyo. Alumni return home with a competitive edge, integrated awareness and personal contacts moving them to the forefront of new business development. We routinely arrange custom tours, consulting, research and referrals based on clients specific requirements.

Japan hosts the world's most advanced wireless market and with MIJ you will meet the companies, talk to the experts and observe the products and services making mobile happen. It's the best way to understand a functional ecosystem and extract the success factors, actionable lessons and business opportunities applicable to markets in Europe, Asia, America and elsewhere.

MIJ provides wireless industry professionals worldwide the opportunity to study Japan's mobile Internet success story up close and personal. For the comparative cost of an industry standard white paper, attendees will experience in person the world's most advanced mobile economy, make valuable connections and discover the mobile innovations happening in Japan now that will rock global markets in the future.

Because it's not just "what" you know - OR - "who" you know. It's both!



Mobikyo K.K.

The Business of Mobile in Tokyo

Level 32, Shinjuku Nomura Building
1-26-2 Nishi-Shinjuku, Shinjuku-ku
Tokyo, Japan 163-0532

E: info@mobikyo.jp

W: <http://www.mobikyo.jp>