

---

**Group on Framework for International Television Broadcasting (3rd Meeting) Summary of Minutes (Draft)**

---

1. Date and time: Thursday, October 12, 2006, 16:00-18:00
2. Location: First Special Conference Room, MIC (8th floor, 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  
Kazuo Asakai, Mitsuyoshi Atsuta, Yoshihiro Oto, Tsuguhiko Kadokawa, Hatsuhisa Takashima, Junichi Nakagawa, Keiichi Nagamatsu, Toshio Fukuda, Robert Feldman
  - (3) Observers  
Takashi Hoshiyama, Director, Public Diplomacy Planning Division, Public Diplomacy Department, Ministry of Foreign Affairs;  
Yasuhiro Shinohara, Director, International Tourism Division, Policy Bureau, Ministry of Land, Infrastructure and Transport;  
Tomoyuki Sugiyama (Director and head of school, DIGITAL HOLLYWOOD – The University of Digital Content & The Graduate School of Digital Content)
  - (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;  
Nagashio, Senior Planning Officer, 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 2<sup>nd</sup> meeting  
The MIC explained the abstract of the discussion at the 2<sup>nd</sup> meeting based on the reference material.

## (2) Related presentations

1) “International broadcasting from the viewpoint of expanding international tourist exchanges”

Mr. Shinohara (Director, International Tourism Division, Policy Bureau, Ministry of Land, Infrastructure and Transport) gave a presentation based on the reference material.

2) “Fascination of Japan in ‘COOL JAPAN’: What young people of the world want to know about Japan.”

Mr. Sugiyama (Director and Head, DIGITAL HOLLYWOOD – The University of Digital Content & The Graduate School of Digital Content) 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:

- Expansion of international tourist exchange should be one of the pillars of international broadcasting. In doing that, enhancement of the environmental infrastructure in Japan will be important to ensure that the programs do not become false advertising.
- A commercial with Japan as the setting was aired using a popular local (Taiwanese) actress. This is one example of efforts to attract tourists overseas (in the local region). In the commercial, we showed a URL, and the number of accesses increased immediately after the CM was aired. This sharply shows the power of the media.
- This comment is related to the “VISIT JAPAN” campaign. In broadcastings of BBC, CNN and the like, the number of tourism-related spot commercials by airlines and governments of Southeast Asian countries is greatly increasing. It seems that they are making efforts to enhance their tourist image. CCTV of China is also placing emphasis on tourist programs, etc. and throwing strength into tourism promotion through international broadcasting. The number of content viewers will increase if programs intended to attract tourists become more interesting. The challenge is in how to send out high-quality content that will introduce Japan. In doing this, we must keep in mind that competition is considerably fierce.
- This comment is related to “COOL JAPAN.” Information programs can become more attractive with maximum cooperation from the content industry and by providing up-to-date information and a wide variety of episodes. Broadcasting content will become attractive with agreements concerning broadcasting of cartoon films, comic books and games, as well as the latest J-POP music.
- If a new framework is established to promote sales of copyrighted content owned by publishing companies, etc., updated content clips, etc. can be provided in part to be used for information programs. Content may become useful to introduce the real lives of the

creators, such as cartoon film artists. Content should be output in a way that would incite growing interest in Europe and the US toward Japanese content in the background. Examples of such Japanese content are AKIBA (Akihabara – the center of “Otaku culture”) and “Visual Kei” J-pop bands.

- Since China and Korea, from which 70% of the foreign visitors to Japan come, place extremely severe regulation on broadcasting, there is question of fully attaining the goal of broadcasting. As can be seen in the example of You Tube, the degree of internationalization in the Internet world is extraordinary. For effective output of content, it is essential to make effective use of international broadcasting and the Internet in ways that best meet their characteristics.
- There is an extremely large number of highly capable Chinese students in Japan, and we predict that these students will become opinion leaders after returning to their home country. Without improved educational environment and living conditions for these foreign students, they might speak ill of Japan. Even if international broadcasting is enhanced and advantages of Japan are publicized, a bad impression of Japan will become a big problem. We should investigate points to be improved and correct deficient areas in Universities and Colleges.
- The widespread use of the Internet was a big factor for the spreading of the Japanese content called ”COOL JAPAN,” without being popularly known to us. Large numbers of people have come to know for the first time that familiar cartoon films were made in Japan. People who have become interested in a certain topic discover the topic for themselves through the Internet, translate the words into English or their mother tongue, and make the information available to other people. It is preferable to appropriately select the Internet or broadcasting, as a means to output content, depending on its features and viewership.
- There is a cartoon film named “Samurai Champloo” which became a topical film in the US. It is said to be a masterpiece, born from a combination of American pop culture and COOL JAPAN. In the US, there is a syndicate made up of American university students that take pride in downloading Japanese cartoon films from the Internet and adding subtitles to the films – the syndicate calls itself DARK ENERGY. We should pay attention to such people enjoying Japanese culture as a sub-culture. It should be noted that Japanese comics are expanding market scale in the US.
- Output to Europe and the US should be with done with the main emphasis on asserting ourselves as Japan in news reports that target opinion leaders, since there is already an established cultural exchange with those regions. Cultural exchange is still limited between Asian, African and South American countries. We should

consider sending out more programs that show real-life Japanese, such as variety show programs, or programs in the local language. Program content should be such that it meets regional demands, with news reports and variety show programs as the horizontal axis, and Europe, the US region and Asia as the vertical axis.

- American people began to feel familiar with the Japanese upon the arrival of Hideo Nomo. We should keep an eye on the fact that familiarity with Japan can be bred by selling the personal magnetism of unique individuals.
- Selecting comprehensive content or specialized content as the target for broadcasting will stand as a turning point. If we are to aim for comprehensive broadcasting, it will be important to be conscious of time zone organization and the handling of each program and news in correspondence with the target region and viewership. It will not be important to narrow down the target region to Europe and the US region, or the Asian region; but essential to consider to what degree the Japanese way of thinking should be reflected in program production. It is a difficult issue to decide if 24-hour broadcasting for the Asian region should contain information “toward” Asia or information “on” Asia.
- This comment is on assuring the appeal of programs. If broadcasting from the viewpoint of foreigners is needed, information does not need to be output from Japan. We do not need to discuss this point in detail.
- As for targeted viewership, it is difficult to distinguish among opinion leaders, people of the next generation and the general public. Moreover, there are people of the next generation who are also akin to opinion leaders. Small children, younger than the generation that can access the Internet on their own, will not access the Internet unless their parents browse the Web. Perhaps broadcasting programs with content that can be viewed by families can target such very young generations. To this end, we must exercise our ingenuity in combining the advantages of pop culture and hard news stories.
- When thinking about the current status of conventional international television broadcasting, it will be extremely difficult to narrow down targets. It would probably be too costly to start broadcasting in Arabic, Persian or other such languages, as by BBC, in the first international broadcasting in Japan for foreign viewers. It would be better not to overstretch, start from providing programs in English, which is the common language in the world, and not broaden the viewer target. What is of great importance is to have updated information on Japan sent out in an appealing way. Therefore, the target region should be the world, and the target viewership should be opinion leaders and people of the next generation. English should be the appropriate language in which the

programs should be delivered.

- Since the reception environment varies among the target countries, an effective distribution means should be considered for each region. The most efficient means is to broadcast programs by borrowing a time slot from a local broadcaster. On doing this, the key is careful choice. The need for 24-hour broadcasting is doubtful. Compact information output should be considered by limiting the broadcasting time and increasing the target regions instead. Although borrowing a line with a large number of viewers is very costly and broadcasting time will have to be limited, it is vital to use a time zone with a high audience rating and have a large number of viewers watch the program, even if the time is short.
- The broadcasting that we are discussing is probably something that foreign people are not strongly interested in at present. Since there is no need at the moment, we cannot just broadcast the programs and expect the foreign people to watch them. With this precondition, it will require considerably high-powered efforts to make attractive programs. To do this, the producers of the programs must have passion and incentives. If details of the TV drama that we wish to show were decided, it would very much facilitate the making of a program that would achieve the goal. Such details include concrete program content and clear-cut purposes for making the program (e.g., attracting tourists). However, we should remind ourselves of one aspect of making programs. As seen from the example of “Winter Sonata,” attracting of tourists is a secondary effect.
- The making of broadcasting programs will probably differ totally from the conventional way. It will not be commercial programs sponsored by a certain sponsor. Programs should be such that they will become commercials for ALL JAPAN.
- It is preferable to have Japan on air all the time. In doing this, we should consider operation details and judge if programs should be inevitably broadcasted for 24 hours, as there are time differences around the globe; and if new and different content should be prepared for the entire time zone or if the same material should be used repetitively.
- From the viewpoint of culturing content, there could be experimental open-door approaches to discover new creators and welcome new entries. To do this, we can organize idea competitions, or accept applications from the general public. Moreover, to achieve this, it is important to establish an ALL JAPAN system where everyone can relate to this broadcasting around the clock. This will lead to the acceptance of national budget introduction for the broadcasting. Promotion of new content production will foster creators and expand the foundation for content creation.

- We might consider diplomatic strategy. In other words, we might examine which country should be the target viewer by taking security policies and economic development of Japan into consideration with a cool head. We should make use of the small budget by placing priority on broadcasting for a country that has great importance for Japanese diplomacy. Programs should be available, for example, in Chinese for China and not Tagalog for the Philippines.
- One significant element for making programs is the appearance of a hero, or a catalyst. Although it is important to deliver attractive content that will make the foreign audience view Japanese information, it will be quite a hard job to constantly make hits. Accordingly, we should separately discuss content creation and the circuit conditions (receiving environment). Making of content should be considered as a relatively long-term issue. In the short term, attention should be focused on the “last mile” and making of a system that will support assurance of the circuit. Notably, in order to promote access by people interested in Japan, Internet utilization is mostly efficient. We should support a system that can provide such information on Japan relatively easily.
- When looking from the economic development point of view, broadcasting content can become a force for economic development. Output of internationally competitive content from Japan can be the purpose of international broadcasting.
- Although we have heard that there is substantial need for information output from Japan, there is the question of the degree to which we should respond to the needs.
- If number of foreigners that want to study Japanese is increasing, we should provide content that will be helpful in learning the Japanese language. Such examples would be programs in the Japanese language or with Japanese subtitles.
- This is a comment on target viewership. If opinion leaders were the target, a more individual approach would be necessary. If we are to use broadcasting and the mass media, the target should be the people of the next generation.
- We should decide the target region in a cool-headed manner and consider winning understanding from a potential enemy country, one with which Japan has the most difficulty, as the target.
- The choice between Europe, the US or Asia is a question without an answer. The point is to consider program content that corresponds to regional situations. Target regions should not be limited to Europe, the US and Asia. Although there may be differences in the degree of emphasis, all regions around the world should be the target—including the Middle East and Africa. When thinking from a cool-headed diplomatic standpoint, China is indeed

important. However, the relative share should be decided in relation to other countries, based on the limitation in resources. In conclusion, it is not a question of specifying a region, but a question of what to do with daily program organization. It is not an appropriate topic to be discussed.

- Even if program organization is to be filled with a wide range of fresh ideas and news, the content should not be sent out indefinitely. Content should have something characteristic and give the impression that it is different from other international broadcasting.
- First, content output should be in English and delivered to major countries through a means such as satellite broadcasting. There are cases in which content is distributed among people in their teens, twenties and thirties through the Internet. Content does not necessarily have to be cartoon films. With related information output through an information program in English, the content will reach all countries, including those not originally assumed, in the end.
- Asia-related information reported by BBC and CNN are distinctive, if not subjective. There could be some reports from the Japanese and Asian viewpoints. By Asian, we do not mean a viewpoint that makes light of democracy and human rights. For example, China is advertising itself through international broadcasting. Nevertheless, there is content that does not appear to be objective. If we can report, “Japan sees China in this way,” a more objective image will be conveyed to Europe and the US.
- The NHK network for gathering news reports in Asia is of the highest level compared to any other country in the world. With the distinctive quality of the local staff, the network acquires the highest level of information. In terrestrial broadcasted programs within Japan, information on Asia is always on the air, and when there is a big event, reports linking different areas within Asia are made available. If English reports for international broadcasting are increased, such reports on Asia will help add variety to broadcasting content and improve quality. As a result, an attractive broadcasting program that differs from international broadcasting of Europe and the US can be made. Through such efforts, Asian information from Japan will be made available at the same level as BBC and CNN. Moreover, such information is necessary.
- The summary of today’s meeting is as follows:
  - 1) As for the target area, we should not select between Europe the US or the Asian region by placing importance on a comprehensive approach. It is important to maintain the attitude of providing optimum content for the applicable regions while deciding the prioritized targets.
  - 2) We should start by deciding the target viewership as mainly

opinion leaders and people of the next generation.

- 3) As for program organization, it is vital to have a hero and the viewpoint of seeking broadcasting programs that can only be provided by Japan. As for the language, we should start from English, but English subtitles for Japanese programs should also be considered.
- 4) As for distribution, there can be two roads: one is 24-hour broadcasting and the other is time-limited broadcasting. We should discuss and adopt the best distribution method to meet the needs. Distribution should be carried out in combination with the Internet. Especially in sending out content that will be actively accessed, including COOL JAPAN related content, the Internet should be fully utilized.