

Editorial 913-341-1300

Editor-in-Chief
Rhonda L. Wickham, rwickham@intertec.com

Senior Editor
Marcia Martinek, mmartinek@intertec.com

Assistant Managing Editor
Maggie Chaffee, mchaffee@intertec.com

Data Editor
Chris Goldman, cgoldman@intertec.com

Assistant Data Editor
Nikki Swartz, nswartz@intertec.com

News Editor
John Rockhold, jrockhold@intertec.com

Revenue-Management Editor
Deborah Young, dyoung@intertec.com

Staff Writer
Mary Corcoran, mcorcoran@intertec.com

Contributing Editor
David Crowe, crowd@cnp-wireless.com

News Correspondent
Kevin Fitchard, kfitchard@industryclick.com

Web Editor
Karen Murphy, kmurphy@industryclick.com

Art Director
Candice Anstaett, canstaett@intertec.com

Associate Art Director
Amanda Weddle, aweddle@intertec.com

Administration

Publisher
Darren Sextro, dsextro@intertec.com

Executive Assistant
Martha McMellen, mmcmlen@intertec.com

Vice President Communications Division
Larry Lannon, llannon@intertec.com

Advertising Fulfillment

National Sales Director
Janet Blaney, jblaney@intertec.com

Advertising Production Coordinator
Stacy Kruse, skruse@intertec.com, 913-967-7202

Classified Advertising Production Coordinator
Mary Mitchell, mmitchell@intertec.com, 913-967-1820

List Rental
Marcia Jungles, mjungles@intertec.com

Individual sales offices listed at the back of the magazine.

Correspondence

Letters to the Editor:
rwickham@intertec.com

Mailing Address
P.O. Box 12901 Overland Park, KS 66282-2901

Customer Service: 800-441-0294

Web Site: www.wirelessreview.com, a
www.telecomclick.com site

Reprints: Reprint Management Services
717-399-1900

Business

Intertec Publishing CEO, Timothy M. Andrews
Intertec Publishing President, Ron Wall
PRIMEDIA Business-to-Business Group President
& CEO, David G. Fern
PRIMEDIA Business-to-Business Group Chief
Creative Officer, Craig Reiss
PRIMEDIA President, Charles McCurdy
PRIMEDIA Vice Chairman, Beverly C. Chell
PRIMEDIA Chairman & CEO, Tom Rogers



©2001 by Intertec Publishing. All rights reserved.
ISSN 1099-9248 \$2.25+0.00

News Review

Success, I-Mode Style

If you pay any attention to that wireless-data mecca otherwise known as Japan, you know that content and content providers are kings. According to Takeshi Natsuno, executive director of gateway business & i-mode project leader, NTT DoCoMo (www.nttdocomo.com) currently has 828 application alliance-partner companies, and 40,518 voluntary i-mode Internet sites, including 116 search engines. And how about this for content: DoCoMo offers a library of 50,000 song titles for i-mode subscribers to download as ring tones.

Natsuno told a rapt audience at Wireless 2001 the simple reason for i-mode's continuing success: It has a total value chain and offers a total package. The key is the value of the package that every player provides, especially content providers.

"We selected technology to stimulate content providers," Natsuno said. "We have to stimulate content providers' interest because the quality of content goes up with subscribers. Without content providers, there are no subscribers, and without subscribers, there are no content providers."

Average i-mode usage is increasing because more content is available for users to share with friends, he said. There are more than 21 million i-mode subscribers today, and tens of thousands are signing up for the service each day. And as the number of i-mode subscribers climbs, so does the active-user ratio.

Reaching subscriber critical mass is hard, "but once you do, you can sit back and collect the revenue," Natsuno said.

Don't bet on many U.S. carriers sitting back any time soon. Not when AT&T Wireless (www.attws.com) could introduce i-mode services into the United States later this year. Thomas Trinneer, vice president of portal development, said AT&T Wireless

and DoCoMo are jointly adopting a global standard and moving toward WAP-NG (another name for WAP 2.0), which will allow them to deliver content regardless of device.

The carriers' migration toward common standards remains to be seen. Trinneer said going forward, packet-network-based content and applications will be tuned to user experience and devices. AT&T will deploy a GSM/GPRS overlay beginning this year, following with EDGE deployment beginning in 2002 and UMTS in 2003 (provided the infrastructure and devices are available).

For those of you still wondering whether i-mode's success will translate in the United States, Natsuno offered a definitive answer.

"Japanese people are not a different species," he said.

— By Nikki Swartz,
Assistant Data Editor

(The Japanese symbol, above, represents success.)

成功

Quoteworthy

