



Communications News

Vol. 18 No. 2
May 11, 2007

Biweekly Newsletter of the Ministry of Internal Affairs and Communications (MIC), Japan

ISSN 1349-7987

Please feel free to use the articles in this publication, with proper credits.

TOPICS

Order for Conduct of International Broadcasting, etc. in FY2007 for NHK -- Strengthening the dissemination of information overseas from Japan

MIC submitted an inquiry on March 14, 2007, to the Radio Regulatory Council (Chair: Prof. HATORI Mitsutoshi, Faculty of Science and Engineering, Chuo University) regarding the Order for Conduct of International Broadcasting, etc. in FY2007 for the Japan Broadcasting Corporation (President: HASHIMOTO Genichi. Referred to below as NHK), and received a report from the council stating that the order was appropriate. The order regarding this matter was implemented as of April 1, 2007.

Article 33 paragraph (1) of the Broadcast Law regulates that the Minister for Internal Affairs and Communications may order NHK to conduct international broadcasting (international short-wave broadcasts) by designating broadcast service areas, broadcast topics and other relevant matters, or may order NHK to carry out entrusted international broadcasts (international video broadcasts) by designating the service area in which the broadcaster will operate, as well as necessary topics for entrusted broadcasts and other relevant matters.

In addition, Article 35 paragraph (1) of the Broadcast Law regulates that the expenses required for these services shall be borne by the State.

Based on this, and from the point of view of promoting

understanding of Japan within international society and providing timely and appropriate information to Japanese residents overseas, the Order for Conduct of International Broadcasting has been implemented since 1951.

Also, with a strong movement towards aggressively supporting international video broadcasts in various countries, Japan too is working to strengthen the dissemination of information via video overseas and so saw the necessity of implementing a new order for conduct of international broadcasting with regard to international broadcasts entrusted by NHK.

This situation led to the inquiry submitted to the Radio Regulatory Council regarding international broadcasts in FY2007 and the order for conduct of

CONTENTS



TOPICS

Order for Conduct of International Broadcasting, etc. in FY2007 for NHK -- Strengthening the dissemination of information overseas from Japan

..... 1

STATISTICS

Release of "Report on Economic Trends in the ICT Industry (4th Quarter of 2006)"

..... 3



**International Policy Division,
International Affairs Department,
Telecommunications Bureau,
Ministry of Internal Affairs and
Communications (MIC)**

1-2, Kasumigaseki2-chome, Chiyoda-ku, Tokyo 100-8926, Japan
Fax: +81-3-5253-5924
Tel: +81-3-5253-5920

We welcome your comments via:
http://www.soumu.go.jp/joho_tsusin/eng/contact.html

MIC Communications News is available at:
http://www.soumu.go.jp/joho_tsusin/eng/newsletter.html

Presentation materials of MIC are available at:
http://www.soumu.go.jp/joho_tsusin/eng/presentation.html

E-mail distribution of this newsletter is possible if desired.

international broadcasts entrusted by NHK.

Since a report was then received by the Radio Regulatory Council stating that the order as per the inquiry was appropriate, implementation has been ordered as below.

Concerning the designated issues in conjunction with the order (outline)

The following issues are designated in conjunction with the order.

1. International Broadcasts (Short-Wave International Broadcasts)

The editing and broadcasting of programs will be based on Article 44 paragraph (4) of the Broadcast Law and on this order, and will take place together with international broadcasts according to the regulations in Article 9 paragraph (1)-iv of the law, in order to strive for an improvement in the effectiveness of broadcasting.

(1) Broadcast Topics

a- Broadcast topics will provide information and explanations on the following topics:

- o Current affairs
- o Major government policy
- o The government's viewpoint on major international problems

b- With regard to broadcasts on the topic above, the problem of Japanese nationals abducted by North Korea will be paid particular attention to.

(2) Broadcast areas and antenna power for transmissions by broadcast area

Broadcast areas and antenna power for transmissions by broadcast area will be as follows.

Furthermore, transmissions to each broadcast area will be implemented from the Yamata

Transmitting Station or overseas broadcast stations.

a- Broadcast areas

Europe, North America, Hawaii, Central America, South America, Middle East and North Africa, Africa, Far Eastern Russia, Asian continent (northern part), Asian continent (central part), Asian continent (southern part), East Asia, Korea, South-East Asia, Philippines, Indonesia, South-West Asia, Australia and New Zealand.

b- Antenna power for transmissions by broadcast area

Decisions will be made after taking into consideration the conditions of reception in each broadcast area.

(3) Broadcast times

With regard to broadcast times, decisions will be made after taking into consideration the number of recipients in each broadcast area and the demand from recipients.

(4) Languages used in broadcasts

The language that is suited to the recipients in that area will be used for each broadcast area.

(5) Publicity regarding broadcasts

Adequate publicity shall be carried out regarding the contents of the broadcasts for the convenience of recipients and also to increase the number of recipients.

(6) The State's cost burden

The implementation of international broadcasts as regulated in Article 33 paragraph (1) of the Broadcast Law for FY2007 will see costs of 2,157,617 thousand yen to be borne by the State as stipulated in Article 35 paragraph (1) of the law.

Procedures for distributing the expenses are shown separately.

(7) Implementation period

The implementation period for this order runs from April 1, 2007, to

March 31, 2008.

2. International Broadcasts Entrusted by NHK (international video broadcasts)

The editing of broadcast programs and the entrustment of broadcasts will be based on Article 44 paragraph (4) of the Broadcast Law and on this order, and will take place together with entrusted international broadcasts according to the regulations in Article 9 paragraph (1)-iv of the law, in order to strive for an improvement in the effectiveness of broadcasting.

Particular consideration should also be paid to the fact that foreigners will be watching these programs.

(1) Entrusted Broadcast Topics

Entrusted broadcast topics will provide information and explanations on the following topics:

- o Current affairs
- o Major government policy
- o The government's viewpoint on major international problems

(2) Entrusted broadcast areas

North America, Central and South America, Europe, Middle East, Africa, Asia, Oceania

(3) Entrusted broadcast times

With regard to entrusted broadcast times, decisions will be made after taking into consideration the number of recipients in each broadcast area and the demand from recipients.

(4) Languages used in entrusted broadcasts

Japanese and English will be used.

(5) Publicity regarding entrusted broadcasts

Along with adequate publicity being carried out regarding the

contents of the broadcasts, efforts will be made for the convenience of recipients and also to increase the number of recipients, through actions such as putting in place a reception environment that will make it possible to receive the broadcasts easily.

(6) The State's cost burden
The implementation of entrusted international broadcasts as regulated in Article 33 paragraph (1) of the Broadcast Law for FY2007 will see costs of 300 million yen to be borne by the State as stipulated in Article 35 paragraph

(1) of the law.

Procedures for distributing the expenses are shown separately.

(7) Implementation period

The implementation period for this order runs from April 1, 2007, to March 31, 2008.

STATISTICS

Release of "Report on Economic Trends in the ICT Industry (4th Quarter of 2006)"

MIC released the "Report on Economic Trends in the ICT Industry (4th Quarter of CY2006)."

Outline

In the report of 4th quarter of CY2006, MIC compiled trends in domestic macro-economy and ICT industry as in the 3rd quarter report (released on December 27, 2006).

Points

- The gradual expansion of the entire ICT industry continues.

- The economic climate maintains favorable trends.

- However, inventories related to ICT have been increasing; and ICT-related investments continue to decline.

Outline of Reports on Economic Trends in the ICT Industry (4th Quarter of 2006)

Main points of "Trends in the Information and Communications Industry"

The gentle growth in the information and communications industry overall continued. Business confidence also remained strong. However, there was a continuation in the increase of information and communications related inventories and a trend towards less information and communications related investment.

	Trend	Comment
Overall		Production and shipments in the information and communications manufacturing industry were on an upward trend, and business confidence remained strong. However, there was a continuation in the increase of information and communications related inventories and a trend towards less information and communications related investment.
State of Activity in the Information and Communications Industry		Production and shipments in the information and communications manufacturing industry remained on an upward trend even though the rate of growth has slowed down. Increases in inventories have further picked up pace. The information and communications services industry remained flat.
Trends in Capital Investment in the Information and Communications Industry		Capital investment in sectors related to information and communications is on an upward trend. The rate of growth has slowed down but double-digit growth was maintained
Employment Trends in the Information and Communications Industry		Growth was maintained even though the rate of increase lessened. Employment in electronic component and device manufacturing industries increased for the fourth straight quarter.
Wage Trends in the Information and Communications Industry		Wages alone in the information and communications industry were down a little, but growth was maintained for the rest. The scale of increase in wages in the electronic component and device manufacturing industry increased.
Trends in Information and Communications Related Consumption		The previous fiscal year saw a year on year decline, but there has been a return to growth. The scale of decrease in equipment and contents related has narrowed, and mobile telephone communications charges have seen a larger increase.
Trends in Information and Communications Related Investment		Other than a drop in the growth in orders for semiconductor manufacturing equipment, orders received for communications equipment were down year on year, and so orders received for electronic and communications equipment overall were down. Orders received for computers were flat.
Trends in Information and Communications Related Export and Import		The weight of information and communications has remained at a low level since 2006. For recent information and communications related trade, growth trends were maintained both for exports and imports.
Trends in Information and Communications Related Prices		Overall, the trend towards sharp falls continues. However, the scale of these falls has narrowed.

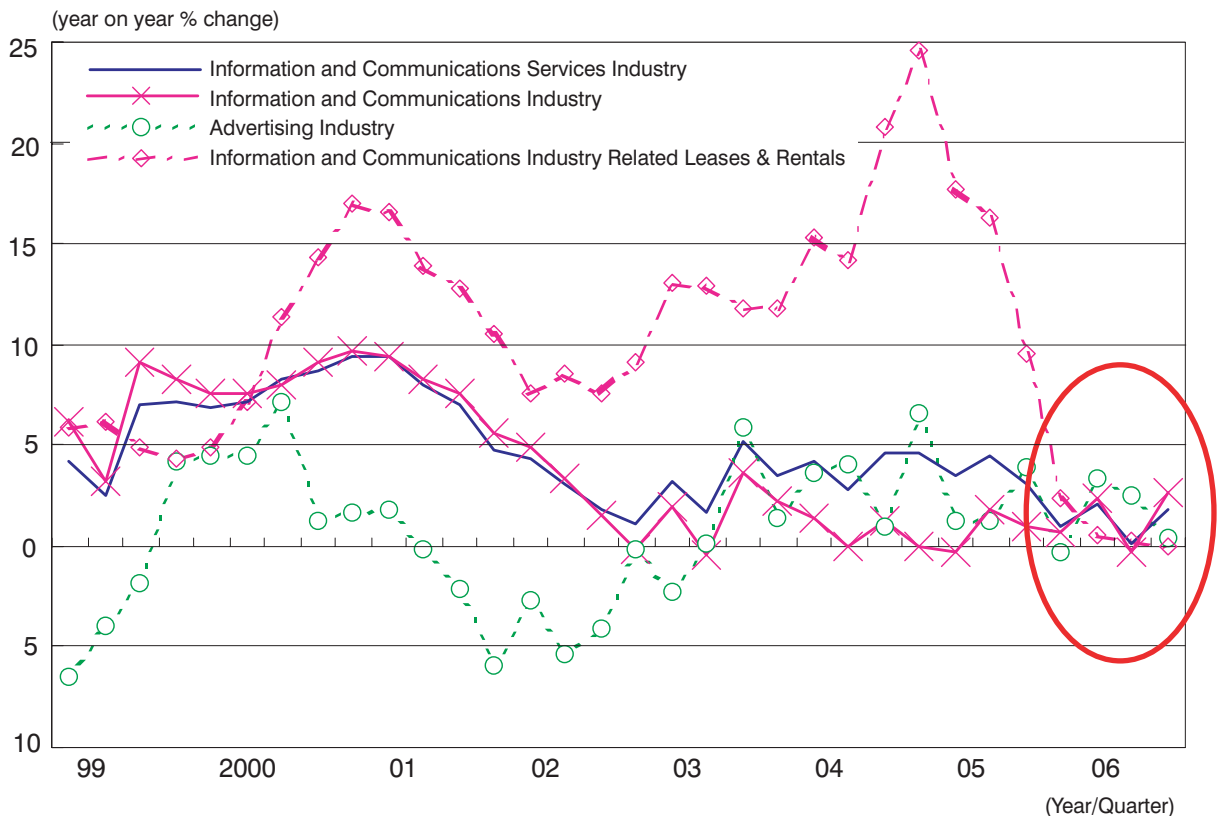
NB: The upward arrows refer to "increase/upswing" and the downward arrows refer to "decrease/drop"

Figure 1: State of Production, Shipments and Inventories for the Information and Communications Manufacturing Industry (year on year)



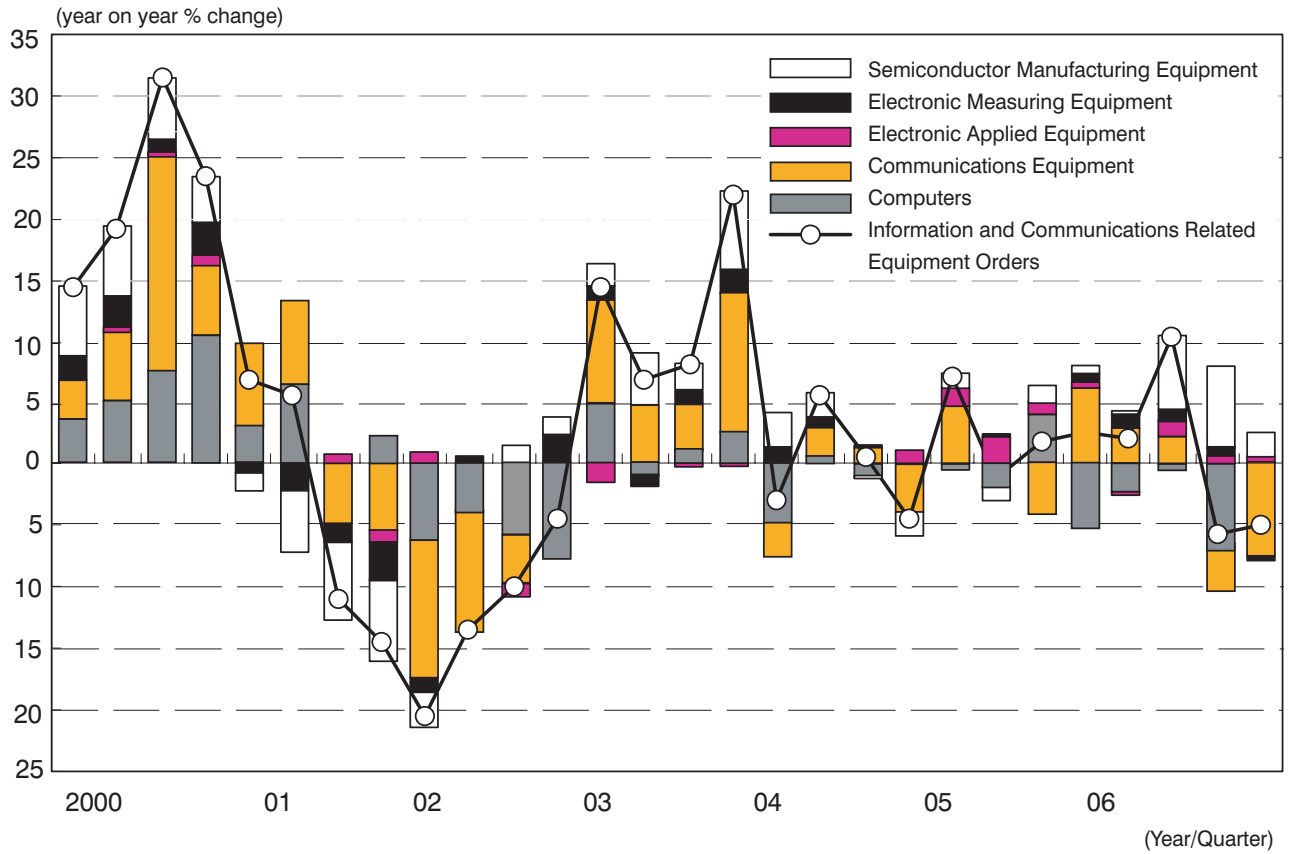
NB: Produced by calculating the primary coefficient from the production, shipment and inventory indices for mining and manufacturing
 Data: METI "Indices of Industrial Production"

Figure 2: State of Activity in Information and Communications Services (year on year)



Data: METI "Indices of Tertiary Industry Activity"

Figure 3: Information and Communications Related Equipment Orders



NB: The bar chart shows the level of contribution of information and communications equipment related orders compared to the previous year.

Information and communications equipment related orders are the total of computers, communications equipment, electronic applied equipment, electronic measuring instruments and semiconductor manufacturing equipment from machinery orders (private-sector demand excluding ships and electric power)

Data: Cabinet Office "Orders Received for Machinery"