07/17/2025

Barometer of mobile Internet connections in Japan

07/01/2024 - 06/30/2025

Agenda

1. Introducing nPerf
2. Executive summary
3. Analysis
4. Methodology
5. nPerf Network assesment

Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.

300k+ tests daily worldwide.

26Md+ coverage scans in total.

3k+ servers all around the world.

Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!

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Test your connection on nPerf.com

2. Executive Summary

The subscribers of Y! enjoyed the best mobile Internet performances in 2025.

Mobile Internet connections in Japan

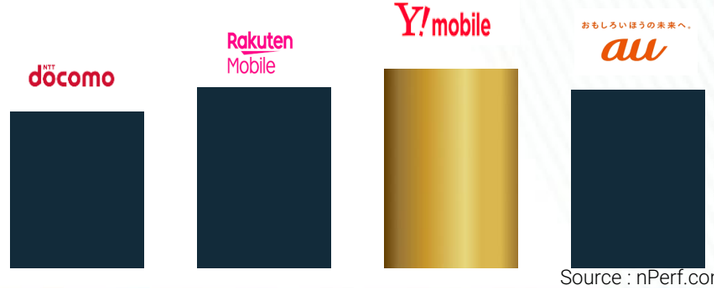
	NTT DoCoMo	Rakuten	Y!	au
Download bitrates (Mb/s)	53.22	48.37	68.87	64.21
Upload bitrates (Mb/s)	9.68	18.29	13.94	10.90
Latency (ms)	61.64	68.81	46.92	62.67
Web browsing (%)	59.88	65.51	68.54	65.47
Youtube streaming (%)	70.49	81.48	79.66	77.27
nPerf Score (nPoints)	61 620	70 982	78 184	70 077

Source : nPerf.com

Y! mobile

Best mobile Internet performance in 2025

Source : nPerf.com



Source : nPerf.com

The subscribers of Y! and au enjoyed the best 5G Internet performances in Japan in 2025.

5G mobile Internet connections in Japan

	NTT DoCoMo	Rakuten	Y!	au
Download bitrates (Mb/s)	132.20	106.56	131.73	139.34
Upload bitrates (Mb/s)	16.15	28.54	20.47	18.70
Latency (ms)	46.80	88.20	40.37	39.82
Web browsing (%)	66.58	66.31	71.65	72.34
Youtube streaming (%)	75.90	80.64	81.52	81.92
nPerf Score (nPoints)	83 328	80 631	92 894	93 870

Source : nPerf.com

3. Analysis

Introduction

In Japan, the mobile internet sector is driven by four main players who are fiercely competing to offer the best performance. With an average nPerf score of 70,216 nPoints, the Japanese sector is performing strongly. Y!Mobile maintains its leading position in the overall ranking, confirming its dominance for the second consecutive year. In 5G, the main area of analysis, Y!Mobile maintains its number 1 position co-leader with au. Y!Mobile particularly stands out in download speed (68.9 Mbps), enabling smooth streaming, in latency (46.9 ms) for responsive online gaming, and in browsing (68.5%) for fast web page loading. Rakuten, meanwhile, excels in upload speed (18.3 Mbps), facilitating quality video conferencing, as well as in video streaming (81.5%) for uninterrupted viewing.

Y!Mobile: Undisputed leader of the Japanese sector

With an overall score of 78,184 nPoints, Y!Mobile ranks first. The operator is number one in 5G co-leader with au and stands out particularly in download speed (68.9 Mbps), latency (46.9 ms), and browsing (68.5%). This combination of solid performance offers users a smooth experience for web browsing and mobile applications, with responsiveness that is particularly appreciated for interactive uses such as online gaming.

Rakuten: Streaming and Upload Speed Champion

Rakuten ranks second with 70,982 nPoints. The operator stands out as number one in upload speed (18.3 Mbps) and video streaming (81.5%). This strong performance allows users to enjoy optimal quality for content sharing and video conferencing, as well as a smooth viewing experience for online content, even in high definition.

au: Significant Growth in Speed and co-leader in 5G

With a score of 70,077 nPoints, au ranks third and is co-leader in 5G. The operator is showing solid performance and making significant progress, with a 34.1% improvement in download speed and 21.9% in upload speed compared to the previous year. These advances provide a better experience for downloading large files and sharing content.

NTT DoCoMo: Speed Improvement

NTT DoCoMo ranks fourth with 61,620 nPoints. The operator made notable progress with an 18.5% improvement in download speed, strengthening its ability to offer quality streaming and download services.

Conclusion

Y!Mobile maintains its leading position in the Japanese mobile internet sector, closely followed by Rakuten and au. The Japanese telecommunications sector is showing positive momentum, with significant improvements in speeds. This competitiveness is benefiting Japanese consumers, who are enjoying a constantly evolving quality of service, particularly on the 5G network, which is now the main focus of the sector.

4. Methodology

nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

Download bitrate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

Upload bitrate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The mean is the minimum value.

Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

Streaming performance

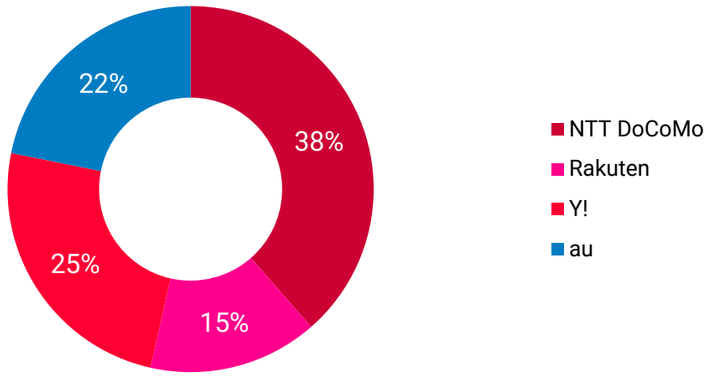
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 3.0% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

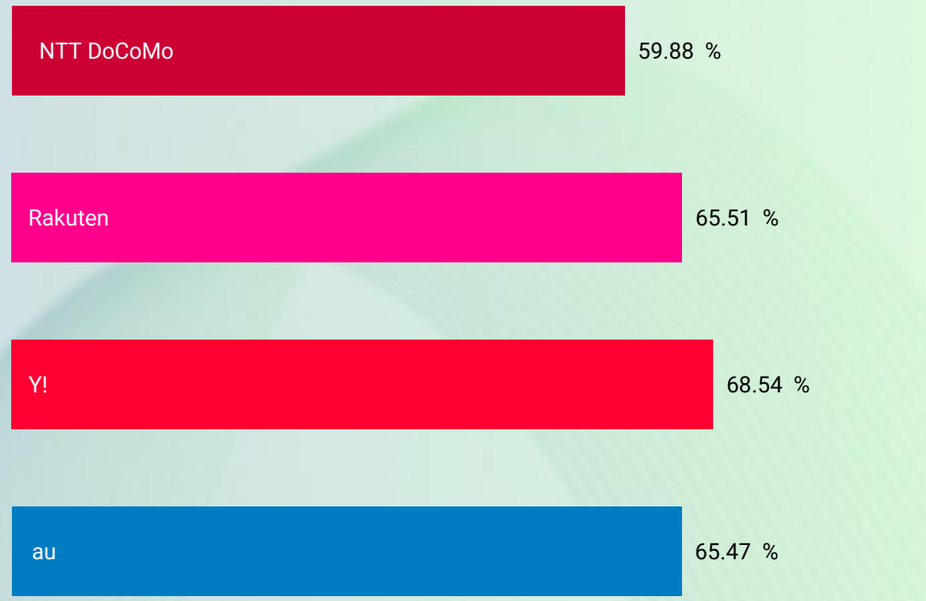
Overall distribution of the tests per provider (ISPs Share)



Source : nPerf.com

Quality of Experience : Browsing

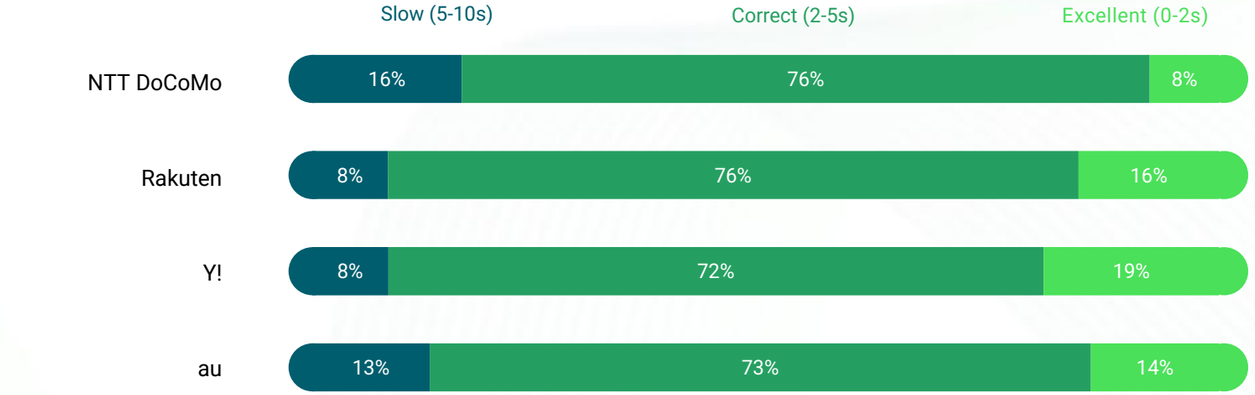
Browsing Performance rate (average)



Source : nPerf.com

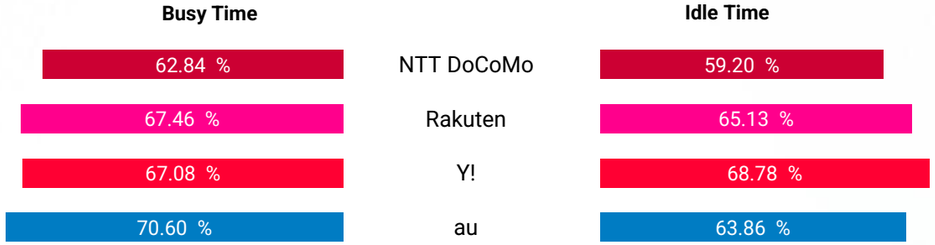
The subscribers of Y! enjoyed the best mobile Internet browsing performance in 2025.

Browsing Performance results ventilation (average)



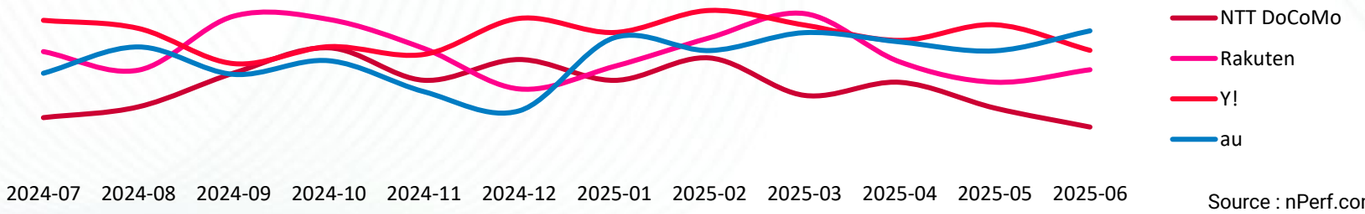
Source : nPerf.com

Browsing Performance rate (average)



Source : nPerf.com

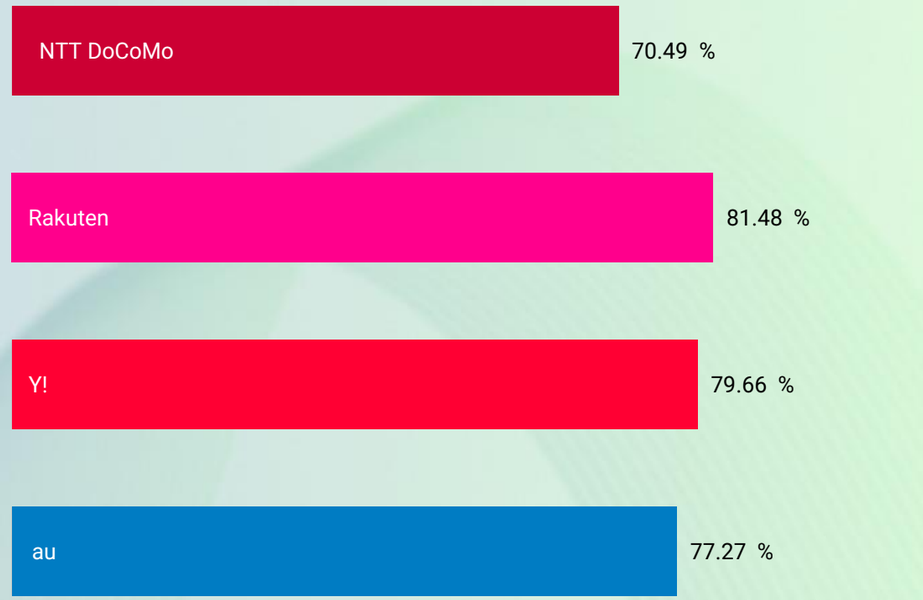
Browsing performance rate (average) evolution over the year



Source : nPerf.com

Quality of Experience : Streaming

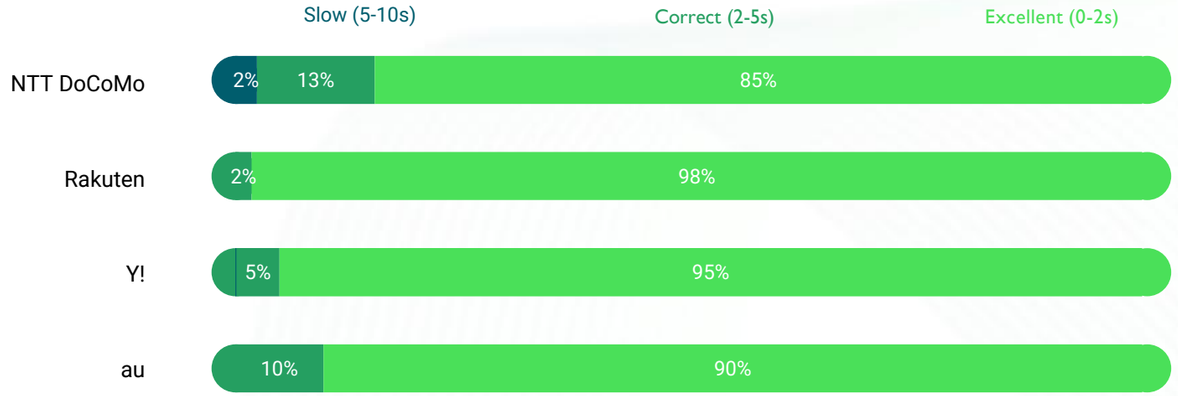
Streaming Performance rate (average)



Source : nPerf.com

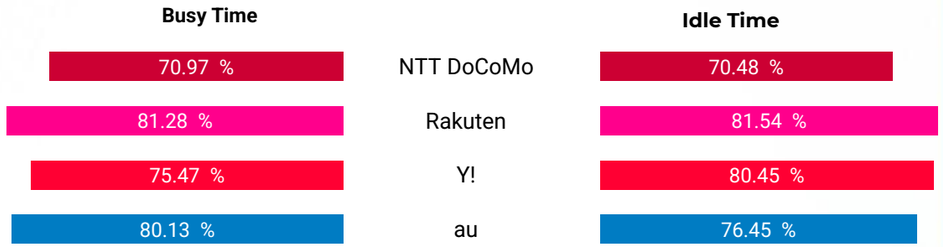
The subscribers of Rakuten enjoyed the best mobile Internet streaming performance in 2025.

Streaming Performance results ventilation (average)



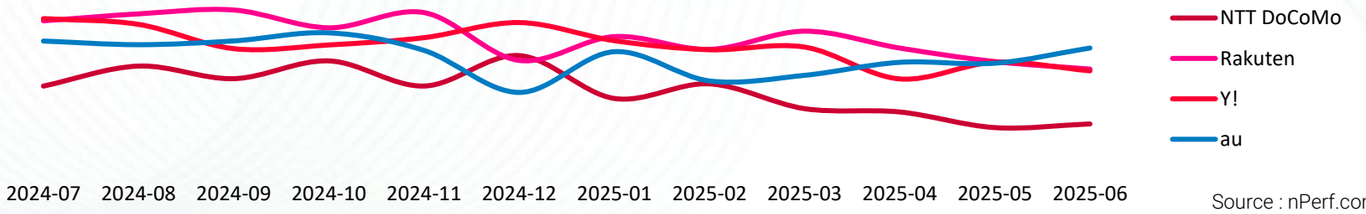
Source : nPerf.com

Streaming Performance rate (average)



Source : nPerf.com

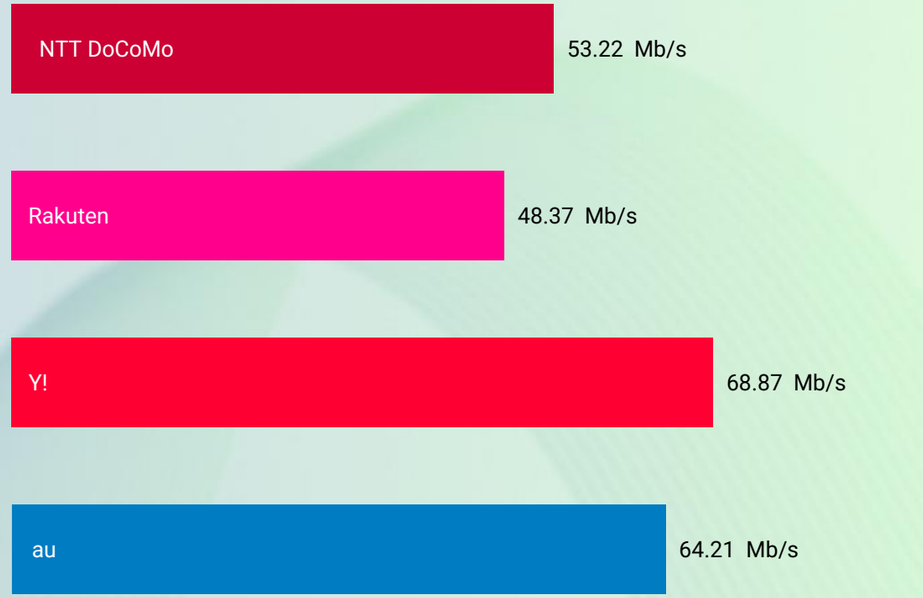
Streaming performance rate (average) evolution over the year



Source : nPerf.com

Speed : Download

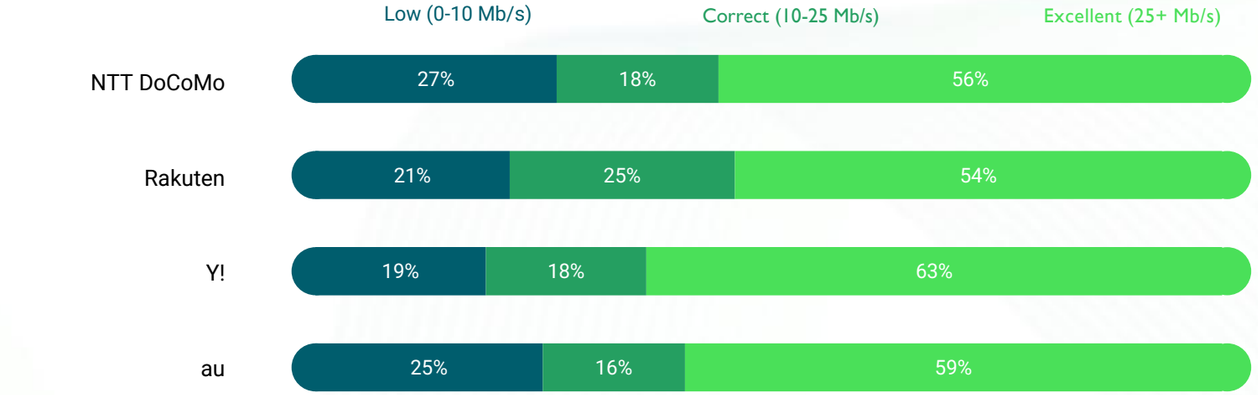
Download Speed (average)



Source : nPerf.com

The subscribers of Y! enjoyed the best average mobile Internet download speed in 2025.

Download Speed results ventilation (average)

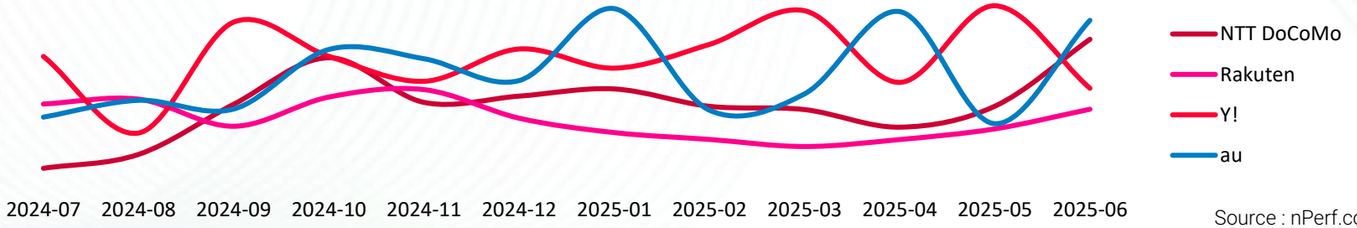


Source : nPerf.com

Download Speed (average)

Source : nPerf.com

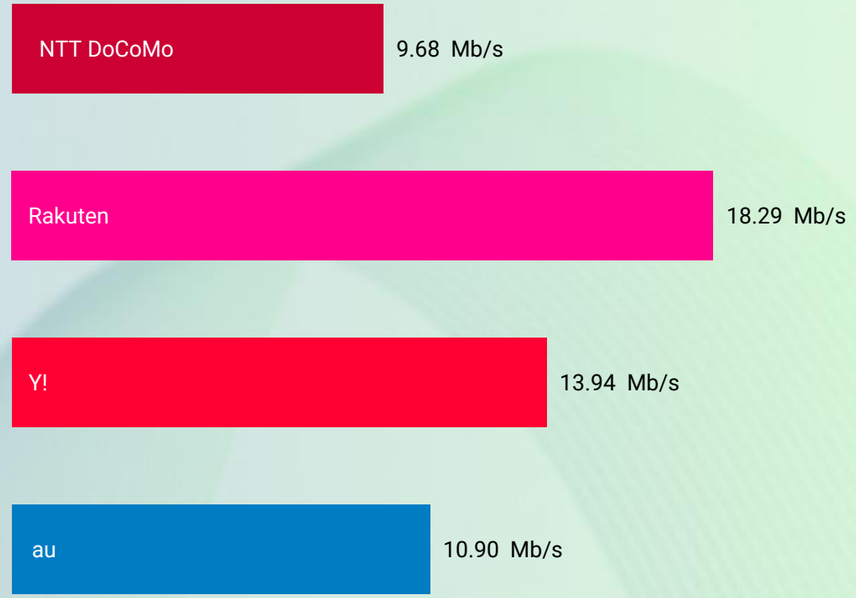
Download Speed evolution over the year (average)



Source : nPerf.com

Speed : Upload

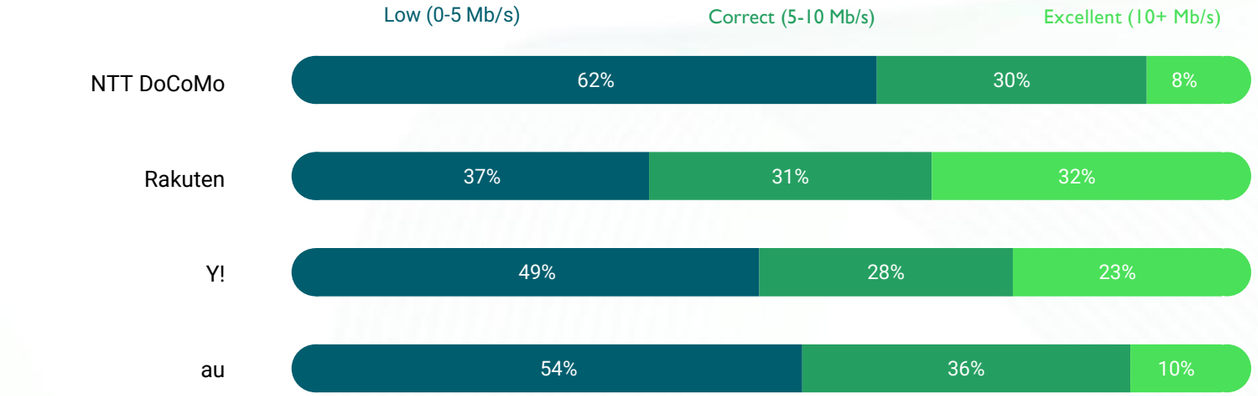
Upload Speed (average)



Source : nPerf.com

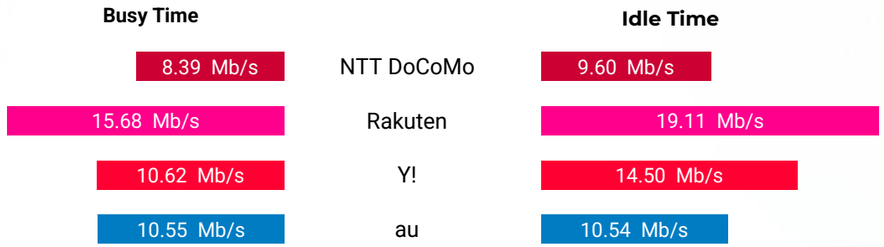
The subscribers of Rakuten enjoyed the best average mobile Internet upload speed in 2025.

Upload Speed results ventilation (average)



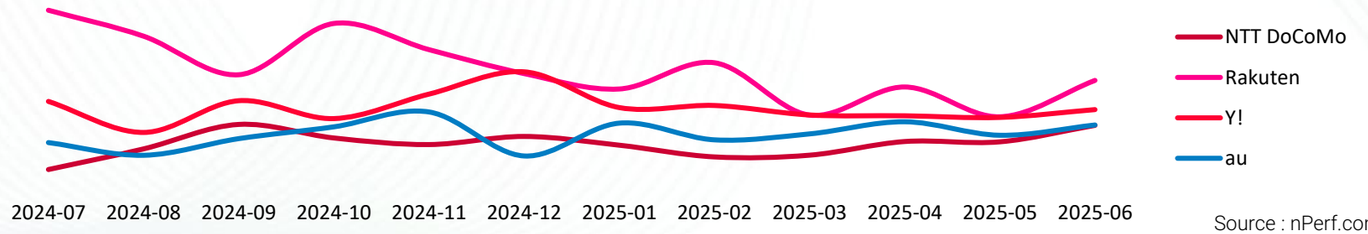
Source : nPerf.com

Upload Speed (average)



Source : nPerf.com

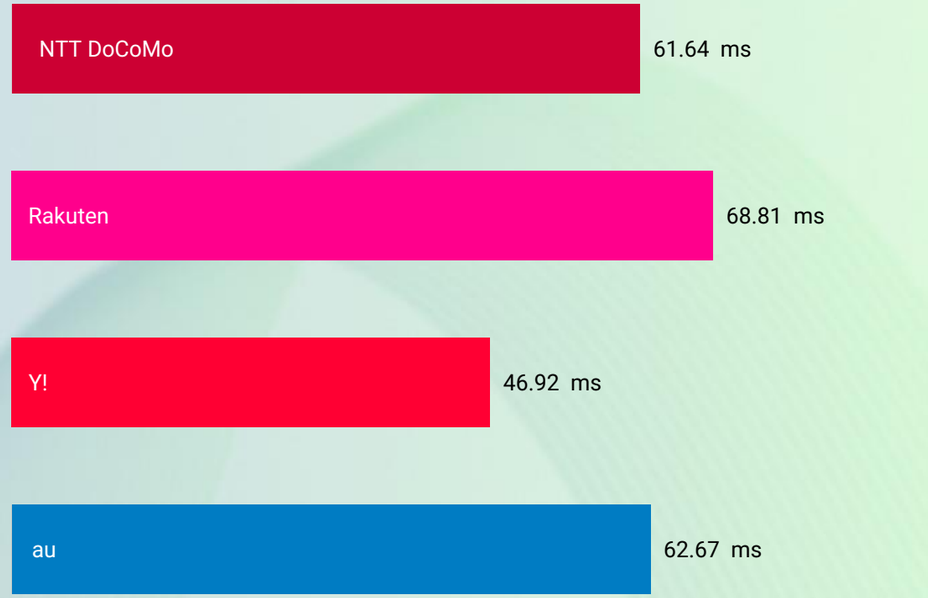
Upload Speed evolution over the year (average)



Source : nPerf.com

Speed : Latency

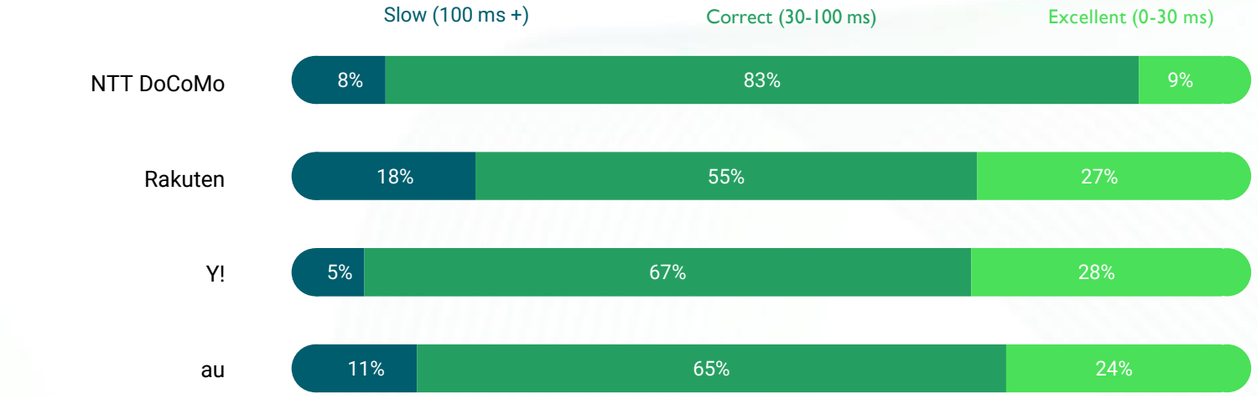
Latency Speed (average)



Source : nPerf.com

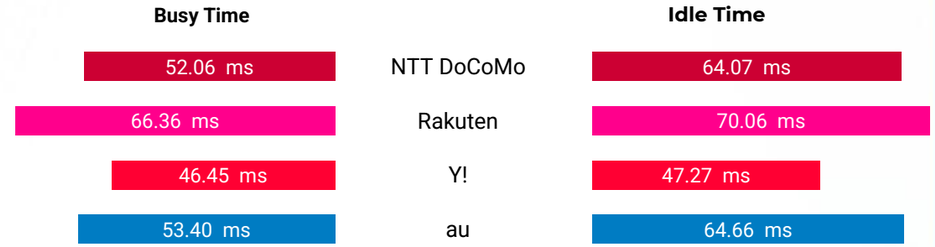
The subscribers of Y! enjoyed the best average mobile Internet latency speed in 2025.

Latency Speed results ventilation (average)



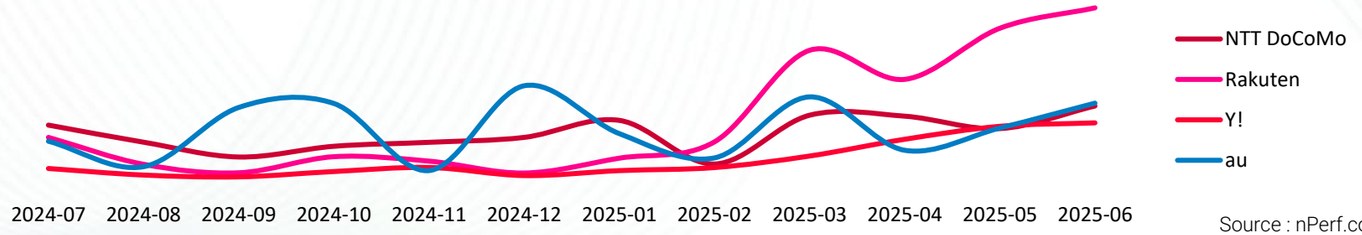
Source : nPerf.com

Latency Speed (average)



Source : nPerf.com

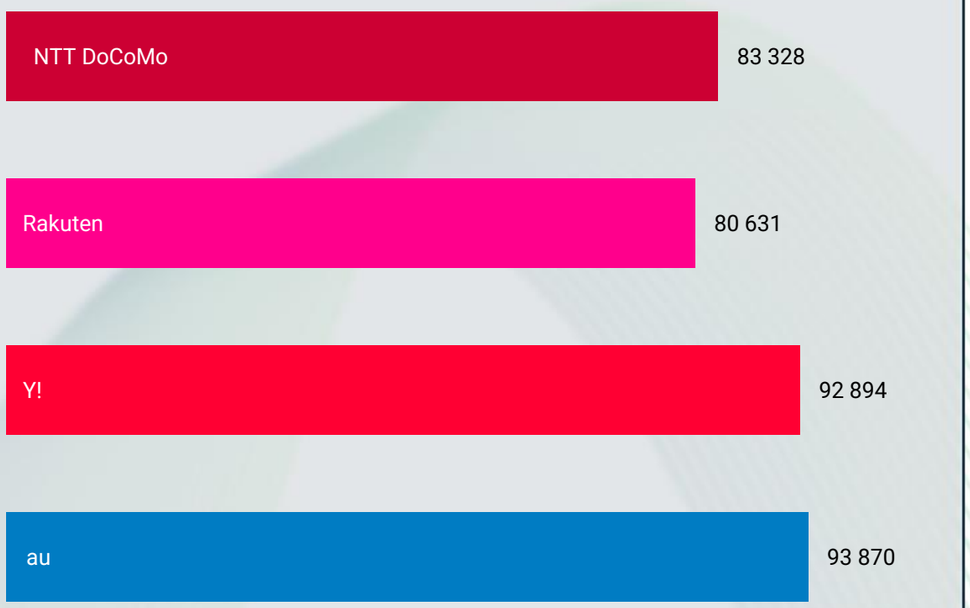
Latency Speed evolution over the year (average)



Source : nPerf.com

5G | Mobile Internet performance in Japan

nPerf Score (nPoints)

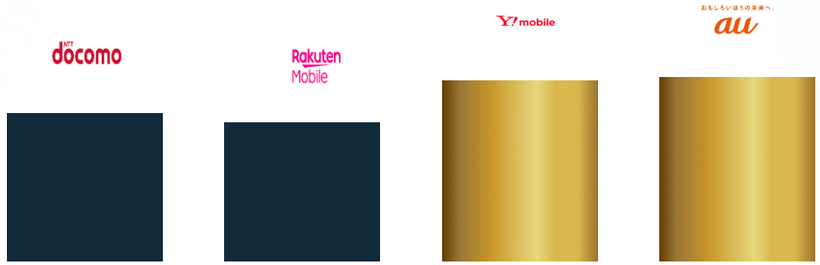


Source : nPerf.com

The subscribers of Y! and au enjoyed the best 5G Internet performances in 2025.

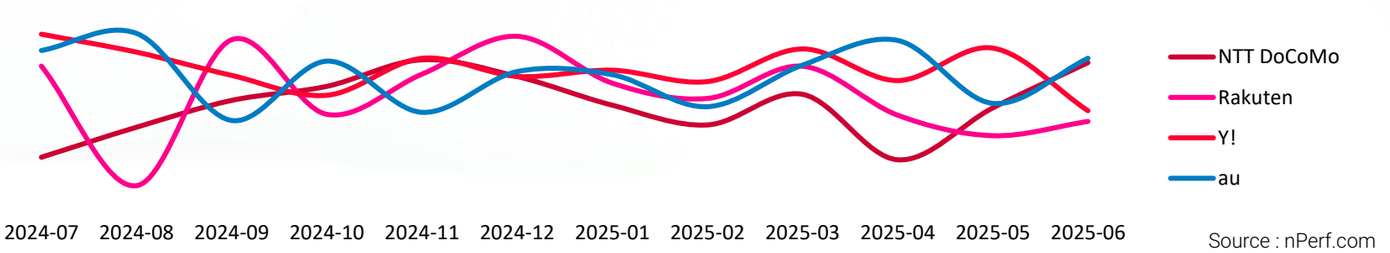
- Best performances 5G: Y! and au
- Best web browsing performances 5G: Y! and au
- Best video streaming performances 5G: Rakuten, Y! and au
- Fastest performances (Download) 5G: au
- Fastest performances (Upload) 5G: Rakuten
- 5G connections with the lowest latency: Y! and au

Source : nPerf.com



Source : nPerf.com

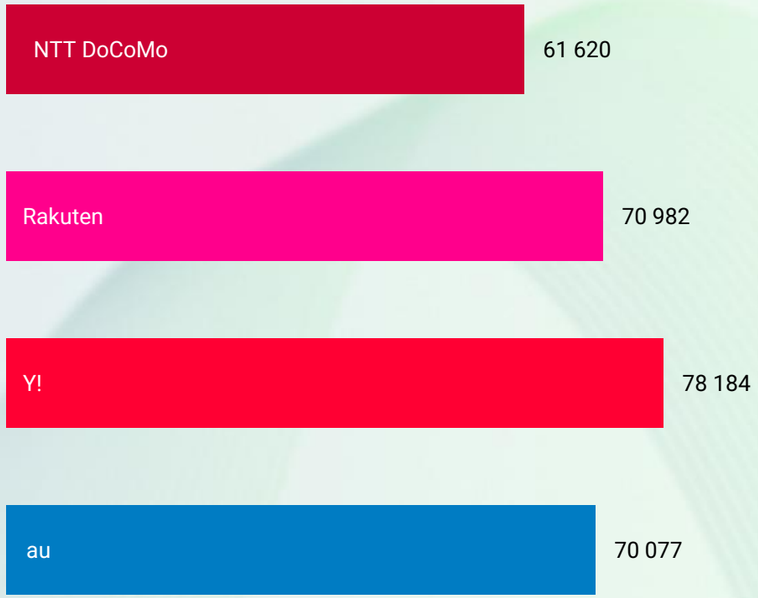
nPerf score evolution over the year (average)



Source : nPerf.com

Mobile Internet performance in Japan

nPerf Score (nPoints)



Source : nPerf.com

The subscribers of Y! enjoyed the best mobile Internet performances in 2025.

The nPerf score takes into account the measured bitrates, the latency and the QoE tests.

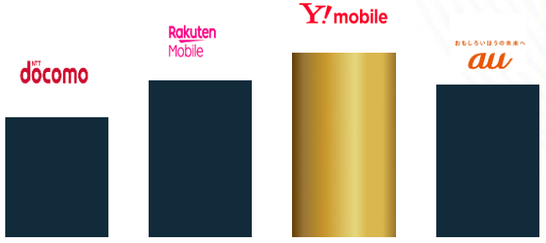
The value of the points for the rates and the latency is calculated on a logarithmic scale,

to better represent the perception of the user.

Thus, this score reflects the overall quality of the connection experienced by the user.

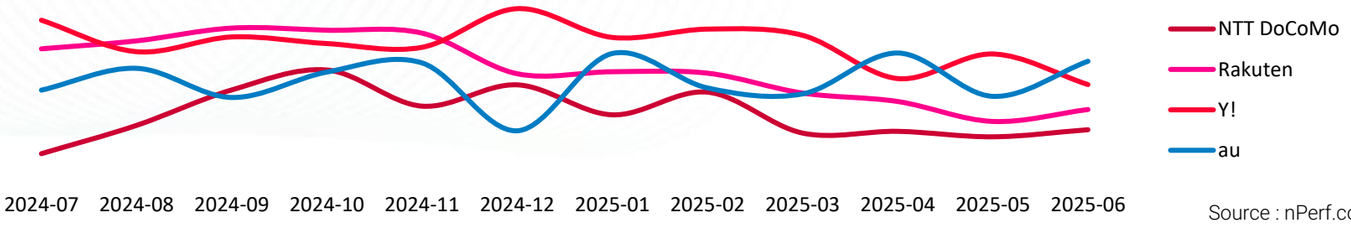
Source : nPerf.com

Best mobile Internet performance in 2025



Source : nPerf.com

nPerf score evolution over the year (average)



Source : nPerf.com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