

SESSION 6: CONSUMER ACCEPTANCE

FMC Service Trend and Consumer Acceptance

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Outline

The presentation aims to identify the requirements for successful FMC services by analyzing popular FMC data services and user trend in Japan.

1. What is FMC?
 - Voice
 - Data: Seamless accesses from PC and mobile terminals
 - => Focus of this presentation

2. FMC service examples and user trend
 - SNS
 - LBS
 - User created video

3. Requirements for consumer acceptance
 - Stress-free accesses from both PC and mobile terminals
 - Flat rate pricing
 - Speed
 - Characteristics of applications
 - User interface
 - User segments