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TOPICS

YAMADA Toshiyuki Elected to the Post of Secretary General of APT (Asia-Pacific Telecommunity)

Elections for the post of Secretary General were held on November 28, 2007 during the 31st Session of the Management Committee (MC) of APT (Asia-Pacific Telecommunity). Japan's candidate, Mr. YAMADA Toshiyuki (currently Deputy Secretary General) was unanimously elected to the post.



Outline of 31st Session of the Management Committee of APT

The 31st Session of the MC of the APT was held from November 27 to 30, 2007, in Seoul, Korea. Twenty eight of 34 Member countries attended the meeting. The delegation of Japan was headed by Mr. YAMAKAWA Tetsuo, Director-General of International Affairs Department, Telecommunications Bureau of Ministry.

Results of the election for Secretary General and Deputy Secretary General

Mr. YAMADA Toshiyuki of Japan was unanimously elected as the next Secretary General. Mr.

YAMADA becomes the second Japanese national to hold the post following Mr. SONOKI Hiroyasu who was Director General (currently Secretary General) of the APT from 1993 to 1996.

Mr. YAMADA is very familiar with APT's organization and operations, having served as Vice Chairman of the MC of the APT, and he is currently serving as APT's Deputy Secretary General.

In addition, Mr. Kraisor Pornsutee, Permanent Secretary of Ministry of Information and Communication Technology of Thailand was elected as the next Deputy Secretary General.

The newly-elected Secretary General and Deputy Secretary General will take up their posts in early February 2008.

Since the Amendment to the Constitution of the APT came into effect on August 2, 2007, their terms are provisionally set for a single year. New elections for both posts will be held at the next General Assembly scheduled for autumn of 2008.

CONTENTS

TOPICS

YAMADA Toshiyuki Elected to the Post of Secretary General of APT (Asia-Pacific Telecommunity) 1

Japan Attends Commemorative Celebration for the Start of Brazil's Digital Terrestrial TV Broadcasts 2

STATISTICS

Communications Industry Forecasts of Business Conditions - Results of October 2007 Survey on "Overall Results of Japan's Communications Industry" (Prompt Report) - 3

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Significance of Mr. Yamada's inauguration to the Secretary General

APT implements various types of cooperation with a view toward balanced development of telecommunications in the Asia-Pacific region, including enhancing Human Resources Development and regional cooperation for such telecommunications fields as standardization and radio communications. Japan has

supported these activities by making extra budgetary contributions. With Mr. YAMADA leading the APT as the Secretary General, this regional cooperation will be further strengthened. It is expected that the views originating from the Asia-Pacific region will be better reflected in the global arena of standardization activities and coordination for wireless use.

APT (Asia-Pacific Telecommunity)

was established in 1979 based on an initiative put forth by United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP) as the focal organization for telecommunications in the Asia-Pacific region. The headquarters of the Telecommunity is located in Bangkok, Thailand.

For more information, please consult the following website:

<http://www.aptsec.org/index.html>

TOPICS

Japan Attends Commemorative Celebration for the Start of Brazil's Digital Terrestrial TV Broadcasts

There was a celebration in Sao Paulo on December 2, 2007, to commemorate the start of digital terrestrial TV broadcasts using the ISDB-T format. Having received an invitation from the government of Brazil, MORI Kiyoshi, MIC Vice-Minister for Policy Coordination, and a party from Japan attended the celebrations.

Date: December 2, from 7:00pm

Place: Sala Sao Paulo Theater (in Sao Paulo)

Attending from Japan:

SHIMANOUCI Ken (Ambassador of Japan in Brazil), MORI Kiyoshi (Vice Minister for Policy Coordination, MIC), NISHIBAYASHI Masuo (Consul-General of Japan at Sao Paulo), OKU Hideyuki (Director of the Broadcasting Technology Division, MIC), the Director of the Information and Communication Electronics Division, METI, National Institute of Information and

Communications Technology, Japanese and local equipment manufacturers, Japan Broadcasting Corporation (NHK), Commercial broadcasters, Trading companies, etc.

Outline:

Several hundred people have been invited, and there were speeches by President Luiz Inacio Lula da Silva, Chief of Staff Dilma Rousseff, Minister of Telecommunications Helio Costa and representatives of the six local broadcasting companies. The various speeches shared the theme of the

expectation of development both in the ICT field and also on the socio-economic front thanks to digital broadcasting.

President Lula announced the implementation of financial assistance to STB manufacture in order to lower price of digital TV receivers and Set-Top Boxes.

The celebrations were broadcast by commercial broadcasters such as TV Globo and people were able to watch the scene with portable terminals and mobile phones capable of receiving one-segment TV signal even in the Theater.

STATISTICS

Communications Industry Forecasts of Business Conditions - Results of October 2007 Survey on "Overall Results of Japan's Communications Industry" (Prompt Report) -

MIC has compiled the results of the survey on "overall results of Japan's communications industry," conducted in October 2007, for the third quarter of FY2007 (Q-III) and the fourth quarter of FY2007 (Q-IV).

- Both the sales forecast diffusion index (DI)¹ and the business conditions diffusion index (DI)² continue to be "positive" among telecommunications carriers and cable TV operators, while those of commercial broadcasters remain "negative."

- The financial position diffusion index (DI)³ continues to be "positive" among telecommunications carriers and

commercial broadcasters, while that of cable TV operators turned "negative" from "zero" in the last survey period.

Notes:

1. Sales forecast diffusion index (DI): the "percentage of companies predicting an increase in sales" minus the "percentage of companies predicting a decrease in sales over the previous quarter"

2. Business conditions diffusion index

(DI): the "percentage of companies predicting improvement in business conditions" minus the "percentage of companies predicting decline in business conditions"

3. Financial position diffusion index (DI): the "percentage of companies predicting they will be financially better off" minus the "percentage of companies predicting they will be financially worse off"

Sales forecast

The sales forecast diffusion indices (DIs) in the third and fourth quarters of FY2007 indicate the following:

- The telecommunications carriers continues to indicate a positive trend (a majority of operators expecting an increase in sales), with figures of +31.7% for both quarters.
- The commercial broadcasting business shows a major negative trend (a majority of operators expecting a decrease in sales) in the third quarter, with figures of -41.2%. The drop in the fourth quarter shows smaller at -20.6%, but the negative trend continues.
- Cable casting continues to show a positive trend, with figures of +23.5% and +29.4% respectively.

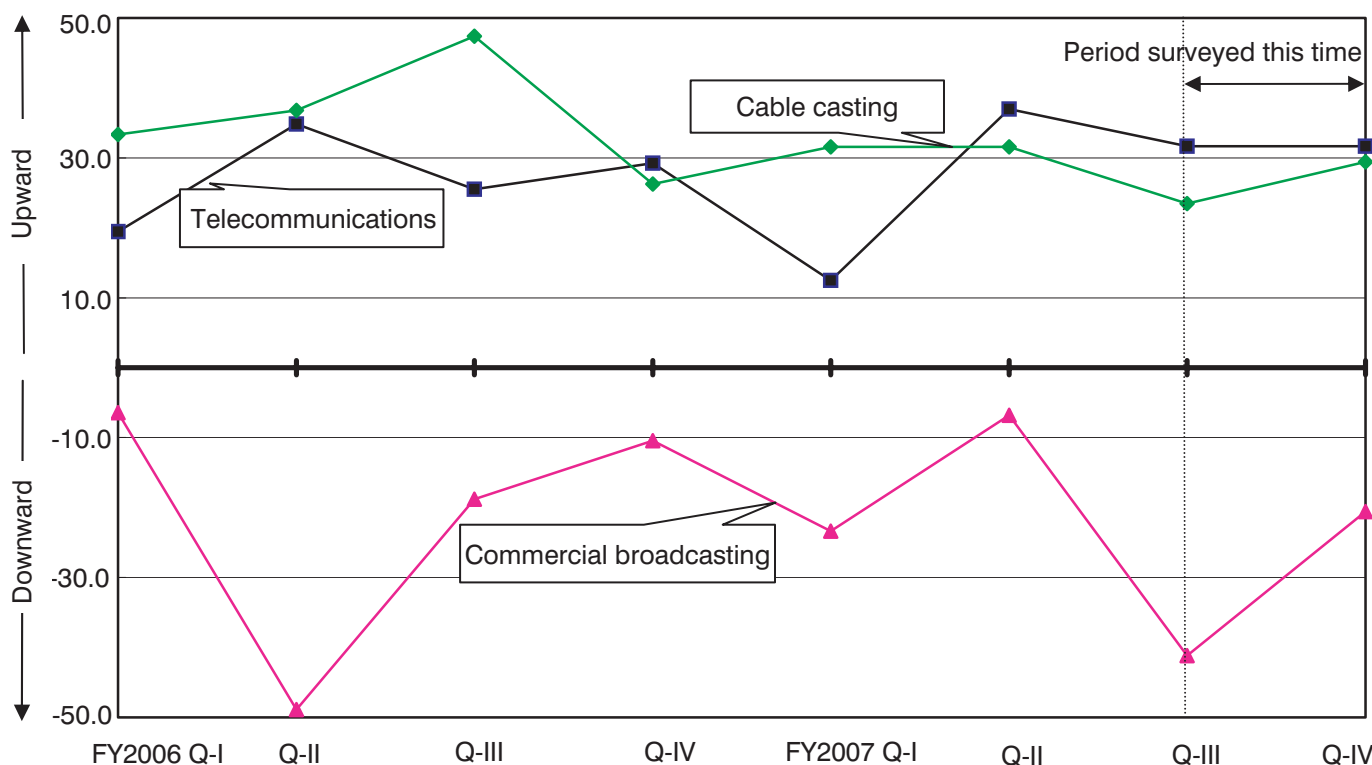
Table 1 Sales forecast diffusion indices

Type of business	FY2006				FY2007			
	Q-I	Q-II	Q-III	Q-IV	Q-I	Q-II	Q-III	Q-IV
Telecommunications	19.5	34.8	25.5	29.2	12.5	37.0	31.7	31.7
Broadcasting	4.6	24.2	0.0	0.0	7.6	4.8	19.6	3.9
Commercial broadcasting	6.4	48.9	18.8	10.4	23.4	6.8	41.2	20.6
Cable casting	33.3	36.8	47.4	26.3	31.6	31.6	23.5	29.4
(Reference)								
All industries	0.1	21.5	14.4	13.9	0.3	19.0	14.4	15.2

Notes:

1. The sales forecast diffusion index (DI) indicates the "percentage points of companies saying that their sales amounts are increasing compared to the previous quarter" minus the "percentage of companies saying that their sales amounts are decreasing compared to the previous quarter."
2. Indices for Q-III and Q-IV of FY2007 are estimated at the end of Q-II of FY2007. Other indices are estimated as of the end of the previous quarter.
3. Figures for "all industries" are those for sales forecasts of large-scale corporations, excerpted from the "Business Outlook Survey (July to September 2007)" of the Economic and Social Research Institute, Cabinet Office, and the Policy Research Institute, Ministry of Finance.

Fig.1 Trends in sales forecast diffusion indices



Financial position forecast

The financial position indices for the third and fourth quarters of FY2007 are as follows:

- The telecommunications business continues to retain a positive trend (a majority of operators stating that their financial positions are in surplus), with a figure of +12.2% for both quarters.
- The commercial broadcasting business continues on a positive trend with figures of +35.3% and +26.5% respectively.
- The cable television business shifted from a flat figure in the previous quarter to a negative trend (a majority of operators stating that their financial position is in tight) for both quarters, with figures of -5.6% and -11.1%.

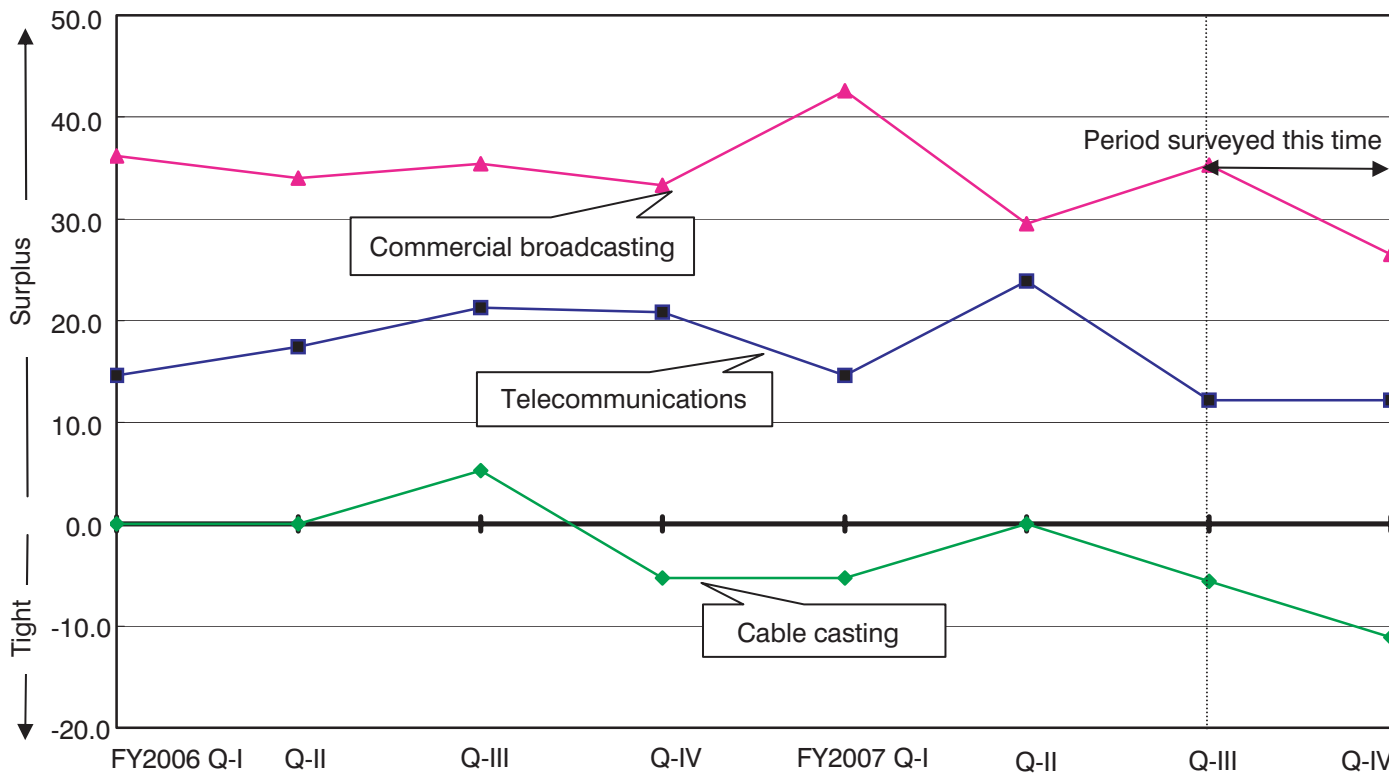
Table 2 Financial position diffusion indices

Type of business	FY2006				FY2007			
	Q-I	Q-II	Q-III	Q-IV	Q-I	Q-II	Q-III	Q-IV
Telecommunications	14.6	17.4	21.3	20.8	14.6	23.9	12.2	12.2
Broadcasting	25.8	24.2	26.9	22.4	28.8	20.6	21.2	13.5
Commercial broadcasting	36.2	34.0	35.4	33.3	42.6	29.5	35.3	26.5
Cable casting	0.0	0.0	5.3	5.3	5.3	0.0	5.6	11.1
(Reference)								
All industries	3.5	2.5	0.9	2.6	2.3	1.8	0.7	2.5

Notes

1. The financial position diffusion index (DI) indicates the "percentage of companies saying that their financial position is in surplus compared to the previous quarter" minus the "percentage of companies saying that their financial position is tight compared to the previous quarter."
2. Indices for Q-III and Q-IV of FY2007 are estimated at the end of Q-II of FY2007. Other indices are estimated as of the end of the previous quarter.
3. Figures for "all industries" are those for sales forecasts of large-scale corporations, excerpted from the "Business Outlook Survey (July to September 2007)" of the Economic and Social Research Institute, Cabinet Office, and the Policy Research Institute, Ministry of Finance.

Fig.2 Trends in financial position diffusion indices



Business conditions forecast

The business condition forecast (by companies) indices for the third and fourth quarters of FY2007 are as follows:

- The telecommunications business continues to show an upward trend (a majority of companies anticipating an improvement in business conditions), with figures of +19.5% and +14.6% respectively.
- The commercial broadcasting business continues to show a downward trend (a majority of companies anticipating a deterioration in business conditions), for both quarters, with figures of -26.5% and -14.7%.
- The cable television business continues to show an upward trend with a figure of +5.9 % for both quarters.

Table 3 Indices for forecasts on business conditions

Type of business	FY2006				FY2007			
	Q-I	Q-II	Q-III	Q-IV	Q-I	Q-II	Q-III	Q-IV
Telecommunications	9.8	15.2	14.9	18.8	16.7	32.6	19.5	14.6
Broadcasting	4.5	25.8	10.4	7.7	1.5	1.6	15.7	7.8
Commercial broadcasting	12.8	38.3	20.8	15.2	10.9	9.1	26.5	14.7
Cable casting	15.8	5.3	15.8	10.5	21.1	15.8	5.9	5.9
(Reference)								
All industries	1.8	10.5	6.4	6.2	0.9	6.2	9.2	8.6

Notes

1. The business conditions diffusion index (DI) indicates the "percentage of companies saying that business conditions are improving compared to the previous quarter" minus the "percentage of companies saying that business conditions are worsening compared to the previous quarter."
2. Indices for Q-III and Q-IV of FY2007 are estimated at the end of Q-II of FY2007. Other indices are estimated as of the end of the previous quarter.
3. Figures for "all industries" are those for sales forecasts of large-scale corporations, excerpted from the "Business Outlook Survey (July to September 2007)" of the Economic and Social Research Institute, Cabinet Office, and the Policy Research Institute, Ministry of Finance.

Fig.3 Trends in indices for forecasts on business conditions

