1st Meeting of the Study Group on Next-Generation Broadcasting Technology

Summary of Minutes

1. Date and time: Wednesday, September 27, 2006 10:00 - 12:00

2. Location:

Special Conference Room No.1, 8F Ministry of Internal Affairs and Communications

3. Attendees:

(1) Members (Honorifics omitted)

Akiko Aizawa, Shigeyuki Akiba, Susumu Itoh, Hiroshi Esaki, Katsuhiko Ogawa, Tetsu Kobayashi, Kazuhiko Sato, Ryoichi Mashiro, Kenkichi Tanioka, Aiichiro Tsuzuku, Hiroshi Harashima, Harue Maeno, Masaaki Mitani, Ryosuke Yokoi, Kazumasa Enami (by proxy)

(2) Ministry of Internal Affairs and Communications

Suzuki (Director-General of the Information and Communications Policy Bureau), Nakada (Deputy Director-General of Minister's Secretariat), Yamane (Director of the General Affairs Division), Minami (Director of the Broadcasting Policy Division), Okubo (Director of the Broadcasting Technology Division), Ando (Director of the Terrestrial Broadcasting Division), Takeda (Director of the Satellite and International Broadcasting Division), Fuseda (Senior Technology Planning Officer), Honma (Senior Technology Planning Officer), Kondo (Assistant Director of the Broadcasting Technology Division)

4. Proceedings

(1) Opening address

(2) Introduction of members

(3) Decision concerning the meeting guidelines

(4) Selection of the Chairman (Member Harashima was selected Chairman)

(5) Appointment of the Deputy Chairman (Member Itoh was appointed Deputy Chairman)

(6) Making the Study Group public

(7) Efforts toward R&D in the Ministry of Internal Affairs and Communications

(8) Recent technical trends relating to broadcasting technology

(9) How to proceed with the Study Group

(10) Free discussions

(11) Inquiry survey

(12) Closing

5. Major discussions

Members held a free discussion after the Secretariat explained the distributed documents. Major discussions are given below.

○ In the world of broadcasting, when compared with that of information, past logs may help creating new business models. So whether we can archive the mass of videos currently existing with a view to use them as logs is one technical issue for us to study.

○ We exchange screen pages on which two or more people are appearing as in a TV conference. Group participation television appears to be one of the directions of the

next-generation digital broadcasting in the future.

○ It is necessary to develop technical standards that will secure a wide range of possibilities, from those of end users' to those on the producer side, in a form that is global and not dependent on applications.

○ In the communication world, contents in which advertisements are embedded are appearing and a similar change is expected in the method for placing advertisements in broadcasting.

○ Just as for the world of the Internet, it is important also in next-generation broadcasting systems to design a system so that as much "long tail" can be secured as possible.

○ We need to consider not only technologies that enable "wherever, whoever, and wherever" but also technologies that take into account security, safety, and quality services that enable "only now, only here, and only you."

○ We tend to think that the younger generation today has a prospective ability for images but in reality their ability to understand images is not sufficient. We must develop human resources as we cover such points.

○ As a manufacturer, we believe that the viewpoint of "international competitiveness" is essential in considering the next-generation broadcasting technologies in order to provide users with better products.

○ There are very large markets in developing countries where few people can watch television. Under such circumstances, technical developments to meet the global needs for "security and safety" are also important themes.

○ Mobile receiving in the broadcasting sector is currently subordinate to fixed receiving, while televisions based on mobile receiving may be the main stream in

developing countries and global markets.

○ What will be the main trend in broadcasting technology development in a decade or two has not yet been fully envisioned in Europe, and they are very interested in our super high vision technology. Japan has to take the leadership, particularly in audio and imaging technology, of which we are particularly proud, and develop them through international cooperation.

○ Software radio that is available by replacing the software even if the transmission system changes is also expected to be an essential technology. This gives us an image that replacing the software makes everything possible, but it is desirable that televisions will never become as complicated as personal computers and broadcasting will continue to be developed as a "domestic appliance."

○ As for terrestrial digital broadcasting, it is a matter of great concern how to convey what the Government is promoting to consumers and in particular to the elderly and to vulnerable people over the next five years.

○ It is also important to promote hardware technologies and human scientific studies in parallel, including not only images and sound, but also the sense of touch and smell.

○ Today the notion that broadcasting refers to television appears to be fixed, but it is also necessary to study how to further utilize radio. In particular, we should discuss about this area as we make much of the advantage of voices over videos.

○ Edit processing with less deterioration has become easier along with the progress of digitization. Thus it is also an essential issue from the viewpoint of the security and safety of broadcasting to discuss to what level the originality of information can be secured.

○ Data compression has so far been developed aiming at sending information at a low

a rate as possible. However, it seems that we had better change our thinking to see data compression technology as a means of improving and enhancing quality, such as sending clearer images at existing transmission rates and providing services with higher audio quality.

End