

BROADBAND ASSOCIATION

BBA MOBILE BROADBAND FORUM

BBA
MOBILE
BROADBAND
FORUM



Organization Philosophy

Information Revolution – Happiness for everyone

Broadband Association (Chairman: Masayoshi Son) is a non-profit organization dedicated to promote better mobile broadband environment in Japan. It started as an information sharing association for broadband related companies on 2003. Its aim has been to facilitate interaction among different industries related to broadband business, and to promote cutting-edge broadband technology, and to further knowledge about broadband among ordinary people

Today, Japanese broadband telecommunication infrastructure is the fastest and the most inexpensive among all over the world. With a great progress of broadband infrastructure, there expects to be a drastic change among existing industries. Sharing knowledge among different sectors and industries related to broadband business is particularly important for that reason. It is also important for ordinary people to know about new technologies.

Its activities are: lectures, study meetings with lawmakers, business meetings, research on broadband technology and market, policy recommendations, promoting interaction among various domestic and international broadband related group, to name but a few.

We would continue our efforts in various realms of activities to promote better future with mobile broadband.

We will continue to put all our strength into our endeavors to further accelerate the Information Revolution and bring happiness for everyone,



**CHAIRMAN
MASAYOSHI
SON**

**SOFTBANK BB
Corp.
President and
CEO**

ACTIVITIES



BBA Mobile Broadband Forum have five working groups which specialized in topics crucially important to consider future development of broadband infrastructure and contents.



OPEN MEDIA Working Group

main themes -
Social Media, Network Game and Contents Business
WG leader-
KOICHI SHIMIZU
executive officer Linked Brain Corp.



ADVANCED NETWORK Working Group

main themes -
M2M, GIS, Next Generation Network
WG leader-
Dr. NORIO YAMAGUCHI Ph.D.
General Manager Softbank Mobile Corp.
UBIDEN (Smart Grid related service project)
e-kakashi (AGRI sensor network project)



ICT in Education Working Group

main themes -
ICT in Education, e-learning, Media literacy
WG leader-
Dr. ERIKO UEMATSU Ph.D.
associate professor at Musashinogakuin University



ICT in Regional Working Group

main themes -
rural area network, Local community and Social network
for locale issue
WG leader-
YUICHI KOGURE Dr.Eng
Associate Professor Aomori Public University



RESEARCH Working Group

main themes -
research and report about Mobile, Telecom, Contents Business
WG leader-
YOSHIHIRO ADACHI
NIPPON SOCIAL SYSTEM LABORATORY, INC.



ACTIVITIES



OGC(OPEN GAME CONFERENCE)



OMC(OPEN MEDIA CONFERENCE)



IIZUKA CITY APPLICATION CONTEST
UNIVERSITY & INDUSTRY COLLABORATION



MEETING with BBA BOARD MEMBOR



BUSINESS MEETING & RECEPTION



MEETING with LAWMAKER

Cooperation with other Organizations

To facilitate knowledge sharing and communication, BBA cooperates with many other government organizations and associations, domestic and overseas. Here is a list of examples.

Domestic

- Ministry of Internal Affairs and Communications(MIC)
- Ministry of Economy, Trade and Industry (METI)
- Kanto Bureau of Economy, Trade and Industry
- Kyusyu Bureau of Economy,Trade and Industry
- The Association for promotion of Public Local Information and Communication (APPLIC)

Japan Network Security Association (JNSA)

International game developpers association Japan chapter (IGDA Japan chapter)

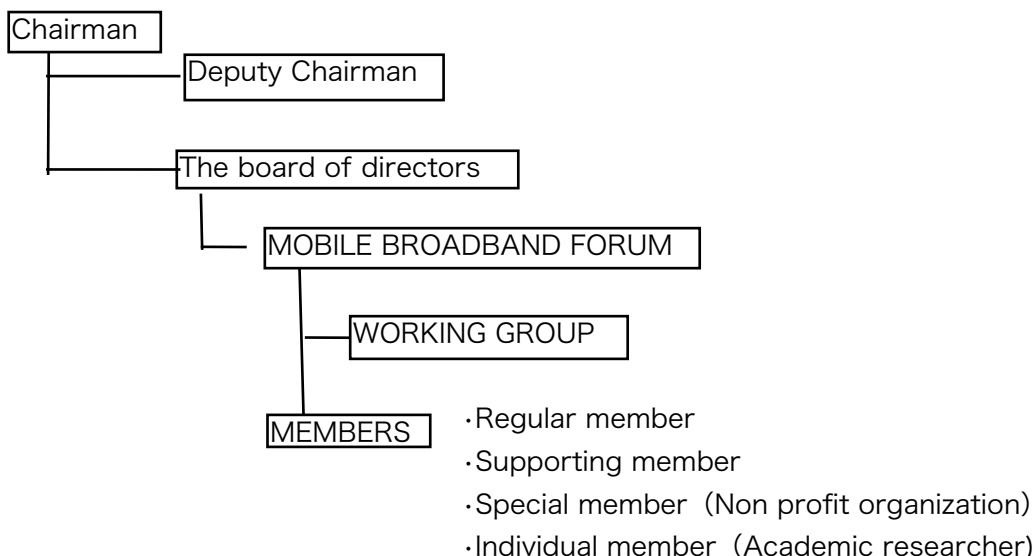
Computer Entertainment Supplier's Association (CESA)

Digital Games Research Association JAPAN (DiGRA)

Overseas

- Center for Democracy and Technology (CDT)
- China Mobile Communication Association (CMCA)
- Contents Management Institute (Korea)
- Embassy of United States of America
- Embassy of Finland TEKES Tokyo
- Embassy of Singapore
- The European Commission
- The Federal Communications Commission (FCC)
- Game Developers Conference (GDC)
- Internet Society of China (ISC)
- Korea Association of Game Industry (KAOGI)
- Korea IT Industry Promotion Agency (KIPA)
- Xi'an High-Tech Industries Development Zone (Xi'an HTDZ)

Organization



Board of Directors

Chairman

Masayoshi Son SOFTBANK BB Corp. President and CEO

Deputy Chairman

Ken Miyauchi SOFTBANK BB Corp. Vice President and COO

Commissioners

Tetsuya Nishimaki	Yahoo Japan Corporation. CTO & General Manager Yahoo! BB Business Division
Taro Hashimoto	Broadmedia Corporation President & CEO
Muneaki Furuya	DENTSU INC. Account Supervisor
Yuka Miyagawa	Oki Electric Industry Co., Ltd. General Manager Carriers Systems Marketing & Sales Division
Morimasa Sugita	NEC Corporation Network Solution Deputy General Manager
Keishi Nakamura	ISAO Corporation President & CEO
Satoshi Sugimura	Tokai Communications Corp. General Manager Carrier Service Dept. Communication Service Div.
Ted Matsumoto	SOFTBANK MOBIL Corp. Chief Strategic officer
Kenji Matsubara	Tokyo Univ. Kituregawa, Toyoda Lab. Specially Appointed Researcher.

Auditor

Hiroaki Kobayashi	Sonet International Corp. President
Chiaki Sato	Central Union of Agricultural Co-operatives. Management measures section Deliberation officer

Date of Establishment July 7, 2003

Current Membership 100 (80: corporates, 20: individual)

Activities

1. Information exchange and knowledge sharing concerning broadband activities
2. Research on standardization of technical specifications about broadband activities
3. Research on broadband market and its framework
4. Make policy recommendations about broadband activities
5. Liaison and cooperation with domestic and foreign organizations related to broadband activities
6. Promote the use and education of broadband

Secretariat

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