



Mobile in Tokyo

Executive Summary

31 March - 2012



Media - Events - Consulting

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 providing related custom research and advisory 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 founders are deeply connected with, respected by, and committed to, the mobile business community.



Through our online media platform on Wireless Watch Japan, via physical networking events at Mobile Monday Tokyo and with research, tour and advisory services at Mobile Intelligence, Mobikyo is well established and positioned to assist clients, both domestic and international, to connect and grow with their mobile business efforts. For more details visit: <http://www.mobikyo.jp>



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, timely tweets, streaming video programs and popular email newsletter series.

Since launching in 2001, Wireless Watch Japan has become one of the most popular and trusted voices dedicated to covering Japan's mobile business, in English, for a global audience. Keen followers know that developments here will continue to affect the global wireless evolution.

Our subscriber community includes tech. analysts, executives, engineers, marketers, developers and researchers from startups to Fortune 500 companies worldwide. Each day, thousands of visitors depend on WWJ to discover business models, technologies, contents, services, applications, innovative contents and hardware developments from Japan.

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

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

With fantastic support from our clients, partners and affiliates in Japan and overseas, WWJ has grown to become one of the leading sources of independent intelligence based in the world's most advanced mobile market. We are the canary in the coal mine. For more details visit: <http://wirelesswatch.jp>



Mobile Monday (MoMo) is a global community of visionaries, executives, 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 100+ cities worldwide, from Adelaide to Zurich, and new locations continue to launch monthly.

Mobile Monday provides an agnostic platform for mobile professionals to share ideas, best practices and trends from across global markets to foster cooperation, partnership between companies and individuals and cross-border business development via the global network of MoMo chapter locations. A key feature of MoMo is the chance for investors and growing ventures to meet with new and emerging companies and keen individuals with bright ideas seeking know-how, advice, capital or technology.

Established in September 2004, MoMo Tokyo hosts regular networking events which attract upwards of 200 delegates. 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 March 2012, 5,000+ unique individuals have attended Mobile Monday in Tokyo; many thousands more from around the world have visited the website to download presentations from our past events. This audience represents a wide and deep slice of the Japan-focused wireless industry and includes professionals coming from telecom carriers, handset makers, technology vendors, developers, content providers, media, researchers and analysts. Bringing the mobile community together - in Tokyo! For more details visit: <http://www.mobilemonday.jp>

mobile intelligence

Mobile Intelligence Japan provides custom research and consulting specifically target at 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 developments and independent analysis, our services are based on our deep experience with 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 gain a competitive edge, integrated awareness and personal contacts moving them to the forefront of new business opportunities. 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 to discover exportable business models applicable to markets in the rest of Asia, America, Europe, and elsewhere.

Our services enable global industry professionals an 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 most dynamic mobile economy, make valuable connections and discover the next-gen. innovations happening in Japan today that will rock global markets in the near future.

It's not what you know - or - who you know. it's both
For details visit: <http://www.mobileintelligence.jp>



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