

## **Group on Framework for International Television Broadcasting (2nd Meeting) Summary of Minutes**

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1. Date and time: Friday, September 15, 2006, 14:00-16:20
2. Location: Conference Room No. 1 to 3 of MIC (2<sup>nd</sup> basement, MIC)
3. Attendees (Honorifics omitted)
  - (1) Study Group members  
Teruyasu Murakami (Study Group Chair), Eiichi Shimuzu (Deputy Chair), Fumio Takahata, Yusuke Yasuda
  - (2) Expert Advisors  
Mitsuyoshi Atsuta, Tsuguhiko Kadokawa (Nakamura Masashi (Observer) attends as his proxy), Hatsuhisa Takashima, Sakie Tachibana Fukushima, Junichi Nakagawa, Keiichi Nagamatsu, Toshio Fukuda
  - (3) Observers  
Kazuo Asakai, Special Advisor, Japan Atomic Energy Agency (Independent Administrative Institution);  
Tadamichi Yamamoto, Director-General, Public Diplomacy Department;  
Takashi Okada, Director, Public Diplomacy Planning Division, Public Diplomacy Department, Ministry of Foreign Affairs;  
Shigeru Wakai, Deputy Director, International Tourism Division, Policy Bureau, Ministry of Land, Infrastructure and Transport
  - (4) MIC  
Suzuki, Director-General of the Information and Communications Policy Bureau;  
Nakada, Deputy Director-General, Information and

Communications Policy Bureau;  
Yamane, Director, General Affairs Division;、  
Minami; Director, Broadcasting Policy Division;  
Takeda, Director, Satellite and International Broadcasting Division;  
Ohara, Senior Advisor, Satellite and International Broadcasting  
Division

#### 4. Agenda

##### (1) Abstract of the discussion at the 1<sup>st</sup> meeting

The MIC explained the abstract of the discussion at the 1<sup>st</sup> meeting based on the reference material, and a Q&A session took place.

##### (2) Related presentations

###### 1) “Diplomatic requests pertaining to reinforced international broadcasting”

The Ministry of Foreign Affairs gave a presentation based on the reference material.

###### 2) “In line with <For Whom?>: Broadcasting in Japanese for Japanese people in the US by FUJI TELEVISION NETWORK, INC.

Mr. Atsuta, an Expert Advisor, gave a presentation based on the reference material.

###### 3) “Current status of international broadcasting in UK and France”

MIC gave a presentation based on the reference material.

After each presentation, a Q&A session took place.

##### (3) Free discussion

Main opinions from the Study Group members and Expert Advisors are as reflected below:

- Content demanded by foreign countries (e.g. such as cartoon films,) will sell by themselves. The role of international broadcasting should be the delivery of content that will introduce Japan, even though it may not be a commercial success.
- We should discuss how content should be output by considering young people as the target.
- Regarding the issue of what message should be conveyed, we

should note that mass media in Japan tends to be biased, and that there is concern over the problem of unachieved independence, which is evident in all programs. It is extremely important to make programs that will convey the basic facts. Efforts should be made to refrain from directing viewers to a certain conclusion. .

As for “how the message should be conveyed,” it is necessary to output balanced information by providing opinions from both sides. Moreover, we should consider outputting information by a means that is already gathering attention. If cartoon films are popular, Japanese history, culture and life should be conveyed using cartoon films. The reason for the sparsity of information on Japan available through the Internet is the small amount of content translated into English.

- Information output by Japan to the outside world is extremely scarce. On the grounds that a large amount of information is provided through the mass media of Europe and the US, international broadcasting should be purposed to output a life-sized Japan to opinion leaders and the people of the next generation. BBC has a long-established reputation for high-quality journalism. We should also challenge the leveling of international broadcasting quality in line with such global standards.
- Independence of editorial rights is important. It will be an active assignment to send out balanced reports on issues concerning the Yasukuni Shrine, Takeshima (Dakdo) island, North Korean abductions and the like. On the other hand, perhaps the purpose of international broadcasting should be narrowed extremely. For instance, the purpose of broadcasting could be to greatly increase the number of tourists, etc.
- Conveying a life-sized Japan and improving impressions of Japan are important. If the purpose is to influence opinion leaders, as France 24 does, it does not have to be broadcasting. All the same, it will not be accepted unless the strategy differs from those of CNN and BBC. Additionally, the purpose should not be narrowed and kept indefinite. Practical issues, such as how the content is organized, should preferably be discussed in detail. We should

discuss issues such as the introduction of cartoon films in providing news reports.

- The problem is with news reports proceedings. One example is news reports that imply a mere visit to Yasukuni Shrine by the Prime Minister as a rightward tilt. There is a wide variety of opinions in Japan. Programs with interviews and discussions should wipe out the impression of the Japanese people being people with no faces or individuality.
- Although there are opinions that insist that the target for international broadcasting should be the new generation opinion leaders, I think that the raising of those generations would take a considerable amount of time. To begin with, we should know how Japan is considered within international society.
- What “new generation opinion leaders” means is the young people of the next generation, not high-level intellectuals. It is fundamental for the future to have such young people come to like Japan. To that end, perhaps there is some potential in making use of pop culture.
- It is essential to meet the needs. Perhaps a full-scale survey should be carried out to discover what people in foreign countries find interesting about Japan.
- The Asian viewpoint should be introduced in selecting news and hiring the journalists who will output information. What is meant by “Asian viewpoint” is not an outlook influenced by the Japanese government’s Asian policy or a specific idea, but a viewpoint that conveys a wide range of ideas on controversial Asian issues in different countries. The point is to pass along different opinions in Asian countries along with the opinions in Japan.
- It is essential to make use of international broadcasting, not as a means to output Japan’s Asian policy, but to make the output content appealing. Japan has made efforts to accumulate newsgathering networks, and has acquired the traditional attitude of rightly viewing the Asian nations. We should take advantage of such know-how to make attractive programs.

- The opinion saying that Asian information output will make the broadcasting increasingly attractive and function as an indirect lever toward Europe and the US is convincing.
- The reference material 3 abstract puts together opinions. Under the “Internal and external problems that we are facing” item, there seems to be “Enhancement of the Japanese presence” and “Improvement of ability to formulate an international consensus.” It should be made clear that these points are to be listed under “Targets and purposes.”
- Caution should be taken to prevent international broadcasting from being used as a political tool.