

# Major Carrier Brands



## NTT Docomo

- Largest network in Japan
- Strong rural and urban coverage
- Offers prepaid and postpaid plans



## au by KDDI

- Great performance, especially in urban areas
- Popular among locals
- Offers eSIM and physical SIM options



## SoftBank

- Fast speeds, especially for urban 5G
- Competitive international roaming options



## Rakuten Mobile

- Newer player with growing 5G network
- Offers free roaming in some areas
- Budget-friendly, unlimited plans

# Mobile Virtual Network Operators(MVNO)

## ◆ IIJmio

- Reliable data service
- Operates on Docomo and au networks
- Flexible plans; supports eSIM

## ◆ BIC SIM (by IIJmio + BIC Camera)

- Same as IIJmio but sold in BIC Camera stores
- Tourist SIMs and short-term options available

## ◆ mineo

- Uses Docomo, au, or SoftBank networks
- Good for long-term use; flexible pricing

## ◆ LINE Mobile (now merged into LINEMO by SoftBank)

- Integrates with LINE app
- Data-efficient and social-media-focused plans

## ◆ Y!mobile (SoftBank sub-brand)

- Mid-tier pricing, good performance
- Prepaid and contract options
- eSIM supported

## ◆ Rakuten Mobile (also MVNO in some regions)






- Sometimes acts like an MVNO outside its core coverage
- Unlimited data within Rakuten coverage areas

# SIM Cards for Tourists




## 1. Sakura Mobile

-  English support, easy online ordering
-  Airport pickup or delivery to hotels
-  Reliable Docomo network
- Plans:
  - 3GB/8 days: ¥3,300
  - 8GB/15 days: ¥4,400
  - 30GB/30 days: ¥6,600
-  <https://www.sakuramobile.jp>

## 2. Mobal Japan SIM




-  Long validity: up to 90 days
-  Includes voice, text, and data
-  Proceeds support charity
-  Uses SoftBank network
- Plans:
  - Unlimited data (first 7GB fast), calls & texts included
  - 30-day plan: ~¥4,000–¥5,000
-  <https://www.mobal.com/japan-sim-card>

## 3. Japan Travel SIM (IJJmio)





-  Sold in Bic Camera, Yodobashi, airports
-  Reliable Docomo network
-  Data-only
- Plans:

- 1GB/30 days: ~¥2,200
- 3GB/30 days: ~¥3,500




#### 4. b-mobile VISITOR SIM

-  Short-term SIM by a major provider (IIJmio)
-  Docomo network
-  Available at airports
- Plans:
  - 5GB/21 days: ¥3,480
  - Data-only

#### 5. Japan Wireless SIM

-  Also offers pocket Wi-Fi
-  Good for group/family travel
-  Hotel or airport delivery
- Plans:
  - Unlimited data SIMs (soft capped at ~3–5GB/day)
  - Prices: ¥5,000–¥7,000 (10–30 days)
-  <https://www.japan-wireless.com>

#### 6. AirSIM Japan

-  Data-only
-  eSIM supported
-  App-managed service
- Plans:
  - 5 days: ~\$7
  - 15 days: ~\$15

- 30 days: ~\$20