

2. DSL Users

According to the Ministry of Public Management, Home Affairs, Posts and Telecommunications (MPMHPT), the number of DSL subscribers reached 650,796 as of September 30, 2001, a 28% increase from August. The overall ADSL growth accelerated in September due to the increased installation of subscriber lines for Yahoo! BB and its competitors' price cuts.

The DSL providers, which install their own equipment in NTT regional companies' switching offices, increased shares by 48%, surpassing NTT's growth (17%) by far. The increase is attributed by these providers' service area expansion, lower prices and launch of 8 Mbps services.

Yahoo! BB increased the share most, adding 90,000 subscribers in a month, which surpasses the aggregate growth of its non-NTT competitors. Yahoo! BB provided service to 132,167 subscribers as of October 5. Yahoo! BB, the third contender after NTT East and West, may jump to the second in October if its growth continues at this rate. To defend the market share, NTT East is reportedly going to start an 8 Mbps ADSL service by the end of the year.

DSL Market Share—NTT vs. Other Providers

