Introduction Details

- Date of introduction: Oct. 24, 2006
- Applicable to cellular phone service only
  (PHS, satellite telephone and data communications services, etc., are out of the scope of MNP)

- Notes:
  - Mail address, discount services, and handset hardware cannot be transferred
  - Content, electronic money values, etc., in some cases may not be transferred
  - Extra costs for contract cancellation may be required, if user has entered into an annual discount contract with current carrier.

Significance to Carriers

- MNP is not a one-time event, but will continue to be in force
- Possible increase in subscriber liquidity

Need to improve comprehensive attractiveness