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TOPICS

Inauguration of ICT Policy Task Force for a Global Era

MIC has inaugurated an ICT Policy Task Force for a Global Era in order to investigate new ICT policies.

Background and goals

As people grow more concerned about the repercussions on economic growth caused by the rapid drop in the number of children and aging of the population, this task force was created with the goal of investigating new ICT policies from a global perspective, and along with revising competition policies so that they reflect changes in the environment, will look for ways to contribute to finding solutions to the various economic and social issues being faced by Japan and many other countries through the effective use of ICT.

Investigation framework

The task force is made up of a "policy decision platform" that includes the MIC Minister, MIC Senior Vice-Minister (in charge of ICT), MIC Vice-Minister (in charge of ICT), as well as the directors and deputy directors of each division, plus the various divisions shown below.

- 1.Division for past competition policy review
- 2.Division for investigating ways to address the environmental change in the telecommunications market

- 3.Division for investigating the strengthening of international competitiveness
- 4.Division for investigating global issues

Basic approach and subjects for investigation (taken from documents for the first meeting hosted by all 4 divisions on October 30, 2009)

Basic approach

- ICT constitutes an infrastructure for freedom of speech and the establishment of democracy. It is necessary to secure the right to communications for all people, just as much as the sun comes shining down on them. In working towards the realization of such a society, it is the goal of this task force to study future frameworks for ICT policies.
- Japan is currently facing the issues such as the declining birthrate, the aging population, global warming, and the globalization of economies and societies. It is necessary, through the effective use of ICT and the vitalization of the ICT industry, to contribute both domestically and internationally to finding solutions to these economic and social problems.
- Keeping this approach in mind,

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investigations will be conducted on the following: a review of past competition policy, ways to address the environmental change in the telecommunications market, increasing the international competitiveness of the ICT industry as a whole, and contributing to solutions for global-scale issues.

Reference: The 8 consumer rights as outlined by the advocacy group CI (Consumers International):

The right to safety, the right to be informed, the right to choose, the right to be heard, the right to satisfaction of basic needs, the right to redress, the right to education, and the right to a healthy environment.

Investigation topics on past competition policy review

• Since the liberalization of the telecommunications market in 1985, and the privatization of the old public telephone and telegraph company, various types of liberalization measure and revision of systems have taken place.

• Japan has the world's most leading edge network environment but, with the penetration of the Internet, the physical limitations on the provision and use of services have disappeared, leading to the development of competition on an international level.

• Investigation and summing up of the results of the competition policies that have covered this past quarter century in:

- encouraging fair competition in the telecommunications market
- improving ease of use for users

Investigation topics on ways to address the environmental change in the telecommunications market

• Along with the shift from metal to optics, the environment

surrounding the telecommunications market has been undergoing major changes, such as the growing importance in competitiveness of the upper layers of the market such as the contents distribution market.

• In order for Japan's telecommunications operators to be able to compete in international markets, including the upper layers, it is necessary to go beyond the debates that have concerned the telecommunications market to date and, along with drawing up an overall image of the future of the ICT industry, investigate a framework of rules that will be common to all the world concerning the points below:

- A framework for securing the openness of the Internet
- Bringing about a safe and secure Internet, including dealing with cyber attacks
- A framework for universal service
- A framework for securing the rights of the people to communications

Investigation topics on increasing the international competitiveness of the ICT industry as a whole

• In order to overcome the economic and employment crises and bring about sustained economic growth, making up for the shrinking of the domestic market due to the rapid reduction in the number of children and aging of the population, and creating new employment and demand are topics.

• In order to do this, the following topics should be investigated with a view to strengthening the international competitiveness of the ICT industry as a whole:

- An approach to promoting global development through an all-Japan system of wide-ranging ICT related companies, including contents businesses and manufacturers

- Measures for further promoting internationally the Japanese and Brazilian format for terrestrial digital broadcasting

- Measures for promoting innovation, starting with research and development

- A framework for a standardization strategy that includes de facto standards

- Measures for promoting the contents industry, including a framework for securing intellectual property such as copyrights

• With regard to the investigations, promote international contributions, while keeping in mind the promotion of plans for an East Asian Community.

Investigation topics on contributing to solutions for global-scale issues

• In order to bring about people-centric ICT policies, it is necessary, while making full use of the world's most advanced broadband foundation, to plan for the promotion of the full use of ICT in all aspects of people's lives, including government, education and medical care.

• In particular, in looking to overcome the regional and global issues that are facing countries, such as environmental problems and medical care problems, it is necessary to make full use of Japan's outstanding ICT, and for Japan to earn the trust of the global society as a bridge to the world.

• To achieve this, the following must be investigated:

- Measures for promoting the full use of ICT from the perspective of creating regional connections through ICT

- Measures to promote areas such as the improvement of information literacy, and better access to make full use of ICT by those who are challenged, from the perspective of securing the right to communications for all people

- Measures that will help Japan contribute to solving global issues so that the people of the world

can reap the benefits, through the full use of ICT, including a rich circulation of contents, based on

the concepts of creativity and cooperation



Kazuhiro Haraguchi, Minister of Internal Affairs and Communications



A scene of the meeting

TOPICS

Results of Survey on Levels of Penetration of Digital Terrestrial Television Broadcasting

MIC cooperated with the Association for Promotion of Digital Broadcasting which is an organization operated by MIC's Support Center for Television Viewers, to implement a survey on the levels of penetration of digital terrestrial television broadcasting.

This survey was implemented so as to grasp quantitatively the state of awareness concerning the shift to terrestrial digital television and the degree of penetration of receivers for terrestrial digital television broadcasting, with the aim of reflecting this in future information and public relations activities and contributing to smooth penetration in the future.

The results of this survey showed that awareness of the timing of the end of terrestrial analog broadcasts stood at 89.6%, and that household penetration of receivers for

terrestrial digital broadcasting stood at 69.5%.

MIC will continue to coordinate with relevant bodies and engage in promotional activities to increase awareness concerning the shift to terrestrial digital television broadcasting and the penetration of receivers, and plans to actively promote information and public relation activities.

Outline of Survey

- Survey implementation period: September 2009
- Survey regions: All of Japan's 47

prefectures and administrative areas

- Survey target: Individual men and women aged between 15 and 79
- Survey methodology: Postal survey was conducted following generation of a sample using the RDD (Random Digit Dialing) method
- Number of valid samples: 12,864
- Survey implementation body: the Association for Promotion of Digital Broadcasting
- Survey sub-contractor: Survey Research Center Co., Ltd.

Outline of the results of the survey on levels of penetration of digital terrestrial television broadcasting

According to the survey results, awareness that analog broadcasts will stop is at 98.0%, with awareness of the timeframe for the stopping of analog broadcasting at 89.6%, and household penetration for terrestrial digital television broadcasting use receivers at 69.5%.

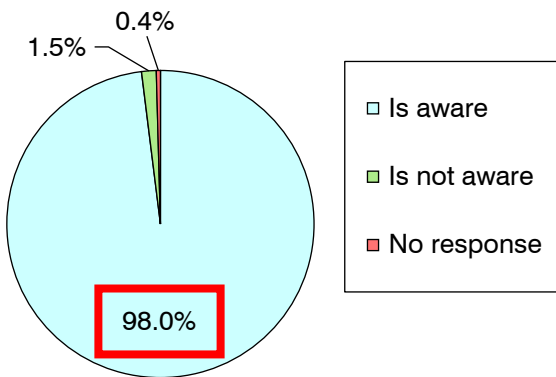
1. Outline of survey

- (1) Survey implementation period:
September 2009
- (2) Survey regions:
All of Japan's 47 prefectures and administrative areas
- (3) Survey target:
Individual men and women aged between 15 and 79
- (4) Survey methodology:
Postal survey was conducted following generation of a sample using the RDD method
- (5) Number of valid samples: 12,864

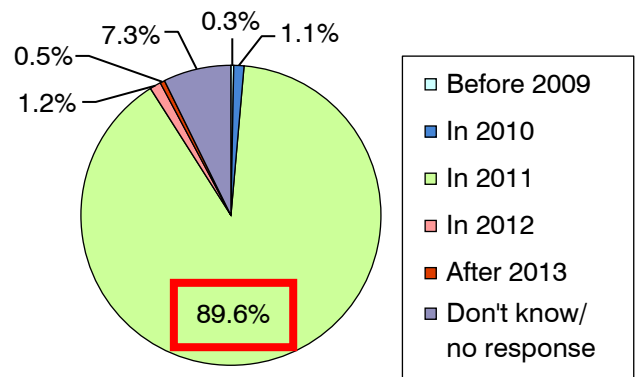
2. Main survey topics

- (1) Awareness levels concerning the stopping of terrestrial analog broadcasting
- (2) Awareness levels concerning terrestrial digital television broadcasting
- (3) Household penetration for terrestrial digital television broadcasting use receivers
- (4) State of reception and viewing of terrestrial digital television broadcasting
- (5) Level of support at shared reception facilities
- (6) Future timetable for digital broadcasting
- (7) Other topics

Awareness levels concerning the stopping of analog broadcasting



Awareness levels of timeframe for the stopping of analog broadcasting



Household penetration for terrestrial digital television broadcasting use receivers

