



# General Consumer's Experience in Japan

2009-11-19

Hideki ICHIHARA

GS1 Japan





# Today's Topics

- Outlook on Japanese Mobile Market
- Consumer Experience in Japan
  - Shop
  - Home
- 1D Bar Code for Mobile in Japan
- Opportunities and Challenge in general Consumer's Experiences for Mobile.
- Closing





# Outlook on Japanese Mobile Market





# Outlook on Japanese Mobile Market

## Market

- Total Numbers of Phone subscribers; 100,500,000 (end of 2007)
- Total Numbers of Mobile Internet Users; 89,000,000
- Percentage of 3G Service; 89%

(source; Ministry of Internal Affairs and Communication.)

## Usage on Mobile Application in Japan

- Consumers who have experience of using Music Download Service; 47%
- Consumers who have experience of using Camera; 89%
- Consumers who have experience of using 2D Code (QR Code); 67%

Sample Survey; Respondent =3,178

Composition Ratio ; 10's 10.9%, 20's 22.8%, 30's 25.6%,  
40's 18%, 50's 14%, over 60's 8.7%

(source; Impress R&D/ Mobile Content Forum,2008-2009)



# Consumer's Experience in Japan





# Shop

## Function

- Extended Package
  - Package Information, and Brand's Promotion.
- Coupon
  - Display Coupon, etc
- Payment
  - Electronic Money, Credit, and Cash
- Promotion
  - Digital Signage
  - KIOSK Terminal





# Shop (cont.)

- Consumer's Experience.
  1. Promotion (In some Case)
    - At the Entrance or Service Counter in the Shop.
      - Checks Digital Signage, and place the phone it.
      - Checks Consumer's Royalty Points tied with the Phone at KIOSK Terminal.
  2. Consumer accesses Promotional Information or Coupons.
  3. Consumer checks Product's Package.
    - Reads QR Code
      - Accesses Detail Information on the Product.
      - Accesses Promotional Information by Brands or Retailers.
  4. Payment
    - Cash
    - Electronic Money
    - Credit Card tied with the Phone (IC Chip)



# Home

- Function
  - Contents Delivery
    - Music, Movie, Games
  - Ordering
    - Books, CDs, Home Electronics, Apparels, etc
  - Extended Package
    - Promotion
    - Detailed Information.



Image; Amazon Scan Search



# Home (cont.)

- **Consumer's Experience on Contents Delivery/Ordering**

1. Consumer registers his/her personal Information by mobile site.
2. Consumer gets ID for the Service.

In some cases, consumers need to install application software in the Phone.

3. Consumer accesses the Mobile Site, chooses contents/goods, and downloads contents in the Phone.
4. Payment
  - Telephone Bill or Internet Access Charge.
  - Electronic Money
  - Credit Card tied with the Phone (IC Chip)





# 1D Bar Code in Japan





# 1D Bar Code for Mobile in Japan

- Percentage of Users using 1D Code
  - No figures at present.
- Business Cases
  - Contents Delivery
    - Music
      - » iTunes in Japan  
(1D Code (GTIN) is used for Item management)
  - Online Shopping
    - Books, videos, DVDs, Software
      - » Amazon Japan  
(1D Code (GTIN) is used for Item management)
  - Extended Package
    - Detail Information  
(Nutritional information, Plant's Information, etc.)
      - » Some Food Manufacturers
- Work Flow by Consumer  
See Slide 9.





# 1D Bar Code for Mobile in Japan (Cont')

- Questions.
  - Question 1
    - Why are solutions using 1D barcode not widely used in Japan ?
  - Question 2
    - What would encourage Japanese companies to take a global perspective ?
- My Answers.
  - Question 1
    - Mobile Users widely use QR Code in Japan. As QR Code shows URL's Information directly, Consumers easily access the Mobile Site. 1D requires consumers to download additional Software to control the Phone in Japan.
  - Question 2
    - I can't find answer at present.  
I will share GS1's Information to Industry Bodies at first.



# Opportunities and Challenge in general for Mobile





# Opportunities and Challenge in general Consumer's Experiences.

- Opportunities:

- How to use GS1 Standards in Mobile.
  - Restaurant      Coupon ID, Coupon, Mobile Payment
  - Shop              Bar Symbol, Coupon, Mobile Payment, KIOSK Data Base Service (GEPIR,GDSN)
  - Home              Content's ID, Mobile Payment, Data Base Service (GEPIR,GDSN)

- Challenge:

- All                      Mobile firms and mobile industry bodies don't well know GS1 MobileCom. We need to attract their interest to know GS1MobileCom ,and ask them join GS1 MobileCom.

Standardize usage of 2D Code in the Product Package.

Consider Common Data Base Services in GS1 MobileCom.





# Challenge for GS1 Japan

- Reaching Industry Bodies in Japan.
  - We are making contact MCF and MCPC. MCF is Association for Contents Service Providers and Contents Providers. MCPC is Association for Mobile service providers, Handset Manufacturers, Information Providers. MCPC is Representative of GSMA in Japan.
- QR Code.
  - We want to share Business practice with GS1 MobileCom.
  - QR Code is an indispensable part of mobile solution in Japan. To promote GS1 standards in Mobile, we absolutely need to leverage QR Code. On the other hand, use of GS1 keys for mobile solution is still low, and we are yet to find attractive application using the both GS1 keys and QR code.



# Closing

Communication is important.

- User Companies
- Mobile Firms
- Industry Bodies

Check present Business Practice.

- If Mobile will be adopted ?

Make Clear Technical Architecture Chart and Business Process for Users.





# Contact Details

GS1 Japan

Hideki Ichihara

T + 81 3 5414 8520

W [www.gs1.org](http://www.gs1.org)

E [ichihara@gs1jp.org](mailto:ichihara@gs1jp.org)

