



# Communications News

Vol. 20 No. 13  
October 9, 2009

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

### Decision by the Government of the Argentine Republic to Use the Format Adopted by Japan and Brazil for Its Terrestrial Digital Broadcasting

President Cristina Fernandez of the Argentine Republic announced on August 28, local time (August 29 in Japan) that her country would adopt the ISDB-T format used in Japan and Brazil for its terrestrial digital broadcasting, relaying this information to former MIC minister Hiroya Masuda, who was visiting Argentina as special representative of the prime minister of Japan. In addition, taking advantage of Mr. Masuda's presence, a memorandum was signed by Japan and Argentina concerning the introduction of the ISDB-T format.

#### The adoption of the ISDB-T format by the government of Argentina

MIC has been working together with related government agencies, broadcasters, manufacturers and research organizations, and following the adoption of the ISDB-T format for terrestrial digital television by Brazil in 2006, has dispatched specialists to conduct seminars as well as sent equipment in order to implement actual demonstrations, and invited relevant people from Argentina to Japan so that they could grasp the level of penetration in Japan.

As a result, following on from Brazil and Peru, Argentina also made the decision to adopt the ISDB-T format, and having relayed the news of the adoption of the ISDB-T format from President Fernandez to Hiroya Masuda, special representative of the prime minister of Japan, a memorandum concerning the introduction of ISDB-T format was signed between Argentina and Japan.

#### MIC's future involvement

MIC will continue to work with relevant organizations, and following the lines of the recently signed memorandum, has set up a joint operation panel for consultations on necessary measures in looking ahead to the smooth introduction of ISDB-T in Argentina, and is planning to implement technical cooperation and support in educating personnel.

MIC will continue towards the further penetration of the ISDB-T format, in cooperation with Brazil, Peru and Argentina.

(Reference Materials)

1. The ISDB-T (Integrated Services Digital Broadcasting - Terrestrial) format adopted by Japan and Brazil

## CONTENTS

### TOPICS

Decision by the Government of the Argentine Republic to Use the Format Adopted by Japan and Brazil for Its Terrestrial Digital Broadcasting

..... 1

### STATISTICS

Status of Numbers of Subscribers to Telecommunications Services (As of End of June 2009)

..... 2

**International Policy Division,  
Global ICT Strategy Bureau  
Ministry of Internal Affairs and  
Communications (MIC)**  
1-2, Kasumigaseki2-chome, Chiy  
odaku, 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](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](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](http://www.soumu.go.jp/joho_tsusin/eng/presentation.html)

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

There are currently three formats in existence for terrestrial digital broadcasting that are approved international standards. They are the Japanese and Brazilian format of ISDB-T, the European format of DVB-T (Digital Video Broadcasting - Terrestrial), and the American format of ATSC (Advanced Television Systems Committee). ISDB-T is superior in comparison to the other formats, in that it is resistant to radio disturbance and interference, has technological superiority in that signals can be

received even in motion, and an economic advantage in that costs are reduced because transmissions can be made from a single transmitter for both mobile devices (one-seg) and high-vision transmissions, making it cheaper overall.

Brazil adopted the ISDB-T format in June 2006, and started broadcasts in December 2007. Broadcasts are currently reaching 22 cities (covering 65% of the population).

Peru adopted ISDB-T in April

2009, and plans to start broadcasts in March 2010.

2. The state of the overseas spread of ISDB-T

Japan is cooperating with Brazil and Peru, which have already adopted the format, and working in the various South American countries that have yet to make a decision (Chile, Venezuela, Ecuador, Bolivia, Paraguay, etc.). In Asia, work is under way for adoption in the Philippines.

## STATISTICS

### Status of Numbers of Subscribers to Telecommunications Services (As of End of June 2009)

*As mandated by the Rules for Reporting on Telecommunications Business (MPT Ordinance No. 46 of 1988), MIC has compiled the numbers of contracts for fixed-line telecommunications and mobile telecommunications that were reported by telecommunications carriers as of the end of June 2009.*

The outline of the results compiled on this occasion is given below.

#### 1. Subscription telephones and ISDN

The total number of subscription contracts as of the end of June 2009 for subscription telephones and ISDN was 46.269 million, a 7.9% year on year decrease, with

the declining trend continuing.

#### 2. Number of IP phone users

The number of IP phone users as of the end of June 2009 was 20.920 million. This marks a 14.4% increase from the same period of last year, with the upward trend continuing. The increase in OAB-J numbers was especially

noticeable, with a year on year increase of 39.0%.

#### 3. Mobile phones and PHS

The number of contracts for mobile phones and PHS as of the end of June 2009 totaled 113.025 million, showing a 4.4% increase year on year, with the steady upward trend continuing.

(Unit: 10,000)

	Subscription telephone + ISDN	IP phone			Mobile phone + PHS
		Total	OAB-J numbers	050-IP numbers	
End of June 2009	4,626.9	2,092.0	1,203.3	888.7	11,302.5
End of June 2008	5,026.1	1,827.9	865.4	962.5	10,826.3
Number changes	-399.2	264.1	337.9	-73.8	476.1
(Rate of change)	(-7.9%)	(14.4%)	(39.0%)	(-7.7%)	(4.4%)

\* Since the unshown portion of the values has been adjusted upward or downward, there may be cases where totals do not add up accurately.

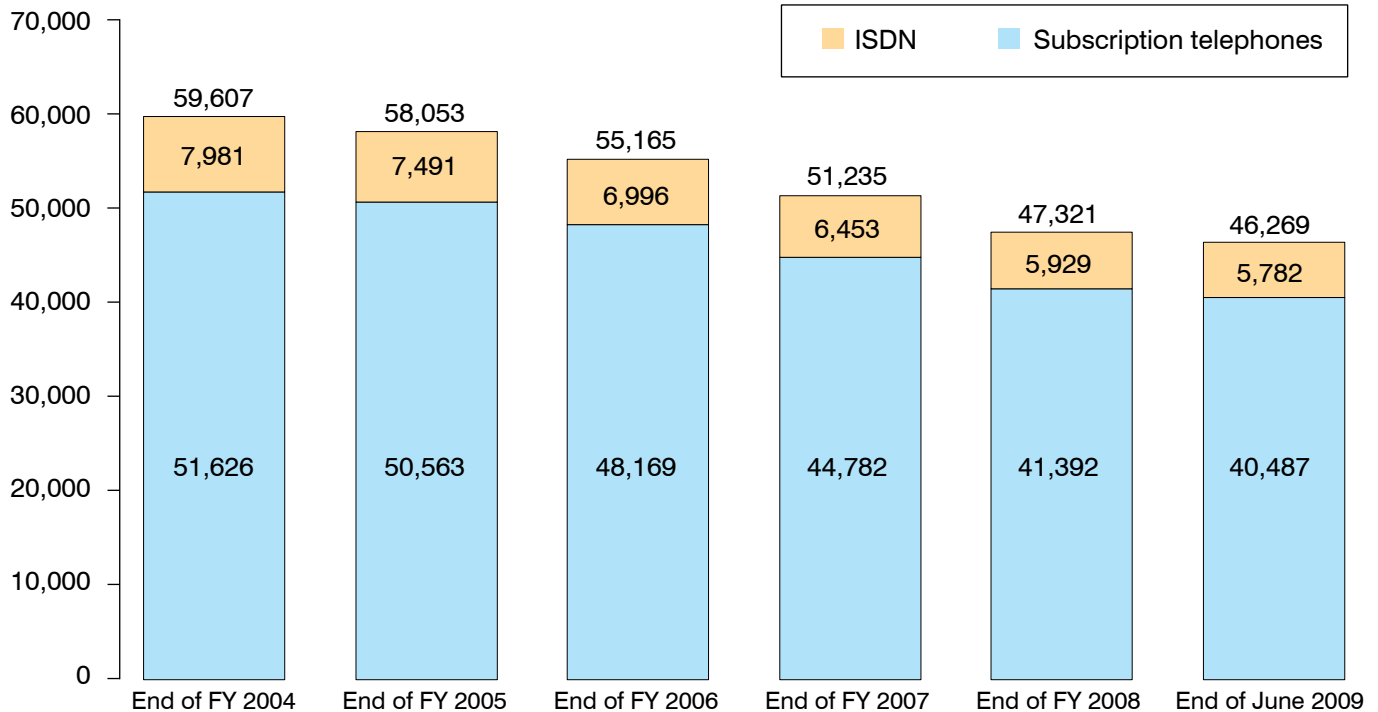
### Subscription telephones and ISDN

The total number of subscription contracts for subscription

telephones and ISDN was 46.269 million as of the end of June 2009, a drop of 2.2% compared to the previous quarter (the end of

March 2009). In addition, the year on year (compared to the end of June 2008) drop was 7.9%.

(1,000 subscribers)



(Unit: 1,000 subscribers)

Category		End of FY 2004	End of FY 2005	End of FY 2006	End of FY 2007	End of FY 2008	End of June 2009
<b>Subscription telephones</b>		51,626 (0.1%)	50,563 (-2.1%)	48,169 (-4.7%)	44,782 (-7.0%)	41,392 (-7.6%)	40,487 (-7.9%)
(Breakdown)	<b>Dry copper telephones</b>	383 (38200%)	2,599 (578.6%)	3,638 (40.0%)	4,084 (12.2%)	4,007 (-1.9%)	3,943 (-3.3%)
	<b>CATV telephones</b>	853 (48.6%)	989 (15.9%)	1,132 (14.5%)	1,030 (-9.4%)	986 (-4.3%)	957 (-7.7%)
<b>ISDN</b>		7,981 (-7.5%)	7,491 (-6.1%)	6,996 (-6.6%)	6,453 (-7.8%)	5,929 (-8.1%)	5,782 (-8.5%)
(Breakdown)	<b>Dry copper ISDN</b>	23 (-)	149 (547.8%)	351 (135.6%)	518 (47.5%)	636 (22.8%)	657 (20.3%)
<b>Total</b>		59,607 (-1.0%)	58,053 (-2.6%)	55,165 (-5.0%)	51,235 (-7.1%)	47,321 (-7.6%)	46,269 (-7.9%)

\* Since changes were made by some of the operators to end of fiscal year 2008 values, the previous figures (announced on May 29, 2009) have been corrected.

Note 1: Dry copper telephones: NTT East and West telephone service using metal circuits

Note 2: These subscription figures shown here do not include the number of subscribers to My Line.

Note 3: Parenthesis indicate rate of growth or decline year on year.

### Number of IP phone users

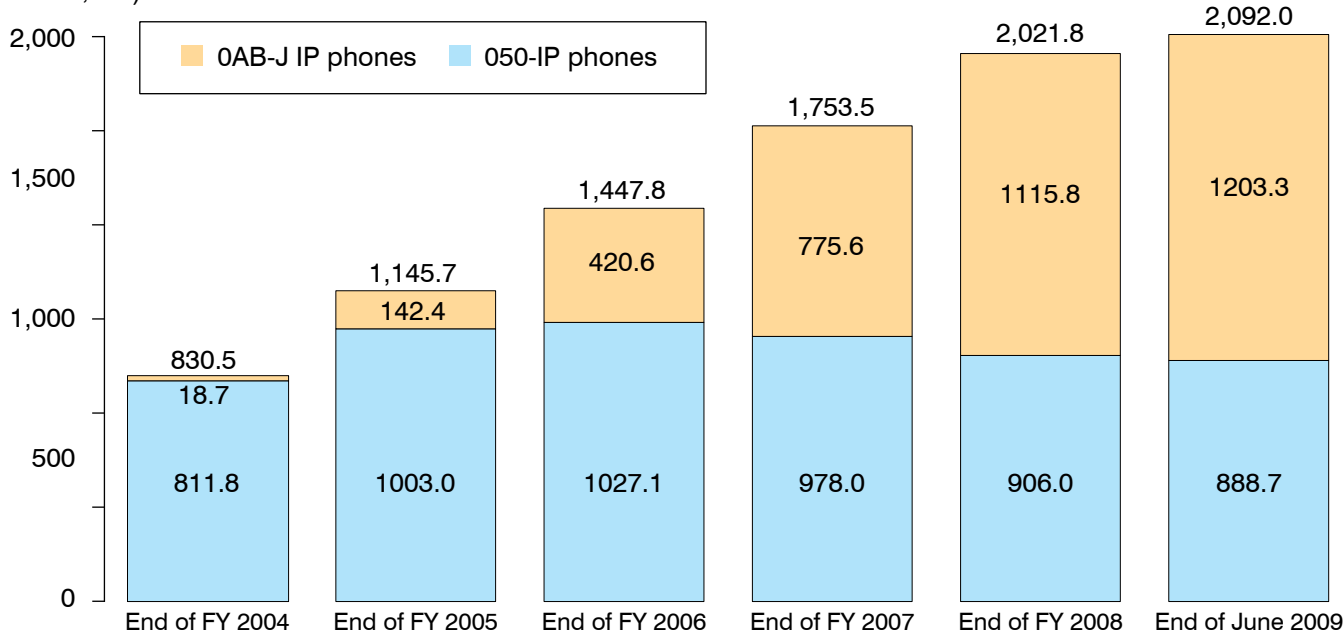
There were 20.920 million IP phone users as of the end of June 2009, an increase of 3.5% over the figure at the end of the previous quarter (the end of March 2009), and an increase of 14.4% year on year (compared to the end of

June 2008), showing a continuing upward trend.

The number of users of 0AB-J IP phones was up 7.8% over the previous quarter (the end of March 2009), and up 39.0% year on year (compared to the end of June 2008).

The number of 050-IP phones was down 1.9% over the previous quarter (the end of March 2009), and down 7.7% year on year (compared to the end of June 2008).

(Unit: 10,000)



(Unit: 10,000)

Period	End of FY 2004	End of FY 2005	End of FY 2006	End of FY 2007	End of FY 2008	End of June 2009
<b>Numbers used</b>	830.5	1,145.7	1,447.8	1,753.5	2,021.8	2,092.0
<b>Rate of growth</b> (compared to previous quarter)	6.1%	8.0%	5.2%	4.6%	3.2%	3.5%
<b>Rate of growth</b> (year on year)	57.4%	37.9%	26.4%	21.1%	15.3%	14.4%

\* This reflects the total number of 050 and 0AB-J telephone numbers utilized by final users, and is not a rigorously accurate number of subscriptions.

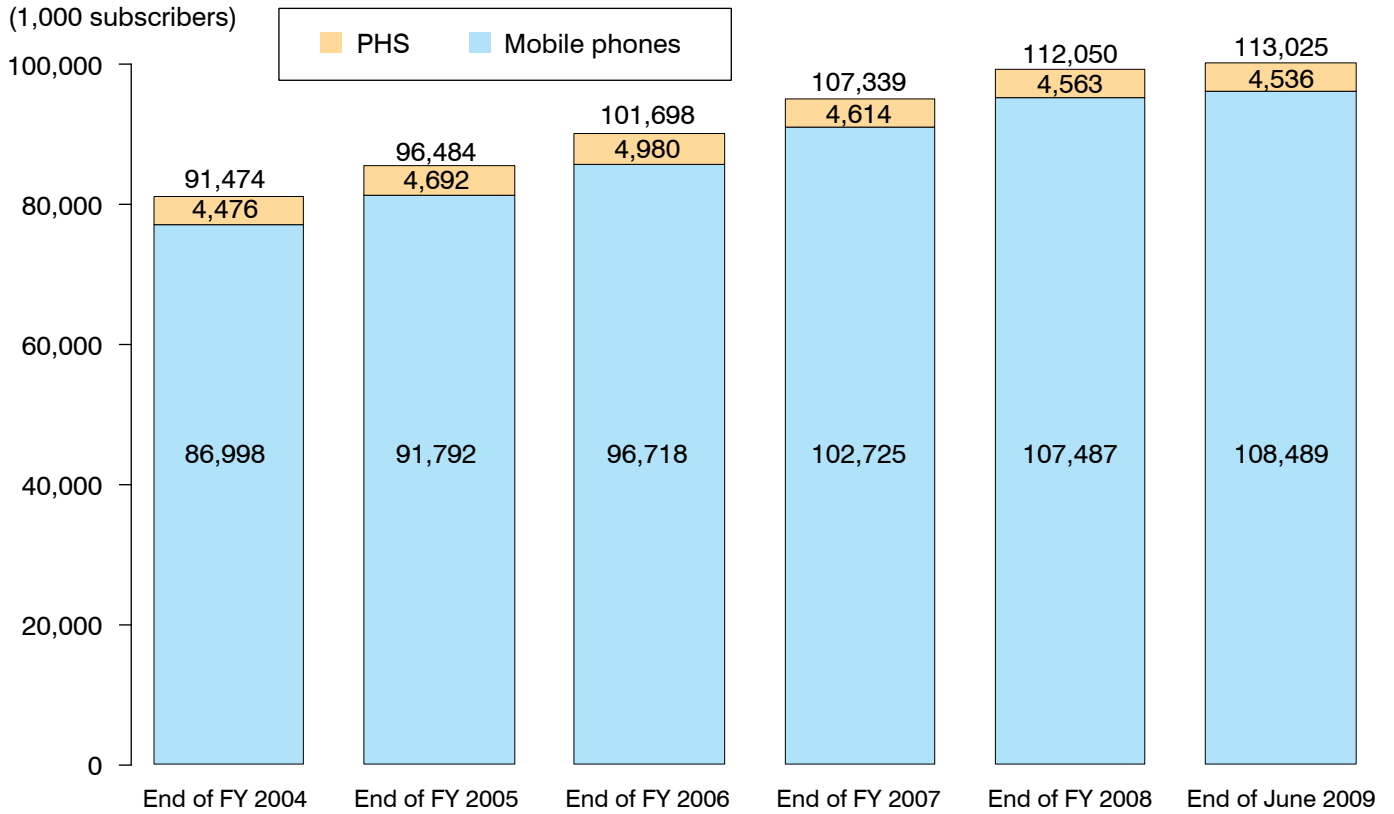
**Mobile phones and PHS**

The number of contracts for mobile phones and PHS totaled 113.025 million as of the end of June 2009, an increase of 4.4% year on year. Penetration among

the population stood at 88.5%.\*

The number of mobile phone subscription contracts stood at 108.489 million and the number of PHS subscription contracts was 4.536 million. In addition, the

number of third-generation mobile phone subscription contracts stood at 102.070 million, accounting for 94.0% of the total.



	End of FY 2004	End of FY 2005	End of FY 2006	End of FY 2007	End of FY 2008	End of June 2009
<b>Total</b> (year on year)	91,473,940 (5.6%)	96,483,732 (5.5%)	101,698,165 (5.4%)	107,338,974 (5.5%)	112,050,077 (4.4%)	113,024,752 (4.4%)
(Penetration rate in population)	71.6%	75.5%	79.6%	84.0%	87.7%	88.5%

[Breakdown]

<b>Mobile phones</b> (year on year)	86,997,644 (6.7%)	91,791,942 (5.5%)	96,717,920 (5.4%)	102,724,567 (6.2%)	107,486,667 (4.6%)	108,488,624 (4.7%)
(Penetration rate in population)	68.1%	71.8%	75.7%	80.4%	84.1%	84.9%
<b>PHS</b> (year on year)	4,476,296 (-12.8%)	4,691,790 (4.8%)	4,980,245 (6.1%)	4,614,407 (-7.3%)	4,563,410 (-1.1%)	4,536,128 (-1.7%)

\* The population used to calculate the penetration rate in the population uses the figures for nationwide population count (complete tabulation: 127.767994 million) in the 2005 Population Census announced by Statistics Bureau, MIC in October 2005.

(Reference)

Number of subscribers for IP connection services from mobile terminals (end of June 2009):

91.596 million contracts\*\*  
(Proportion to total of mobile phone contracts: 84.4%)

(\*\* Total of iMode, EZweb, Yahoo! mobile, and EMnet)