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## TOPIC

# Announcement of the Plan for Promoting Competition in the Mobile Communications Market

## 1. About the Plan for Promoting Competition in the Mobile Telecommunications Market

In light of the inclusion of measures to promote competition in mobile phone charges and services in the government's Comprehensive Economic Measures for Completely Break Free from Deflation, the Ministry of Internal Affairs and Communications (MIC) promptly compiled the Plan for Promoting Competition in the Mobile Telecommunications Market to Enrich Daily Life. MIC announced this plan on November 7, 2023.

Mobile telecommunications is an area characterized by rapid technological advancements, making innovation easily achievable, and it plays a crucial role in the daily lives of our citizens. Therefore, ensuring that mobile services are of high quality and offered at reasonable prices will contribute to enhancing the overall quality of daily life. Given the oligopolistic nature of the market, it is essential to further advance the development of an environment that fosters competition based on prices and services.

## 2. Overview of the measure

MIC will diligently implement eight initiatives under the Plan for Promoting Competition in the Mobile Communications Market, with the following three pillars, in accordance with the Cabinet's economic measures:

- ① Achieving satisfactory rates and high-quality services
  - ① Regulating excessive discounts, such as those leading to "one yen devices" sales.
  - ② Promoting the safe and secure distribution of used devices.
  - ③ Strengthening guidance to agency shops by Mobile Network Operators (MNOs).
- ② Accelerating smooth migration between service providers
  - ④ Promoting public awareness for transitioning to new tariff plans.
  - ⑤ Advancing Mobile Number Portability (MNP) one-stop service.
- ③ Promoting the establishment of a fair, competitive environment among service providers
  - ⑥ Raising the standards for communication and device separation regulation.
  - ⑦ Allocating additional frequencies.
  - ⑧ Further reducing connection fees.

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### **3. Further consideration of measures to promote competition**

In addition to monitoring the progress of the initiatives outlined in this plan, MIC will utilize opportunities, including the following, as a platform for further consideration of measures to promote competition. MIC aims to reach conclusions by next summer through early discussions:

- Working groups (WG) for reviewing competition rules
- Study sessions on the adequacy of consumer protection rules  
Specifically, MIC will conduct broad discussions centered around the following:
- Ensuring affordability of communication fees and allowing a diverse selection of devices based on individual needs, with a focus on measures to further invigorate the device market, including used devices.
- Considering highly effective measures to promote competition, given the continued oligopolistic nature of the mobile market.