■ Roadmap describing MCF medium-to-long term reform visions

	Year 4 (to September 2012)			To 2015			Beyond 2015		Final Vision
● Global Connections Create a system to strengthen connections with government and industry organizations in Japan and overseas, including OS businesses, for collaboration. For Japan's 1.65 trillion yen mobile content market in particular, establish an environment tailored to Japanese culture and content to support	To revitalize the Japanese market Develop a new sense of presence for MCF	Share and propose industry information with related government bodies	Create new collaborative relationships with Japanese businesses (carriers, etc.)	Promote negotiations with key players	Create a system to promote content-related business, such as plans to facilitate unified copyright	Promote the establishment of a national legal framework to expand the Japanese cultural industry	Promote negotiations with overseas consumer and economic administrative bodies	Form an international group that deals with multiscreen	Establish alliances with global players in the industry
	Create contact points with key players such as OS businesses	Promote cooperation with related groups in Japan and overseas (MoU etc.)		Establish branches and bases overseas (partner groups etc.)			Promote initiatives for global standardization		
● Global Devices Support service for global devices such as smartphones and tablets in the B to C market, as well as support market expansion by offering member services dealing with a new scope of issues, such as manufacturing, distribution, and other general business to expand the B to B market.	Cooperation with device-related groups and businesses such as cloud services and NFC	Hold 4-screen events	Consider efforts related to the use of B to B (B to C)	Support the expansion of content-related business for B to B (B to C), 4 Screen, etc.	Promote content-related business by standardizing device specifications, etc.		Support content-related business for handling multiscreen, expected to expand in the near future		Deal with multiscreen focusing on mobile content, and expand the global business domain
● Global Markets Create global networks such as industry groups in order to expand the market from Japan to overseas, and support member businesses by holding periodical video conferences, and establishing an environment of testbeds, usability tests, etc. for global distribution.	Promote cooperation with players in the global market	Understand trends in global markets, content needs, etc.		Create a support system for matching MCF members with overseas businesses	Create a support system for making inroads into CP global markets	Negotiate market management in Japanese systems and culture	Promote the global development of fields that Japan is leading in	Create schemes for joint development of Japanese markets, etc.	Create a globally compatible Japanese market
● Global Knowledge Support member businesses by conducting follow-up surveys and translating information into Japanese, such as the specifications, rules, and regulations needed to develop app services for iPhone, Android, and other new platforms.	Investigate market trend data in Japan and overseas (By calculating content-related market sizes for smartphones, tablets, etc.)	Investigate specifications related to overseas platforms such as OS businesses. (Localization into Japanese, etc.)	Issue publications (eBooks etc.) for the industry	Promote the sharing of market data between partner groups in Japan and overseas.			Establish an international think tank and R&D center		Create an organization with a global think tank function