



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 competition policies. The book is composed of three parts. The first part introduces the diffusion of current Broadband services, the economics of network industries and related econometric model analysis. The second part elucidates in detail the development of fixed-line broadband services, IP phone services as well as mobile phone services. The third part consequently investigates the migration among broadband services, the fixed and mobile convergence and the digital divide problem.

- [30] Goto, R., Y. Takahashi, and T. Ida (2010) "Attitudes towards Tobacco Control Policy and Changes in Cessation Attempts in Japan," Graduate School of Economics, Kyoto University, Working Paper No. 116.
- [31] Pilar Baquero Forero, M.d., T. Kuroda , and T. Ida (2010) "Cultural Determinants of Countries Management Efficiency: A Random Coefficients Stochastic Frontier Approach," Project Center, Graduate School of Economics, Kyoto University, Working Paper 10-12.
- [32] Ida, T. and K. Ogawa (2010) "Measuring the Inequality Aversion Rate, the Social Discount Rate, and the Time Discount Rate Using a Hypothetical Dictator Game," Project Center, Graduate School of Economics, Kyoto University, Working Paper 10-13.
- [33] Ida, T. (2012) "Impatience and Immediacy: A Quasi-Hyperbolic Discounting Approach to Smoking Behavior," Project Center, Graduate School of Economics, Kyoto University, Working Paper 11-10.
- [34] Ida, T., K. Murakami, and M. Tanaka (2012) "Keys to Smart Home Diffusion: A Stated Preference Analysis of Smart Meters, Photovoltaic Generation, and Electric/Hybrid Vehicles," Project Center, Graduate School of Economics, Kyoto University, Working Paper 11-11.
- [35] Ida, T. and N. Fukuzawa (2012) "Effects of Large-Scale Research Funding Programs: A Japanese Case Study," Project Center, Graduate School of Economics, Kyoto University, Working Paper 11-12.

Other Publications (written in Japanese)

- 6 books
 - [1] Ida, T. (1997) Economics of Uncertainty and Decision Making, Nihon Hyoron Sya: Tokyo.
 - [2] Ida, T. (2001) Network Economics, Nihon Hyoron Sya: Tokyo.
 - [3] Ida, T. (2007) Broadband Economics, Nihon Keizai Shinbunsya: Tokyo.
 - [4] Ida, T., R. Goto, and S. Nishimura (2009) Behavioral Health Economics, Nihon Hyoron Sya: Tokyo.
 - [5] Ida, T. (2010) Challenging Behavioral Economics, Chuo Koron Sya: Tokyo.
 - [6] Ida, T. (2011) Economics of Next Generation Internet, Iwanami Shinsyo: Tokyo.
- 11 chapter papers
- 24 refereed articles
- 22 other academic articles
- 61 general articles, all as of December 2009.

- [15] Ida, T., S. Kinoshita, M. Sato (2005) "Conjoint Analysis of Demand for IP Telephony: A Case in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.91.
- [16] Ida, T. and Y. Horiguchi (2006) "Consumer Benefits of Public Services over FTTH in Japan: Comparative Analysis of Provincial and Urban Areas by Using Discrete Choice Experiment," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.112.
- [17] Ida, T. and R. Goto (2006) "Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.113.
- [18] Goto, R., S. Nishimura, and T. Ida (2006) "Discrete Choice Experiment of Smoking Cessation Behaviour in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.115.
- [19] T. Ida and K. Sakahira (2007) "Broadband Migration and Lock-in Effects: Mixed Logit Model Analysis of Japan's High-speed Internet Access Service," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.120.
- [20] Ida, T. and K. Sakahira (2007) "Fixed-mobile Convergence and Lock-in Effects: Mixed Logit Model Analysis of Japan's Broadband and Mobile Phone," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.136.
- [21] Ida, T. and R. Goto (2007) "Interdependency among Addictive Behaviors and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.138.
- [22] Ida, T. (2008) "Horizontal Merger Entailing Efficiency Gain: Merger Remedy, Asymmetric Information, and Incomplete Enforcement," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.152.
- [23] Ida, T., R. Goto, Y. Takahashi, and S. Nishimura (2008) "Can economic-psychological parameters predict successful smoking cessation?" Graduate School of Economics, Kyoto University, Working Paper No. 96.
- [24] Ida, T. (2008) "Consumer preferences for service portability in Japan's mobile phone market," Graduate School of Economics, Kyoto University, Working Paper No. 97.
- [25] Goto, R., Y. Takahashi, S. Nishimura, and T. Ida (2008) "Time and risk preference parameters and the success of smoking cessation," Graduate School of Economics, Kyoto University, Working Paper No. 98.
- [26] Ida, T. (2008) "Anomaly, Impulsivity, and Addiction," Graduate School of Economics, Kyoto University, Working Paper No. 100.
- [27] Watanabe, N., R. Nakajima, and T. Ida (2009) "Quality-Adjusted Prices of Mobile Phone Handsets and Carriers' Product Strategies: The Japanese Case," Department of Social Systems and Management, Tsukuba University, Discussion Paper Series No. 1224.
- [28] Ida, T. (2009) "Can Economic-Psychological Parameters Account for Smoking Status? Time Preference, Risk Aversion, and Anomaly," Graduate School of Economics, Kyoto University, Working Paper No. 107.
- [29] Ida, T. and T. Kuroda (2009) "Considering Fixed-Mobile Convergence Service as a Two-Sided Market," Graduate School of Economics, Kyoto University, Working Paper No. 109.

- [5] Ida, T. and N. Fukuzawa "Effects of Large-Scale Research Funding Programs: A Japanese Case Study," Submitted (1st Round).

Discussion Papers (written in English):

- [1] Ida, T. (1997) "Evolutionary Stability of System Compatibility," Kyoto University, Institute of Economic Research, Center for the Study of Complex Economic Systems, Discussion Paper No.A-1
- [2] Ida, T. (2002) "Regulatory Reform of Japan's Electric Power Industry: Economies of Scale-and Scope and Yardstick Competition," Graduate School of Economics, Kyoto University, Working Paper No. 57, with T. Kuwahara.
- [3] Ida, T. and S. Asai (2002) "On the Regional Gap of the Japanese Local Telecommunications," Graduate School of Economics, Kyoto University, Working Paper No. 58.
- [4] Ida, T. and M. Suda (2002) "The Cost Structure of the Japanese Railway Industry: The Economies of Scale and Scope and the Regional Gap of the Japan Railway after the Privatization," Graduate School of Economics, Kyoto University, Working Paper No. 59.
- [5] Ida, T. (2002) "Theoretical and Empirical Analysis of the Influences of Risks over Time and with Age on Medical Expenditures: Evidence from the Japanese One-Person Households," Graduate School of Economics, Kyoto University, Working Paper No. 60.
- [6] Ida, T. (2003) "On the Coevolution of the Product Quality and the Consumer Preference," Graduate School of Economics, Kyoto University, Working Paper No. 66.
- [7] Ida, T. (2003) "Analysis of Internet Topology with Three-Components Model," Graduate School of Economics, Kyoto University, Working Paper No. 67.
- [8] Ida, T. (2004) "Bottleneck Monopolies and Network Externalities in Network Industries: Introduction to Network Economics," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 15.
- [9] Ida, T. and M. Sato (2004) "Conjoint Analysis of Consumer Preferences for Broadband Services in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 32.
- [10] Ida, T. and T. Kuroda (2004)"Discrete Choice Analysis of Demand for Broadband in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 37.
- [11] Ida, T. (2004) "The Broadband Market in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 49.
- [12] Ida, T. and M. Anbashi (2004) "Analysis of Vertical Separation of Regulator under Adverse Selection," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 50.
- [13] Ida, T., E. Itoh and S. Kinoshita (2004) "Post-regulatory Reform Productivity Gains in Japan's Electricity Industry," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 51.
- [14] Ida, T. and T. Kuroda (2005) "Discrete Choice Model Analysis of for Mobile Telephone Demand in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.90.

Book Chapter Articles (written in English):

- [1] Ida, T. and M. Ueda (2002) "The Interconnection and Pricing of the Internet," M. Kagami and M. Tsuji (eds.), *Digital Divide or Digital Jump: Beyond IT Revolution*, IDE-JETRO: 168-190.
- [2] Ida, T. and M. Ueda (2004) "The Interconnection and Pricing of the Internet," M. Kagami, M. Tsuji, and E. Giovannetti (eds.), *Information Technology Policy and the Digital Divide*, Edwards Elgar: 282-302 (Reprint of [1]).
- [3] Ida, T. (2006) "The Broadband Market in Japan," R. Taplin and M. Wakui (eds.), *Japanese Telecommunications Market and Policy in Transition*, Routledge: 37-64.
- [4] Ida, T. (2006) "Broadband, Information Society, and National System in Japan," M. Fransman (ed.), *Global Broadband Battles*, Stanford University Press: 65-86.

Other Academic Articles (written in English):

- [1] Ida, T. (2000) "Dynamic Model of Health Investment: Theoretical and Empirical Analysis of the Influence of Risks over Time and Age on Medical Expenditure," *Probabilistic Safety Assessment and Management* vol. 5.3: 2069-2075.
- [2] Ida, T. (2002) "Price Discrimination and Universal Service," *Kyoto University Economic Review* vol.150/151: 43-64.
- [3] Ida, T. and T. Kuroda (2005) "Demands for Broadband Access to Internet: A Lesson from Japan," *Proceedings at European Communications Policy Research (EURO CPR) 2005*.
- [4] Ida, T. and M. Sato (2007) "Conjoint Analysis of Consumer Preferences for Broadband Services in Japan," *Kyoto Economic Review* vol.75.2: 115-126.
- [5] Ida, T. and T. Kuroda (2010) "Considering Fixed-Mobile Convergence Service as a Two-Sided Market" *Proceedings at The 18th Biennial Conference of the International Telecommunications*.
- [6] Ida, T., M. Tanaka, and K. Murakami (2011) "Forecasting the Diffusion of Smart Meters, Photovoltaic Generation, and Electric Vehicles in Japan: A Stated Preference Approach," *Proceedings at The 33rd Annual APPAM Research Conference*.

Papers under Review (written in English):

- [1] Ida, T. " Impatience and Immediacy: A Quasi-Hyperbolic Discounting Approach to Smoking Behavior," Submitted (1st Round).
- [2] Pilar Baquero Forero, M.d., T. Kuroda , and T. Ida "Cultural Determinants of Countries Management Efficiency: A Random Coefficients Stochastic Frontier Approach," Submitted (1st Round).
- [3] Ogawa, K. and T. Ida " Power of Individual Characteristics in Hypothetical Dictator Game Experiments," Submitted (1st Round).
- [4] Ida, T., K. Murakami, and M. Tanaka "Keys to Smart Home Diffusion: A Stated Preference Analysis of Smart Meters, Photovoltaic Generation, and Electric/Hybrid Vehicles" Submitted (1st Round).

- [10] Ida, T. and M. Anbashi (2008) "Analysis of Vertical Separation of Regulator under Adverse Selection," *Journal of Economics* vol.93.1: 1-29.
- [11] Ida, T. and Y. Horiguchi (2008) "Consumer Benefits of Public Services over FTTH in Japan: Comparative Analysis of Provincial and Urban Areas by Using Discrete Choice Experiment," *Information Society* vol.24.1: 1-17.
- [12] Ida, T. and K. Sakahira (2008) "Broadband Migration and Lock-in Effects: Mixed Logit Model Analysis of Japan's High-speed Internet Access Service," *Telecommunications Policy* vol. 32.9: 615-625.
- [13] Ida, T. and T. Kuroda (2009) "Discrete Choice Model Analysis of Demand for Mobile Telephone Service in Japan," *Empirical Economics* vol.36.1: 65-80.
- [14] Ida, T. and R. Goto (2009) "Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior," *International Economic Review* vol.50.4: 1169-1182.
- [15] Goto, R., Y. Takahashi, S. Nishimura, and T. Ida (2009) "A Cohort Study to Examine Whether Time and Risk Preference Is Related to the Smoking Cessation Success," *Addiction* vol.104.6: 1018-1024.
- [16] Ida, T. and R. Goto (2009) "Interdependency among Addictive Behaviors and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling," *Journal of Economic Psychology* vol.30.4: 608-621.
- [17] Ida, T. (2010) "Anomaly, Impulsivity, and Addiction," *Journal of Socio-Economics* vol.39.2: 194-203.
- [18] Ida, T. (2010) "Coevolution of Product Quality and Consumer Preferences," *Journal of Bioeconomics* vol.12.2: 101-117.
- [19] Watanabe, N., R. Nakajima, and T. Ida (2010) "Quality-Adjusted Prices of Japanese Mobile Phone Handsets and Carriers' Strategies," *Review of Industrial Organization* vol.36.4: 391-412.
- [20] Ida, T. and K. Sakahira (2010) "Estimating Interdependencies between Japan's Broadband and Mobile Phone Subscriptions," *Empirical Economics Letters* vol.9.11: 1009-1016.
- [21] Ida, T., R. Goto, Y. Takahashi, and S. Nishimura (2011) "Can Economic-Psychological Parameters Predict Successful Smoking Cessation?," *Journal of Socio-Economics* vol.40.3 285-295.
- [22] Goto, R., Y. Takahashi, and T. Ida (2011) "Changes of Smokers' Attitudes to Intended Cessation Attempts in Japan," *Value in Health* vol.14.5: 785-791.
- [23] Ida, T. and T. Kuroda (2011) "Optimum Pricing Strategy for Fixed-line Internet and Mobile Phone Services: A Two-sided Market Approach," *Empirical Economics Letters* vol.10.8.
- [24] Ida, T. (2012) "Beyond Mobile Number Portability: Measuring Consumer Preferences for Service Portability in Japan's Mobile Phone Market," *Applied Economics* vol.44.26: 3357-3369.
- [25] Ida, T. and K. Ogawa (2012) "Measuring the Inequality Aversion Rate, the Social Discount Rate, and the Time Discount Rate Using a Hypothetical Dictator Game," *International Journal of Social Economics* vol.39.5: 314-329.

Research Areas (As of March 2011):

Applied Micro Economics, Telecommunications Economics, and Behavioral Economics

- Econometric Analysis of Smart Grid Project (joint with Makoto Tanaka et al.)
- Economic Analysis of Demand Substitutability of Smart Phone and Feature Phone (joint with Toshifumi Kuroda)
- Economic Analysis of Academic Innovation Management (joint with Naomi Fukuzawa, et al.)

Awards:

- September 2011 The Fulbright Grantee (Visiting Scholar)
- March 2010 The JSPS (Japan Society for the Promotion of Science) Awards
- November 2007 The Japan Association for Applied Economics Prize
- November 2007 The Okawa Publications Prize
- October 2007 The DoCoMo Mobile Science Prize for the Young Researchers
- June 2002 The Japan Society of Public Utility Economics Prize for Young Researchers
- September 1992 The TELECOM Social Science Award for Student

Book (written in English):

- [1] Ida, T. (2009) *Broadband Economics: Lessons from Japan*, Routledge (Taylor & Francis Group): London, 290pp, January 2009.

Refereed Articles (written in English):

- [1] Ida, T. and M. Suda (2004) "The Cost Structure of the Japanese Railway Industry: The Economies of Scale and Scope and the Regional Gap of the Japan Railway after the Privatization," *International Journal of Transport Economics* vol.31.1: 23-37.
- [2] Ida, T. and T. Kuwahara (2004) "Regulatory Reform of Japan's Electric Power Industry: Economies of Scale-and-Scope and Yardstick Competition," *Asian Economic Journal* vol.18.4: 423-438.
- [3] Ida, T. (2004) "Bottleneck Monopolies and Network Externalities in Network Industries," *Evolutionary and Institutional Economics Review* vol.1.1: 85-105.
- [4] Ida, T. and S. Asai (2005) "The Regional Cost Gap of the Japanese Local Telecommunications Services," *Papers in Regional Science* vol.84.2: 183-199.
- [5] Ida, T. (2005) "Analysis of Internet Topology with a Three-Components Model," *Managerial and Decision Economics* vol.26.8: 527-534.
- [6] Ida, T. and T. Kuroda (2006) "Discrete Choice Analysis of Demand for Broadband in Japan," *Journal of Regulatory Economics* vol.29.1: 5-22.
- [7] Ida, T., E. Itoh, and S. Kinoshita (2007) "Post-regulatory Reform Productivity Gains in Japan's Electricity Industry," *Applied Economics Letters* vol.14.13: 975 - 979.
- [8] Goto, R., S. Nishimura, and T. Ida (2007) "Discrete Choice Experiment of Smoking Cessation Behaviour in Japan," *Tobacco Control* vol.16.5: 336-343.
- [9] Ida, T., S. Kinoshita, and M. Sato (2008) "Conjoint Analysis of Demand for IP Telephony: The Case of Japan," *Applied Economics* vol.40.10: 1279 - 1287.

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Education:

- 1990 – 1995 Kyoto University, Graduate School of Economics, Kyoto, Japan
M.A. degree in Economics, March 1992
Doctoral degree in Economics, January 1997
(Ph.D. thesis: *Essays on Decision Theory under Uncertainty*)
- 1985 - 1989 Kyoto University, Faculty of Economics, Kyoto, Japan
B.A. degree in Economics, March 1989

Work Experience:

Permanent

- 2000 – Present Kyoto University, Graduate School of Economics, Kyoto, Japan
Associate Professor, April 2000 – March 2007
Professor, April 2007 – Present
- 1995 - 1999 Konan University, Faculty of Economics, Kobe, Japan
Assistant Professor, April 1995 – March 1997
Associate Professor, April 1997 – March 1999

Visiting

- 2011-2012 University of California, Berkeley, Goldman School of Public Policy, Berkeley, U.S.A.
Fulbright Visiting Scholar, August 2011 – July 2012
- 2011-2012 Lawrence Berkeley National Laboratory, Demand Response Research Center, Berkeley, U.S.A.
Fulbright Visiting Scholar, August 2011 – July 2012
- 2005 University of Cambridge, Wolfson College, Cambridge, U.K.
Visiting Scholar, July – September 2005
- 2001 - 2002 University of Cambridge, Department of Applied Economics and Wolfson College, Cambridge, U.K.
Visiting Scholar, July 2001 – July 2002
- 1997 - 1998 University of Illinois at Urbana-Champaign, Department of Economics, Illinois, U.S.A
Visiting Scholar, August 1997 – August 1998