



# Communications News

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## COUNCIL REPORT

### Promotion Measures for "International TV Broadcasting for Foreigners" (Report from the Telecommunications Council)

MIC today received a report from the Telecommunications Council (Chair: SHOYAMA Etsuhiko, Chairman of the Board, Hitachi, Ltd.) regarding the Inquiry No. 10 of August 1, 2006, "Promotion Measures for International TV Broadcasting for Foreigners." The report is outlined below.

#### Background of consultation

Along with the evolving globalization, the declining birthrate, and the aging society, it is urgent and indispensable for Japan to strengthen its soft power, as well as to transmit information for foreign countries and people to understand Japan's history, culture, and social circumstances better.

In Japan, Japan Broadcasting Corporation (NHK) has served as the sole international broadcaster, but its international broadcasting is not necessarily sufficient due to the increasingly complex international situation and NHK's financial difficulty. There has been mounting demand for the power to transmit and disseminate information to be reinforced and solidified.

Meanwhile, in Europe, the United States, China, and Korea, government-supported efforts to enhance global transmission and distribution of their visual information have been made aggressively in line with their national strategies.

Under these circumstances, the Telecommunications Council has deliberated on international TV broadcasting for foreigners and the measures to promote it, since August 1, 2006, by focusing on the following points:

- Concrete direction to take in enhancing international TV broadcasting
- Operating body and financial resources for international TV broadcasting

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Outline of report

**Objectives**

To aim at "improving Japan's presence and power to shape international opinion" through "improving the image of Japan & building affinity toward Japan" and "improving the comprehension of Asia in the West." "The promotion of a wide range of national benefits" including those of industry or tourism is expected as an ultimate result.

**Concrete direction**

**Target viewer group**

Opinion leaders and the next generation

**Programming**

To introduce unique features and innovative ideas rarely seen in other international broadcastings. To deliver the contemporary Japanese culture such as industrial designs, fashions, animations or comics.

**Viewpoint of Asia**

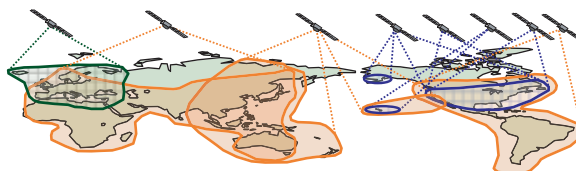
To enrich Asia-related information. Reporting from the viewpoint of Japan and Asia.

**Reception environment**

To adopt effective ways of delivery such as local DTH or CATV. To use the Internet.

**Launch of broadcasting**

To aim at launching in the second half of FY 2008.



**Operating body and the financial resources**

**Framework of operating body**

To maintain the basic framework of existing service operated by NHK and have the production and transmission of programs "for foreigners" entrusted to a subsidiary. To transfer and store up the unique know-how to the subsidiary while using the existing resources in NHK.

**Expected cost and benefit**

The operating cost will amount JPY 1.35 billion a year (in case the programming equivalent to BBC etc. is realized). Long-term and stable public funding is inevitable for the stability of the service.

**Public funding and involvement of the government**

To establish a system to test the effectiveness of the public funding. To have a further consideration on the way to monitor the effect of watching.

**Investment and support from the private sector**

To have a further consideration on the way to ensure a wide range of investments and other form of physical and financial supports.

**Advertising revenue (portion in independent broadcasting by the subsidiary)**

To pursue the possibility of the placement of brand image ads. To have a further consideration on the systems of financial assistance other than ads.



**To ensure the financial and physical resources**

Proactive budget request in unison by the relative ministries (e.g. the coordination with or the utilization of the cross-ministerial activities such as "Asia Gateway Vision" or "Strategic Council on Intellectual Property").

Environmental arrangement to stimulate the ad placement and financial assistance from the private sector (e.g. tax benefits or systems to enable the private enterprises' account to stakeholders).

Introduction of the know-how and promotion of the frontier spirit through the promotion of the human exchanges.

**Future Plans**

MIC plans to promote the

enhancement of new international TV broadcasting for foreigners

while taking this report into consideration.

## TOPICS

# Development of Technological Strategies Focusing on Enhancement of ICT International Competitiveness (for FY2008 Policy-Making)

*Based on the final report from the Panel on ICT International Competitiveness (April 2007), the ICT International Competitiveness Enhancement Program was developed in May of 2007. Based on the ICT R&D Enhancement Program which is part of that program, MIC announces that we have developed Technological Strategies Focusing on Enhancement of ICT International Competitiveness (for FY2008 policy-making).*

### Background

Based on the final report from the Panel on ICT International Competitiveness (April 2007), the ICT International Competitiveness Enhancement Program was developed in May 2007. Part of the above program, the ICT R&D Enhancement Program, is intended to clarify the most important R&D subjects for FY2008 around this summer.

In response, MIC announces Technological Strategies Focusing on Enhancement of ICT International Competitiveness (for FY2008 policy-making) that it has developed. MIC will therefore reflect the strategies in considering research and development policies in the ICT field for FY2008.

### Technological Strategies Focusing on Enhancement of ICT International Competitiveness (for FY2008 policy-making) Outline Edition

#### Background

The ICT International Competitiveness Enhancement Program (May 2007), which was formulated based on the final report from the Panel on ICT International Competitiveness (April 2007,) is made up of one basic program and several individual programs for specific topics.

The ICT R&D Enhancement Program, which is one of the

individual programs, requests MIC to clarify important R&D subjects for FY2008 around this summer, from the perspective of strengthening Japan's international competitiveness.

#### Outline

Based on the final report from the Panel on ICT International Competitiveness, this document specifies the most important R&D subjects extracted mainly from the three (3) major fields and promotion measures for enhancing Japan's international competitiveness by making the most of such R&D activities and their results.

o Selection of the most important R&D subjects

(1) For extracting the most important subjects, we first selected the following 18 technologies as important R&D subjects from the perspective of their necessity and importance in future societies as infrastructure technologies and of their importance in basic research full of uniqueness and creativity.

#### ● Next-generation network

- New-generation network architecture technology
- Ubiquitous platform technology
- Next-generation IP network technology
- Photonic network technology
- Technology for creating new ICT paradigm

#### ● Wireless communications

- Ultra-high speed wireless access technology
- Cognitive wireless technology
- Terminal platforms
- ITS (Intelligent Transportation System) technology
- Technology for developing radio frequency resources

#### ● Digital broadcasting

- Ultra-high definition imaging technology
- IP broadcasting technology

#### ● Other fields

- Vocal language translation technology
- Ultra-realistic communications technology
- Brain information communications technology
- Network robots
- Emergency information communications systems
- Information security

(2) Of these 18 subjects, the most important subjects were selected from the perspective of the necessity of financial support and governmental initiative for promoting R&D activities urgently and intensively. The points that were considered for selection are shown below.

<Points considered in selecting the most important subjects>

- Technologies in which Japan has competitiveness

- Infrastructure technologies that are expected to create huge markets in the future
- R&D that is highly risky from the perspective of required financial resources and length of time
- R&D where coordination among industry, academia, government and other sectors is vital for promotion

As a result, the 7 subjects shown below were selected as the most important subjects.

- Next-generation network
  - New-generation network architecture technology
  - Ubiquitous platform technology
- Wireless communications
  - Cognitive wireless technology
  - Terminal platforms
- Digital broadcasting

- Ultra-high definition imaging technology

- Other fields
  - Vocal language translation technology
  - Ultra-realistic communications technology

#### o Promotion measures

For promoting R&D activities, it is important to plan to strengthen the coordination among industry, academia and the government even at the first step of the R&D for international expansion in the future and to enhance coordination and cooperation with other countries strategically. Specifically, it is necessary to consider the following points.

- Coordination among industry, academia and the government at the first step of R&D for

international expansion in the future

- Formulation and implementation of joint strategic program by industry, academia and the government
- Promotion of verification tests coordinated jointly by industry, academia and the government
- Establishment and enhancement of R&D sites and human resources development

- Strategic coordination and cooperation with other countries
  - Strengthening of international coordination at the first step of R&D
  - Strengthening of coordination with other countries in Asia
  - Improving an environment for inviting researchers from other countries