



ITS2010 Tokyo

18th Biennial and Silver Anniversary Conference

Call for Papers

**“Culture, Communication and the Cutting
Edge of Technology”**

June 27-30, 2010

International Conference Center
Waseda University, Tokyo, Japan



WASEDA University

Call for Participation

The Conference will provide a platform for academia, government and business to share their knowledge and insights regarding innovative information communication technologies such as the Internet, mobile, fixed, terrestrial, satellite, wireless and many others, either as stand-alone technologies or as part of a wider, ubiquitous structure. As these technologies diffuse at unprecedented rates, greater emphasis has been placed on their harmonious integration with the cultures and environments in specific markets and regions around the world.

The conference organizers heartily welcome a diverse range of participants from the telecommunication sector, as well as other industries and areas. This Conference will include a number of session themes, ranging from traditional regulatory and policy issues to the advancement of new technologies and their influences.

Call for Papers and Session Themes

Nearly 20 years have past since the Internet first entered our daily lives. Its transformative effects on society and the economy are now clear, and the reality of “the Information Society” is no longer in doubt. Not all issues are necessarily resolved, however, and new problems continue to arise.

This Conference will provide a multidisciplinary platform both to review the transformations that have shaped today’s telecommunications industry and to anticipate the developments to come over the next 5 to 10 years. . The main theme of the Conference is “Culture, Communication, and the Cutting Edge of Technology.” Perhaps no other country has been as affected by these developments as widely and deeply as Japan, making Tokyo is a particularly suitable venue for this event. As of today, approximately 30 million Japanese people now access the Internet via broadband connections, including 15 million FTTH subscribers, and NGN services have already been launched. Mobile broadband such as 3.9G or 4G and WiMAX/LTE are now within close reach.

Traditional images of Japan are built around icons such as Mount Fuji Samurai, the tea ceremony, Sony and Toyota. Recently however, a new Japanese pop culture has established a place within global consciousness - called “Cool Japan.” Some of the most popular elements of “Cool Japan” include Manga, Anime and gaming via mobile phones.

In addition to covering issues in telecommunications, the conference also offers the opportunity to get in touch with this new Japanese culture.

Proposals for sessions are welcomed. Session themes include but are not limited to the following:

I. Culture and ICT

1. Mobile TV: one segment (one seg.) TV, mobile satellite TV, GPS
2. ICT in daily life: intelligent home appliances, robotics and artificial intelligence, man-machine interface, sensor networks, life-logs
3. New content and the content industry
4. Cool Japan: Akiba, gaming, animation, and other pop culture contents
5. Intellectual property rights
6. Safety and security for our society: the digital divide, ageing society

II. New Services over NGN and Broadband

1. IPTV and digital broadcasting: new ways of delivering content
2. IRU and broadband strategies in rural areas
3. ICT-enabled services: SaaS/PaaS, cloud computing
4. Open platforms and open interfaces
5. Fixed Mobile Convergence (FMC) and digital convergence
6. Eco ICT: green ICT, smart grids, power-saving technology
7. iDC and outsourcing

III. Wireless Services

1. Spectrum allocation
2. Next generation mobile: LTE, WiMAX, 4G
3. Interconnection charges and unbundling of mobile phones
4. New services and new competition: MVNO, number and address portability
5. Handset businesses, call termination market
6. Mobile billing strategies
7. Open platform issues

IV. New Features of Communications

1. Internet governance: network neutrality and network management
2. P2P and P4P

3. New business models over the Internet
4. Cyber crime, security, and privacy
5. Traffic shaping, deep packet inspection, legal intercept, and Comstockery
6. Social Networking Service (SNS)
7. Postal reform: privatization, universal service, and narrow banking

V. Competition and Regulatory Paradigms in Transition

1. Regulatory framework of NGN
2. Competition in FTTx
3. Convergence of telecommunications and broadcasting
4. Competition in the platform business
5. Media concentration
6. Universal access, universal service, SMP regulation
7. Migration from legacy systems to new telecommunications networks
8. Vertical and horizontal integration
9. Evaluation of competition policy
10. International comparison of competition policy

VI. Telecommunications and Economic Development

1. Broadband penetration and migration
2. e-government, e-health, e-education
3. e-payment, e-commerce
4. Innovation in ICT industries and network development
5. Country studies
6. Development of ICT industries
7. Productivity growth and ICT
8. Privatization and deregulation in the telecommunications sector
9. Financing schemes for building telecommunications infrastructure
10. ICT technology transfer between north and south
11. Affordable access to all
12. Supporting grass root telecommunications businesses and networks
13. Role of ICT in economic empowerment

Abstract Submissions

Your abstract should be in one page in MS-Word, including the title, the name(s) of the author(s), the affiliation(s), the contact address(es) and the summary of the paper for review. It should be sent online through the Conference website.

Full Paper Submissions

There are no restrictions to length or format of your paper. Submissions must be original, previously unpublished, conceptual or empirical research manuscripts. All accepted papers will be published in the conference CD in their entirety. Highly rated papers by the reviewers will be considered for publications in a book or selected Journals. Moreover, the best student paper in terms of quality and/or suitability to the theme of the conference will be awarded the "Best Student Paper" Award during the conference.

Session Proposals

If you wish to organize a session, send a proposal to Hitoshi Mitomo at mitomo@waseda.jp no later than December 20th. Themes are not limited to those listed above. A proposal should include the theme and brief description of the session, and three or four presentations. The abstracts of all presentations should be attached.

Conference Details

ITS2010Tokyo

18th ITS Biennial and Silver Anniversary Conference

Theme: "Culture, Communication and the Cutting Edge of Technology"

Dates: June 27(Sun)-30(Wed), 2010

1. Conference Venue

International Conference Center, Waseda University, Tokyo, Japan

Waseda Campus Building No.18 "Center for Scholarly Information" (Complex of Central Library, Masaru Ibuka Auditorium, International Conference Center)

Address: 1-6-1 Nishi-Waseda, Shinjuku-ku, Tokyo 169-8050, Japan

Facilities

1st Floor: Masaru Ibuka Auditorium (Plenary)

458 seats with full audio-visual equipment

3rd Floor: Conference Rooms (Concurrent Sessions)

5 rooms with a capacity of 42-100 seats

4th Floor: Seminar Rooms (Concurrent Sessions)

3 Rooms with a capacity of 20 seats

2. Registration Fees

Registration Fees	Before May 1, 2010	After May 1, 2010
ITS Member	JPY 50,000	JPY 60,000
Students	JPY 25,000	JPY 30,000
Accompanying Persons	JPY 30,000	JPY 40,000

Online registrations will be available in December, 2009.

3. Important Dates

October 1st, 2009: Call for Papers

December 31st, 2009: Final date for submission of abstracts

February 10th, 2010: Notification of accepted papers

March 10th, 2010: Draft conference program on website

April 1st, 2010: Final date for submission of full paper

May 1st, 2010: Early bird registration due

May 20th, 2010: Final conference program on website

June 27th, 2010: Conference opens

4. Conference Website

www.its2010tokyo.com

5. Contact

Hitoshi MITOMO

GSAPS, Waseda University

1-21-1 Nishi-Waseda, Shinjuku-ku, Tokyo 169-0051, Japan

e-mail: secretariat@its2010tokyo.com

6. Conference Hotels

Rihga Royal Hotel Tokyo

Adjacent to the Waseda Univ. Campus and 5 min. walk from the conference venue

<http://www.rihga.com/tokyo/index.html>

Keio Plaza Hotel

Located in Shinjuku (Approximately 20 minutes from the Conference venue)

<http://www.keioplaza.com/>

Conference discount room rates will be available. To apply the conference discount rates, reservation should be made through the Conference website.

7. Transportation

For International Conference Center, Waseda University

Access and Campus Map: <http://www.waseda.jp/eng/campus/map.html>

<http://www.wul.waseda.ac.jp/Libraries/access-e.html>

Google Map:

http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=Waseda+university&sll=35.709202,139.719333&sspn=0.018120,0.032015&ie=UTF8&start=20&ll=35.71265,139.713521&spn=0.023555,0.033689&z=15&iwloc=I

For Rihga Royal Hotel

Hotel website: <http://www.rihga.com/tokyo/index.html>

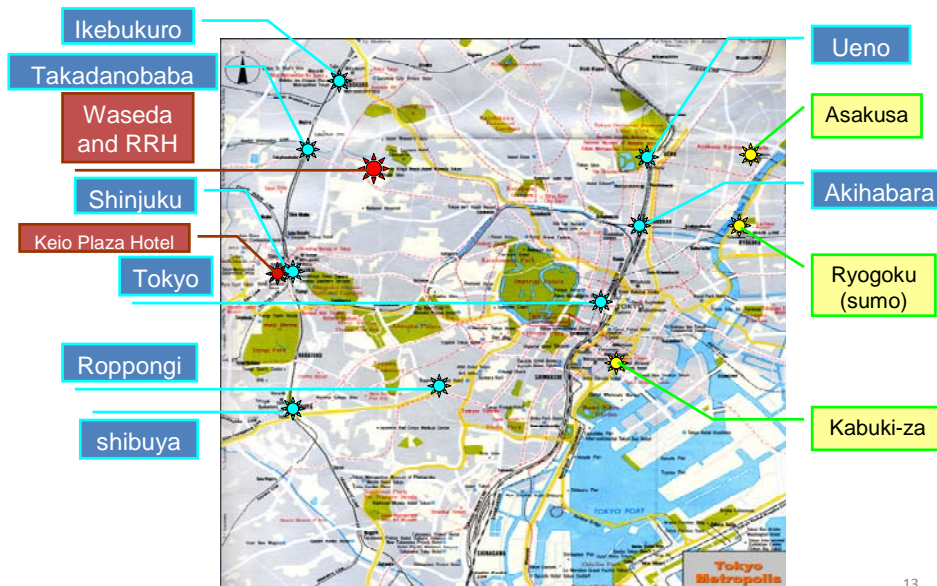
Access Map: <http://www.rihga.com/tokyo/location.html>

For Keio Plaza Hotel

Hotel website: <http://www.keioplaza.com/>

Access Map: <http://www.keioplaza.com/map/index.html>

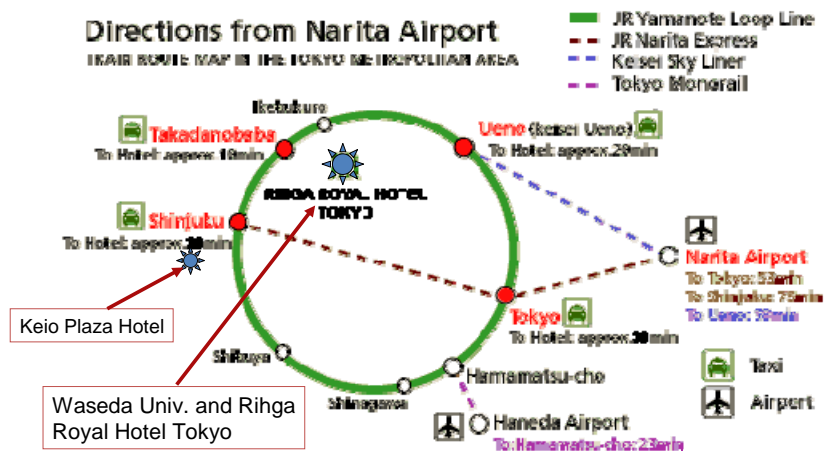
The Location of the Venue in Tokyo



http://www.japan-hotel-reservations.net/japan_map/tokyo_japan_map.html

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Access from Narita Airport



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8. Organizations

Organizing Committee

Chair: Hidenori Fuke (Komazawa University)

Co-Chair: Masatsugu Tsuji (University of Hyogo)

Co-Chair: Hitoshi Mitomo (Waseda University)

Kiyoshi Nakamura (Waseda University)

Minoru Sugaya (Keio University)

Program Committee

Chair: Masatsugu Tsuji (University of Hyogo)

Executive Committee

Chair: Hajime Oniki (Emeritus, Osaka University)

Co-Chair: Koichiro Hayashi (Institute of Information Security)

Secretariat

Chief: Hitoshi Mitomo (Waseda University)

9. Local Sponsors and Supporters

Host University

Waseda University

Graduate School of Asia-Pacific Studies (GSAPS)

Institute for Digital Society (IDS)

Corporate Sponsors

NTT (incl. group companies)



NTT DOCOMO



KDDI (incl. group companies)



Others

Official support

Ministry of Internal Affairs and Communications

The Japan Society of Information and Communication Research (JSICR)

Others

Scientific grants

International Communications Foundation

The Telecommunications Advancement Foundation

Others

9. Spouse Programs /Post-Conference Activities

Half-day/one-day tours in and around Tokyo

Museums

Sumo, Kabuki or Noh

Asakusa (Traditional Tokyo)

Kamakura/Nikko (Historical heritage)

Akihabara (POP culture)

Shopping

Post Conference Tours (Optional)

Mt. Fuji

Hot spring spas (“Onsen”)

Kyoto/Nara

Hiroshima/Nagasaki

Hokkaido

Okinawa (Coral islands)

10. Visa Requirements

Visa requirements for the entry to Japan are a little complicated. Please check this website for your specific visa requirements:

Ministry of Foreign Affairs in Japan

http://www.mofa.go.jp/j_info/visit/visa/index.html

For inquiries, please contact the Embassy or Consulate General of Japan nearest you. Please see

http://www.mofa.go.jp/about/emb_cons/mofaserv.html

A Tentative Schedule of the Conference

Date Time	June 27 (Sun)		June 28 (Mon)	June 29 (Tue)	June 30 (Wed)	
09:00 - 10:30	Board Meeting 10:00 - 15:00	the 25th Annual Conference of the JSICR 9:00 - 15:00	Opening Ceremony 10:00 - 11:00	Concurrent Sessions	Concurrent Sessions	
10:30 - 11:00				Coffee Break	Coffee Break	
11:00 - 12:30				Coffee Break 11:00 - 11:30	Concurrent Sessions	Plenary Session 11:00 - 12:30
				Keynote Speech 11:30 - 12:30		
12:30 - 14:00				Lunch	Lunch	Lunch 12:30 - 13:30
14:00 - 15:30				Panel Discussion	Concurrent Sessions	Plenary Closing Session 13:30 - 14:00
						Excursion
15:30 - 16:00		Coffee Break	Coffee Break			
16:00 - 17:30		Concurrent Sessions	Concurrent Sessions			
	Welcome Reception	Dinner	Free Evening	Farewell Party		

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