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Nota di contenuto	Front Cover; Broadband Economics; Copyright Page; Contents; Abbreviations; List of figures and tables; Introduction; 1. Competition policy in the broadband era; Dilemma of competition policy; The year 2010: Respective visions of NTT and the MIC; Moving toward the future of broadband in Japan; Conclusions; Appendix to chapter 1; Part I: Broadband economics basics and analytical tools; 2. Broadband in Japan: Current situation and issues; Current state of broadband in Japan; Competition policy paradigm shift; Why Japan's broadband deployment succeeded; Conclusions 3. Network economics: Theory and policy From regulation to competition; Bottleneck monopoly; Network externalities; Industrial convergence and the complexity of network economy; Conclusions; 4. Discrete choice analysis: Methodology and case studies; Random utility

theory; Conditional logit model; Nested logit (NL) model; Mixed logit (ML) model; RP and SP data; Conjoint analysis; Conclusion; Part II: The current status of Japan's broadband; 5. Fixed-line broadband: From ADSL to FTTH; Analysis of fixed-line broadband supply; Demand analysis of fixed-line broadband  
Discrete choice model analysis of broadband (revealed preference method) Discrete choice model analysis of broadband (stated preference method); Policy issues for fixed-line broadband; Conclusions; 6. IP telephony: Inception to widespread deployment; IP telephony supply analysis; IP telephony demand analysis; Conjoint analysis of demand for IP telephony; IP telephony policy issues; Conclusion; 7. Mobile telephony: From voice to data services; Mobile telephony supply analysis; Mobile telephony demand analysis; Econometric analysis of demand for mobile telephone; Mobile phone policy issues  
Conclusion Part III: The future of Japan's broadband; 8. Fiber to the home: Migration and lock-in; Current status of broadband migration; Econometric analysis of FTTH migration; Econometric analysis of lock-in effects; Conclusion; 9. The future of fixed-mobile convergence; Fixed-mobile convergence (FMC) service; Survey method and data; Estimation models; Lock-in effects from broadband to mobile phone services; Lock-in effects from mobile phone to broadband services; Impacts of lock-in effects between broadband and mobile phone services; Conclusion; 10. The digital divide: Closing the gap  
What is digital divide? Japan's digital divide; FTTH usage in Yawata and Tokyo; Econometric analysis of usage-based digital divide; Conclusions; Notes; References; Index

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## Sommario/riassunto

Japan's high-speed Internet access services such as ADSL, CATV Internet and FTTH are considered the cheapest and fastest state-of-the-art services drawing international attention. In this book the author introduces the current status of broadband services in Japan and their recent development in competition policy. An econometric model is proposed and discussed to analyse access demand. The purpose of the analysis is to understand quantitatively the current status of the rapidly developing Japanese broadband services while providing an academic and practical basis for conceiving prospective c

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