

# 100 Challenges the Ubiquitous Network Is and Be Facing With

	1.Protecting Privacy	2.Ensuring Data Security	3.Developing an e-Commerce Environment	4.Illegal/Harmful Content and Unsolicited Communications	5.Handling Intellectual Property Rights	6.Establishing New Social Norms	7.Penetration of Information Literacy	8.Overcoming Geographic Digital Divides	9.Consideration of the Global Environment and Physical/Mental Health issues	10.Establishing Systems and Practices for Fully Utilizing ICT
P R E S E N T	Protecting Personal information held by public institutions and companies	Restricting exports of high-tech products	Increase in illegal e-commerce transactions	Increase in harmful sites	Unauthorized domain use	Rules for the disposal of IT equipment	Ratio of information in other languages	Regional gaps in essential ICT services	Increase in waste material	Required preservation of official document and face-to-face transaction requirement
	Protecting financial/payment privacy	Computer Viruses	Sudden increases in consumer complaints	Facilitation of criminal acts	Protecting copyrights for digital property	Easily understood distribution of information on ICT	Income-based digital divide	Regional digital divide in advanced services	Issues of illegal dumping	Financing for ICT ventures, etc.
	Measures for collecting Website visitor information	Measures against intercepted communications	Malicious business practices using the Network	Spam mail	Scope of business model patents	Mobile device etiquette	Support for disabled individuals	North-south gap in information/communications use	Increase in energy consumption	Convenience of e-governments
	Praivacy protection in medical care	Measures against unauthorized access	Issues in online advertising	Crank telephone calls	Overseas infringement of intellectual property rights	Rules for Internet use in the workplace	Use of ICT in education	Priority of ICT in establishing social capital	Increase in paper consumption	Utilizing ICT in tax systems
	Technologies to anonymize service usage	Awareness of information security among general users	Lack of user knowledge and experience	Anonymous bulletin boards	Lack of reuse of contents	Rules for the social activity online	Protecting against decreased sociability and adaptability	Gaps in community development using ICT	Alleviated effects of new technology on the human body(ex Electromagnetic wave)	Utilizing ICT in agriculture, forestry, and fisheries
	Managing hotspot users	Handling sudden increases in network traffic	Safety in e-payment	Online gambling	Usage rules for copyrighted Websites, etc.	Proper behavior online ("Netiquette")	Lack of advanced ICT human resources	Excessive geographical concentration of contents and software development resources	Online software distribution as against package software distribution	Utilizing ICT in justice systems
	Video recording rules	Wireless network security	Cross-border issues in e-commerce transactions	Protecting content use by juveniles	Protecting publicity rights	Flexible work configurations	Measures against information overflow	Digital divide in local e-governments	Recycling IC tags	Use of ICT in medical care
	Introducing and propagating biometrics	Information network vulnerabilities	Undeveloped rules for commercial activity online	Provider responsibility	Making software open-source	Science and technology ethics in information technology R & D	Problems of software version upgrades	Presence/absence of concentrations of ICT industries	Impact on youth development	Utilizing ICT in the labor market
F U T U R E	Rules for managing positional and spatial information	Using ICT for public law and order	e-commerce standards	Ensuring content safety/reliability	Intellectual property strategies	Video communication etiquette	Using ICT in small- and medium-sized businesses	Internet use underground or while on the move	Insufficient real-life experiences given increase in virtual experiences	Standardization of work of regional governments
	Rules for using IC tags	Security measures for non-PC devices	Scope of electronic signatures/authentication	Cross-border issues in providing content	Public domain	Rules for the use of robots	Developing foolproof interfaces	Development of social capital	High-tech devices embedded in the human body	Insufficient global ICT leadership
	<b>Source: Ministry of Internal Affairs and Communication of Japan, u-Japan Policy Roundtable</b> Tentative translation by Teruyasu Murakami, Nomura Research institute									