

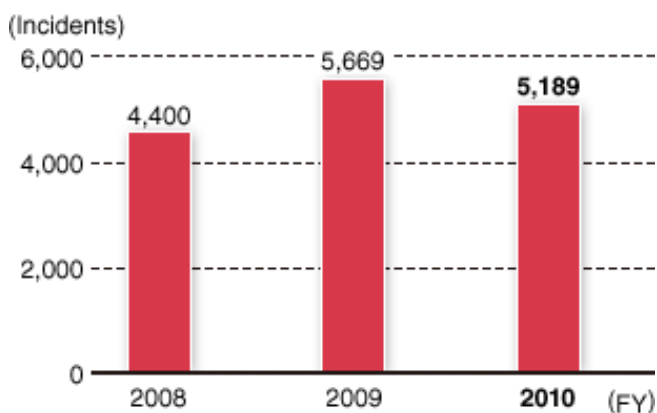
Basic Approach & FY2010 Highlights



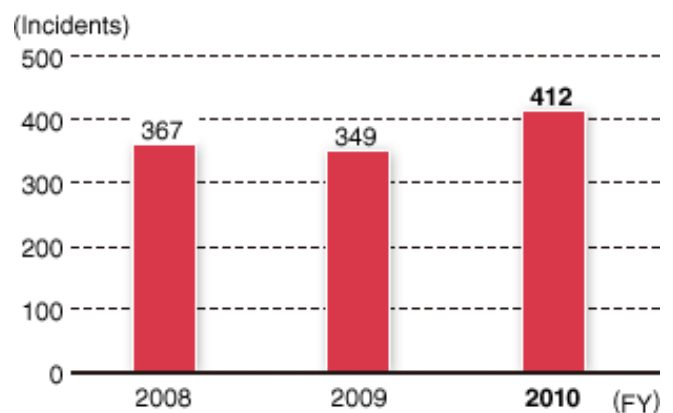
Positives and Negatives of Widespread Mobile Phone Use

Widespread use of mobile phones has changed people's lifestyles and helped make communication more convenient and enriching. However, at the same time, new social issues have arisen in the form of access to inappropriate websites and use of mobile phones for criminal purposes. DOCOMO's share of the Japanese mobile phone market is around 50%, which amounts to some 58 million customers, so as the industry's leading company we are working to bring about a society with safe and secure mobile communications while proactively addressing the negatives associated with mobile phones.

Incidents of Billing Fraud



Illegal Actions by Dating Sites



From National Police Agency reports and releases

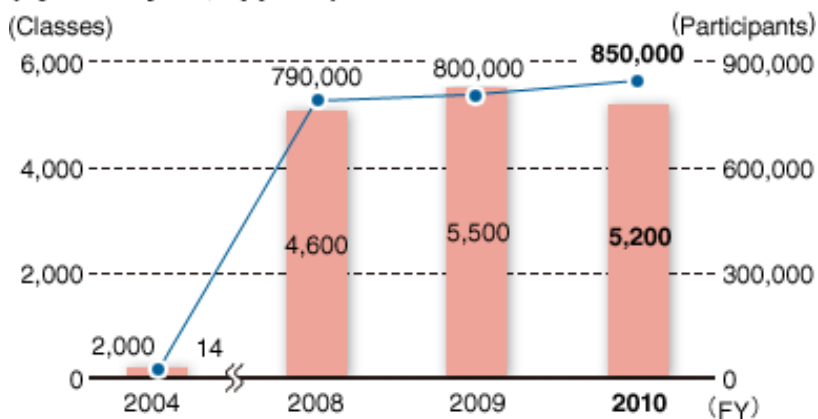
Main Initiatives Related to Safety and Security

Ensuring Safe Use by Children

Mobile phones are used by approximately 30% of elementary school students, 60% of middle school students and 90% of high school students. In order to prevent children and young people from coming into contact with harmful information on mobile sites or encountering illegal activity or other trouble on so-called dating sites, DOCOMO provides the Access Restriction Service to prevent access to inappropriate websites. Since April 2009 we have required new underage customers to apply for this service in principle. In addition, we also offer customizable Access Restriction Service that can be set by parents and guardians to restrict site access.

We are also making efforts to raise awareness of these issues among children. DOCOMO employees serve as instructors for Mobile Phone Safety Classes, where participants are taught rules and etiquette for mobile phone use and how to deal with crime and other potential trouble. The classes have been held at schools around the country since fiscal 2004. In fiscal 2010, we held 5,200 classes for approximately 850,000 participants. In total, some 3.12 million people have attended the approximately 19,300 classes held to date. Moreover, just as last year, in fiscal 2010 we consulted with school boards in all of Japan's prefectures and distributed an educational video based on the classes to approximately 32,000 schools nationwide.

Mobile Phone Safety Class and Participation Numbers (by fiscal year; approx.)



Addressing the Aging of Japanese Society



Mobile Phone Safety Class for seniors

As Japan's population has aged and more and more seniors have come to use mobile phones, there has been an increase in incidents of remittance soliciting fraud and other illicit activity.

DOCOMO has responded by holding Mobile Phone Safety Classes for seniors since 2009.

In fiscal 2010, we held roughly 800 classes, which were attended by approximately 17,700 people. In total some 32,400 people have attended the approximately 1,400 classes held to date.

Creating a Safer, More Secure Mobile Society

Internet access via mobile phones has been increasing with the emergence of smartphones, and online content is expected to diversify still further with extra-high-speed next-generation LTE service, Xi™ ("crossy") provided by DOCOMO. Given these developments DOCOMO began providing the Access Restriction Service for smartphones.

The Mobile Society Research Institute, administered by DOCOMO, conducts surveys and research to shed light on the positive and negative aspects of mobile phones. Findings are disseminated in Japan and overseas. In addition, the Advisory Board, which consists of prominent figures from outside the company, provides valuable recommendations on social issues associated with the popularity, widespread use and convenience of mobile phones, as well as on the role of DOCOMO in addressing these issues.

While making close reference to the board's recommendations, DOCOMO intends to strengthen all initiatives for protecting customers from new forms of crime and other trouble associated with mobile phone abuse. We will also raise awareness and make proposals related to the creation of an even healthier mobile society.

Topic #1

Mobile Phone Safety Classes Deepen Communication with Seniors

Akika Okubo

Mobile Phone Safety Classes Service Center, DOCOMO Service Inc.



Mobile Phone Safety Classes for seniors straightforwardly introduce ways to protect oneself from potential trouble as well as basic phone operations. In recent years an increasing number of senior customers have participated without telling their families because they want to surprise them with their ability to use a mobile phone. When I see the passion of customers like this at the classes, I imagine them talking excitedly with their wonderful families on the phone, which brings me great joy. Mobile Phone Safety Classes remind me in a real tangible way that mobile phones can be a tool for deepening bonds between people.

Topic #2

Promoting a Safe and Secure Mobile Phone Society Based on Advisory Board Recommendations

Hiroshi Ogiwara
Corporate Strategy & Planning Department



DOCOMO has established the Advisory Board to solicit the opinions and recommendations of leading outside experts in various fields on overall management. The Advisory Board, which held a meeting on August 2010, acknowledges DOCOMO for holding Mobile Phone Safety Classes and for our other efforts to protect young people from societal problems that have occurred with the popularity, widespread use and convenience of mobile phones. And, we have accepted the board's recommendation that we reach out even more actively to the general public. DOCOMO will continue to help create a safe and secure mobile society through its business operations and CSR activities based on the suggestions of the Advisory Board.

Addressing the Impact on Children

Protecting Children from Trouble Associated with Mobile Phone Use

Mobile Phone subscribers in Japan totaled approximately 120 million as of March 31, 2011, which is close to one per person. Many children are using mobile phones because they allow parents to communicate with their kids at anytime and vice versa. However, there has also been a rise in instances of children coming into contact with inappropriate information or encountering various kinds of trouble.

Given the increasing popularity of smartphone in recent years, the Access Restriction Service provided on i-mode has also been made available on sp-mode since fiscal 2010.

We will continue and strengthen similar initiatives going forward to ensure even greater levels of safety and security when mobile phones are used by children.

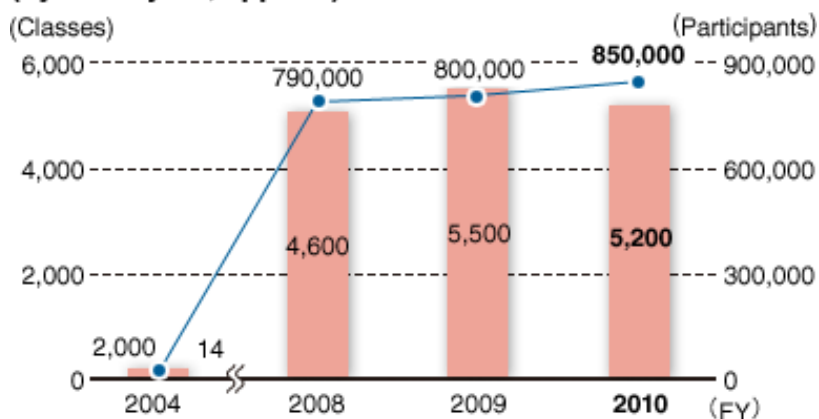
Mobile Phone Safety Classes

Mobile phones are now used in just about every aspect of life, so using them safely and securely and following the proper rules and etiquettes are important concerns. In addition, recently, there has been an increase in children encountering crime and other troubles associated with mobile phones, such as inappropriate dating sites and fictitious bills.

In light of this, DOCOMO has held Mobile Phone Safety Classes since 2004 to raise awareness of rules and etiquette for mobile phone use and how to deal with crime and other troubles. Instructors are sent to schools and organizations around the country to hold the classes. In fiscal 2010, approximately 5,200 classes were held and participants numbered around 850,000 people. On a cumulative basis, the classes have been held around 19,300 times and roughly 3.12 million people have attended.

The textbooks used in Mobile Phone Safety Classes incorporate the latest information and examples. The text for elementary school children received a prize for excellence at the 7th Consumer Education Materials Awards (for corporations and industry associations) held by the National Institute on Consumer Education and announced on March 23, 2010. DOCOMO will continue to improve the curriculum and texts and work to create an environment where mobile phones can be used safely and securely.

Mobile Phone Safety Class and Participation Numbers (by fiscal year; approx.)



Mobile Phone Safety Class Educational Video Distributed to Nationwide Elementary and Junior high Schools

We create an educational video (DVD) based on the Mobile Phone Safety Classes for teachers who want to teach students about how to use mobile phones safely and securely.

The DVD includes a beginner's edition that explains how to use mobile phones safely and securely as well as basic rules and etiquettes for mobile phone use. It is intended for children who have just started using mobile phones or will use them in the future. There is also a practical edition that uses concrete examples from the perspectives of both perpetrators and victims to go over how to use mobile phones safely and securely, rules and etiquette for mobile phone use, online communication and privacy issues including the personal information leakage. It is intended for children who already have experience with mobile phones. There is also an edition for guardians and teachers that look into the relation between children and online world. A teacher's guide was also included with the fiscal 2010 version of the video. It contains teaching tips and class curriculum samples.

The video allows teachers to conduct a Mobile Phone Safety Class by just pressing the "Play" button. It is currently utilized at many schools in homeroom classes, special safety classes and meetings with parents and guardians.







In fiscal 2010 we again consulted with school boards in all Japan's prefectures and distributed the video free of charge to 32,000 elementary and junior high schools around the country. We also began holding a new seminar for teachers and school officials to provide information on how to effectively utilize the video and how to develop classes based on it.

Greater Functionality for Access Restriction Service (Filtering Service)

DOCOMO provides the Access Restriction Service (filtering service) to block access to online dating sites and other inappropriate websites before any problems occur. There are filtering services intended for younger elementary school students, older elementary school students, junior high school students and high school students. We have also made available an access restriction customizer that enables the customer to individually set access restrictions for certain sites or categories of sites. Along with a time settings feature, which allows access to be restricted at one-hour intervals for each day of the week depending on the child's usage patterns, in fiscal 2010 we improved the service by allowing the customer to enable or disable i-mode Mail during restricted time periods. Moreover, given the recent increasing popularity of smartphones, the Access Restriction Service and Access Restriction Customizer feature have also been made available on sp-mode. In an effort to encourage use, information introducing these features is included in invoices and mobile phone catalogs so that children can use our products safely and securely.

Underage customers subscribing to i-mode for the first time are enrolled in mail filtering, in principle, under the Youth Internet Environment Development Act ^{※ 1} of April 2009.

※ 1 The formal name of the law is the "Act on Establishment of Enhanced Environment for Youth's Safe and Secure Internet Use."

	Types of Access Restriction Services	Site Filtering		【Apply for Added Feature】 Access Restriction Customizer
		i-mode Menu Sites	General Sites	
For Younger Elementary School Students	Web Restriction * 2 Restricts access to websites and permits only voice calls and mail.	 Excluding a portion of websites provided by DOCOMO		Site Settings Allows access to individual sites otherwise subject to access restriction.
For Older Elementary School Students	Kids' i-mode Filter Allows access to i-mode menu sites except bikini model sites and community sites, etc. General sites cannot be accessed.	 i-mode menu sites other than those below	 All sites other than i-mode menu sites	Category Settings Allows changes to categories of sites subject to access restriction. Time Settings Restricted access times for websites can be customized. i-mode mail filtering can be toggled in relation to restricted access times for websites (calls can still be made)
		 Websites that fall under a restriction category, such as bikini model sites and social networking sites * 3		
For junior high / high school students	i-mode Filter Allows access to i-mode menu sites and regular sites, except sites in access restricted categories and EMA * 4 certified sites.	 Websites other than those below, sites set up by the EMA * 4		
		 Websites that fall under a restriction category * 3		

* 2 Category settings on access restriction customizer cannot be used with the web restriction service.

* 3 Access restriction categories are as follows:

Illegal (actions deemed illegal, drugs deemed illegal, inappropriate use of drugs); Inappropriate advocacy (military/terrorism/extremism, weapons, accusations/libel, suicide/runaway, general); Adult (sexual acts, pornographic images, adult entertainment, adult search engines/link sites); Security (hacking, inappropriate code distribution, public proxies); Gambling (general gambling); Dating (dating/matchmaking, marriage agencies); Grotesque (grotesque); Occult (occult); Communication (online chatting, message boards, IT message boards); Adult oriented (entertainment magazines, smoking, drinking, alcoholic products, swimwear/underwear/fetish images, erotic writing, cosplay (dress-up))

Access to sites and applications that match the above categories are restricted based on URL information registered in the URL database provided by NetStar Inc. Access cannot be restricted based on individual content.

* 4 Abbreviation of the Content Evaluation and Monitoring Association.

Hotline for Concerns regarding Mobile Phone Use by Children

The "docomo Anshin Hotline" (docomo Family Safety Hotline) responds exclusively to questions and concerns on trouble related to mobile phone use by children, phone etiquette, anti-spam email measures and other safety and security services provided by DOCOMO. In fiscal 2010 the hotline received approximately 330,000 inquiries on the Access Restriction Service, anti-spam email measures and other services.

Many customers who called the hotline commented that they wanted time settings on the Access Restriction Service to apply not only to online browsing but also to mail. Responding to this feedback, we improved the service to make it possible to restrict sending and receiving i-mode Mail. In addition, we made it easier to report information on spam email. Instead of having to enter the date received, sender and other information, customers with certain phone models launched in the winter and spring now only have to select Report Spam on the submenu of the inbox screen.

Children's Emergency Service Shops

Recent years have seen an increasing number of incidents involving children on their way to and from school. This has grown into one of society-wide issues.

DOCOMO is working to do its part by registering docomo Shops as "Children's Emergency Service Shops." Our docomo Shops nationwide are available for children to seek protection when they feel endangered in any way.

Children's emergency service shops work to protect children based on specific rules established in accordance with operational rules for children's emergency services created by local governments. The rules stipulate that the protection is to be temporary and that the police and school authorities must be notified.

Assistance for Seniors

Mobile Phone Safety Classes Held for Seniors in Accord with Aging Society

In light of the ongoing aging of Japanese society, we have sent instructors to local community groups and other organizations to hold Mobile Phone Safety Classes for seniors since 2009. Around 800 classes were held in fiscal 2010 and some 17,700 people participated. To date, approximately 1,400 classes have been held, drawing the participation of roughly 32,400 people.

The class curriculum is divided into two sections. The first section is on how to avoid becoming a victim. It goes over measures for protecting oneself from remittance soliciting fraud and other crimes that affect many seniors. The second section is on how to protect oneself in disasters. It introduces disaster preparedness services like the Disaster Message Board Service and Area Mail Disaster Information Service as well as procedures for lost phones. Since 2010 the curriculum has included hands-on practice using mobile phone functions. This was implemented because many customers indicated to us that they wanted to actually use a mobile phone and not just listen to a presentation.

Dealing with Spam Email and Nuisance Calls

Continuing to Strengthen Measures to Eliminate Spam Email

We continue to strengthen anti-spam email measures and functions to ensure customers can use i-mode Mail with total peace of mind. These measures are being carried out under a basic policy of not allowing spam email to be sent, blocking mail with unknown addresses used to collect mail addresses, and providing settings to prevent spam email from being received.

For example, in fiscal 2009 we began selling phone models with functions that allow receive/block settings for spam emails. The number of settings was also increased from 40 to 120. In addition, on 13 models launched from winter 2010 to spring 2011, we added a spam email reporting function. The user just needs to select the spam message, select Report Spam on the submenu and then press the send button. This makes it possible to provide spam email information to DOCOMO.

Anti-spam email measures that DOCOMO has implemented have had some success, but spammers' trick and spam patterns are becoming increasingly diverse and sophisticated on nearly daily basis, so we continue to receive inquiries and questions from customers. We plan to continue strengthening measures that make using mail a more pleasant experience for customers.

Nuisance Call Blocking Service Automatically Ends Calls

The Nuisance Call Blocking Service is provided as a countermeasure against nuisance calls and prank calls. When a call comes in from a number preregistered as a nuisance caller, the service responds with an automated voice message that states it is not possible to connect to the person being called. This automatically ends the call without the call being registered in the user's call history.

Providing Options for Manner Conscious Customers

Services Keep Customers Connected without Causing Disruptions

DOCOMO mobile phones include a function called Public Mode (Drive Mode) and Public Mode (Phone OFF). It is intended for use in public places where mobile phone use is discouraged, for safety purposes such as while driving and for the places where mobile phone use is prohibited.

Public Mode (Drive Mode) is a mobile phone function that provides a message to the caller and terminates the call when a customer does not wish to use their mobile phone. There is no indication on the customer's phone that a call has come in (no ringtone, vibration or lighting up, etc.). Another related function is Public Mode (Phone OFF), a network service for use in places where mobile phones must be turned off. Public Mode (Phone OFF) is commonly used on airplanes or at hospitals. When someone calls a phone in this mode, a message is provided indicating the situation and the call is disconnected.

Preventing Fraud

Promoting Measures to Prevent Billing Fraud with the Government and Other Mobile Providers

Victims of billing fraud are on the rise, and it has become a major social issue. DOCOMO is addressing the problem by conducting the following measures together with the government and other mobile providers in order to strengthen prevention of remittance soliciting fraud perpetrated with mobile phones obtained with fraudulent subscriptions.

Main Measures to Prevent Remittance Soliciting Fraud

Tougher Screening Upon the Subscription

- Payment methods for usage charges for individual subscriptions limited to a credit card or direct account withdrawal in principle. Credit card or ATM card to be applied confirmed at a docomo Shop or other outlet.
- Customer information who fail to identify themselves when requested by the police, and to whom the services are discontinued, are commonly shared among all mobile providers and utilized in screening procedures.
- In order to prevent large volumes of fraudulent subscriptions under the same name, individual subscriber lines under the same name have been limited to a total of five lines, in principle.

Information Provided to Police

- Information is provided to the police when there is suspicion of fraudulent identification, such as a fake driver's license, after informing the customer in advance.

Network Use Restricted for Mobile Phones Obtained Fraudulently

Some mobile handsets on the market have been obtained fraudulently through theft or by forging subscription documents, we have put countermeasures in place that put restrictions on use of Xi™ ("crossy") and FOMA voice and packet communications when it becomes apparent that a phone has been obtained fraudulently and a request is made by a docomo Shop or similar source.

We also established a related system that allows customers purchasing a mobile phone from an outlet other than a docomo Shop or retail store to check whether the phone is subject to network usage restrictions by entering the phone's serial number on DOCOMO's website or i-mode site.

Moreover, as a measure to prevent online transactions involving mobile phones obtained through fraudulent means, we have requested that the following four Internet auction sites make it mandatory to list the phone's serial number when putting it up for auction and implement related measures.

Companies Operating Internet Auction Sites that Require Listing of Mobile Phone Serial Numbers (in no particular order)

- Rakuten Auction, Inc. (operates Rakuten Auction)
- DeNA Co., Ltd. (operates Bidders)
- Mobaoku Co., Ltd. (operates Mobaoku)
- Yahoo Japan Corp. (operates Yahoo! Auction)

Ensuring the Security of "Osaifu-Keitai" Remotely

Security measures are indispensable to "Osaifu-Keitai" (Mobile Wallet), a service that functions your phone's IC card as electronic money settlement and credit card.

DOCOMO is able to block all mobile phone functions remotely, including Mobile Wallet function, when contacted by customers whose phones have been lost or stolen. In addition, the customer locking the IC card as the default and only unlocking it when needed is also an effective security measure, so this is introduced on our website and in user manuals, etc.

Ensuring Information Security

Preventing Personal Information Leaks Through Stronger Security Measures and Trainings



Text book used for training at docomo Shops

DOCOMO handles customer information for 58 million individuals and corporations, so we put special emphasis on security measures that protect against information leaks.

Employees with access to systems that manage customer information are kept to the minimum and information that can be handled by any one employee is restricted. Moreover, biometric authentication ^{* 1} is required every time a system is used and usage logs are checked on a regular basis. In addition, the information is managed under encryption, which renders it useless even if taken out without authorization.

In order to further raise the awareness of employees regarding protecting personal information on the basis of these measures, we provide training for all employees and executives, including short-term contract employees, at least once a year. Training is also held at least once a year for the docomo Shops, and every month we check to ensure that information management is being conducted appropriately.

^{* 1} Biometric authentication is a mechanism for confirming a person's identity using physical characteristics such as fingerprints, facial features, color and voice. It is generally more foolproof than regular passwords.

[TOPIC] First in Japan to Acquire ISO/IEC 27011 Security Certification

In September 2010 we became the first in Japan to acquire certification for ISO/IEC 27011, a security standard for mobile communication providers, together with the safety standard on information security in the telecommunications sector for operation and maintenance of the CiRCUS system that provides the i-mode service.

Being certified means that the i-mode service, which is used by some 48 million customers, is provided under a robust security framework that guards against cyber attacks, network congestion, spam email, hardware and application malfunctions and other threats. However, information security risks are changing every day, so we will continue improving and strengthening security as a leading mobile communications company.

Radio Wave Safety

Compliance with Radio-Radiation Protection Guidelines

The safety of radio waves is an issue that has garnered a fair amount of interest among the public. In particular, the health effects of radio waves from mobile devices have been researched for over 50 years. The Radio-Radiation Protection Guidelines and related legal regulations have been established based on careful considerations by the World Health Organization and Japan's Ministry of Internal Affairs and Communications. DOCOMO operates its base stations in compliance with these guidelines and legal regulations and checks to make sure radio waves emitted by mobile phones are below the limits indicated in the guidelines.

In addition, lectures by experts from inside and outside the company are held on a regular basis to keep employees abreast of legal developments related to radio waves and the latest domestic and overseas research.

Collaborative Research on Radio Wave Safety

DOCOMO is involved in research on the health effects of radio waves that is being funded by the World Health Organization and Japan's Ministry of Internal Affairs and Communications. Since 2002 we have conducted experiments in collaboration with KDDI CORPORATION and SOFTBANK MOBILE Corp. regarding impacts at the cellular and genetic levels. Following an interim report issued in 2005, in 2007 we announced that research had identified no impacts. This was one example of scientific evidence that dismisses the argument that RF radiation has an impact on cell structure and function and can cause cancer. It once again shows that radio waves from mobile phones and base stations are safe.

Radio wave safety is an important social responsibility of mobile communications providers. We will continue to keep up with research developments at home and abroad and actively engage in survey and research activities conducted by the Association of Radio Industries and Businesses, a public-interest corporation working to develop radio wave use.

Keeping Children Safe

Lost Child Search Service Provided at Major Shopping Center

The Lost Child Search Service is provided at Aeon Lake Town in Koshigaya, Saitama Prefecture, one of Japan's largest shopping malls. It helps parents and guardians find their children if they become separated from them.

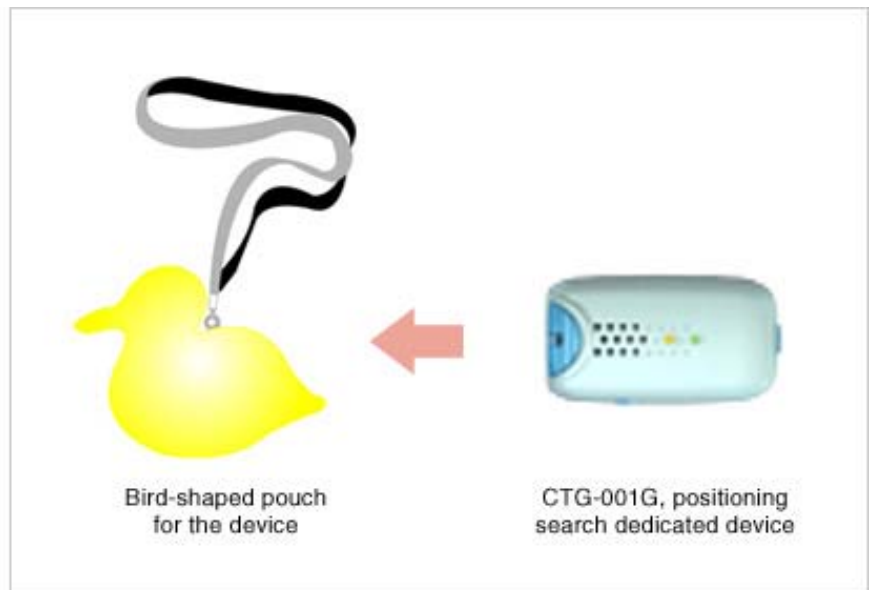
The service uses a positioning device called the Lost Child Search Kit that you rent when you first arrive at the mall and the In-Building Mobile Communication System * [1](#). Your child is fitted with the kit, which allows you to locate him or her by connecting to the Internet via i-mode or other Internet connectivity portal. Moreover, if a mall employee happens to discover a child who has gotten lost, they are able to determine the guardian's identity via an ID that is registered when the kit is rented out. The guardian is then called directly.

The service is compatible with Flash® * [2](#)-enabled mobile phones with Internet access. We hope that it will provide a little extra peace of mind to guardian bringing their children with them to the mall.

- * 1 The In-Building Mobile Communication System uses small base stations installed inside high-rise buildings and underground malls to provide stable wireless communications.
- * 2 Flash® is a generic term for type of software used primarily to create images, video and audio, and contents produced with using those software.
- * Flash is the registered trademark or trademark of Adobe Systems Incorporated in the United States and other countries.



Lost Child Search Service
(search results screen)



Lost Child Search Kit

Improving the Functionality of Kids' PHONE to Provide Peace of Mind to Both Parents and Children



F-05A, Kids' PHONE



Kids' PHONE was developed to help keep children safe. We continue to improve its functionality. For example, Kids' PHONE F-05A limits initial functions to the crime prevention buzzer, calls and GPS. Settings can then be changed as your child gets older and can use the camera, mail, i-mode and other features responsibly.

Another features for safety and security are included the restriction who can be called unless those are not registered in the phone book. Kids' Mode which allows guardians to create a PIN number that keeps children from changing the phone's settings. The "Anshin Setting menu" which allows guardians to enable settings that turn on the crime prevention buzzer, restrict uses of calls, mail, i-mode and i-appli, and prevent use of the camera simply by following onscreen instructions. All of these functions have been designed to keep children safe and give guardians peace of mind.

In addition, some models provide the Parent/Child Mode, which prevents children from changing settings parents do not want them to change, free of charge with no application necessary. Functions parents do not want children to use like i-mode, Mail, i-appli, camera, and One-Seg, can be blocked on an individual basis and security passwords that differ from the child's password can be set by the parent or guardian.

Research and Development for the Future

Research into the Positives and Negatives of Mobile Phones

The Mobile Society Research Institute, administered by DOCOMO, conducts research on the social and cultural implications of mobile communications. Its goal is to elucidate the positive and negative aspects of widespread mobile phone use from an independent perspective. Its findings are publicized both in Japan and overseas.

Institute Research Activities in Fiscal 2010

Research Symposium Considers Utilization of Mobile Spatial Statistics

Mobile spatial statistics are statistics derived from operational data compiled in the course of providing telecommunications services that are used to build and further develop social information platform. The statistics are estimates of population distribution, movement and composition and are expected to be utilized in a variety of fields, including the public sector, academic research and industry.

DOCOMO held a research symposium with experts in the fields of law, statistics, economics, and consumer marketing to consider ways of utilizing mobile spatial statistics and their overall utility. The results of these discussions were compiled into a report.

Mobile Interaction Society Symposium "Mobile '11"

The Mobile '11 symposium was held by the Mobile Interaction Society on March 10 and 11, 2011. Hiroyasu Yuhashi, lead researcher at the Mobile Society Research Institute, gave a special speech entitled "New Horizons in a Mobile Society Spun by Communication."

Three researchers, Chikako Wakabayashi, Tei Minan, and Kota Saito, also announced their research results.

White Paper on Keitai-Communication 2011 Published



DOCOMO is involved in surveys and research on the both positives and negatives of mobile phones. We surveyed how mobile phones are actually used by children and seniors and compiled the results into a book entitled "White Paper on Keitai-Communication 2011."

[Mobile Society Research Institute Surveys and Research 2010](#)

White Paper on
Keitai-Communication 2011 Cover

Research Report Contest Fosters Vantage Points on Social Trends Through Mobile Phones



Commemorative photo
after report contest awards ceremony

DOCOMO's Mobile Society Research Institute has been involved in initiatives like information literacy education for young people and anti-spam email measures to help bring about a sound and enriching mobile society. In December 2010, the institute published the White Paper on Keitai-Communication 2011, which sheds light on the characteristics of mobile phones as an information communication medium based on communication behavior, and presents an overview of related changes taking place in society. Data from a large-scale survey conducted in connection with preparing the above report was published and a contest was held for undergraduate and graduate students on utilizing those data in a research report.

Entries were solicited on one of three topics related to the mobile society—generational differences in etiquette, communications that bring people together, and people who do not own mobile phones. The aim of the contest was to foster vantage points on societal trends by their observations associated with mobile phones, the information device students are most familiar with. We received 19 submissions from individuals and groups during the submission period, which lasted from December 1, 2010 to February 7, 2011. Three reports that made it pass the primary screening were announced on March 5.

Advisory Board Formed on Positives and Negatives of Mobile Phones

DOCOMO has established an Advisory Board made up of outside experts and realizes the board's various recommendations into business operations.

One of the particularly important areas in which we have received recommendations is mobile phone safety and security. The Advisory Board convened in August 2010 provided recommendations on initiatives to protect young people from societal problems that have occurred in association with the penetration and convenience of mobile phones. The experts on the board commended DOCOMO for initiatives such as holding Mobile Phone Safety Classes, while also suggesting the need to more proactively reach out to the public. Based on the board's valuable recommendations we intend to continue working to bring about a safe and secure mobile society.