

## **2nd Meeting of the Study Group on Next-Generation Broadcasting Technology Summary of Minutes**

1. Date and time: November 30 (Wed), 2006 14:00-16:10
  
2. Location: Special Conference Room No.1, 8F Ministry of Internal Affairs and Communications
  
3. Attendees
  - (1) Members (Honorifics omitted)

Shigeyuki Akiba, Susumu Ito, Jiro Katto, Satoshi Kobayashi, Kazuhiko Sato, Ryoichi Mashiro, Kenkichi Tanioka, Aiichiro Tsuzuku, Hiroshi Harashima, Harue Maeno, Yuichi Matsushima, Masaaki Mitani, Ryosuke Yokoi, Satoshi Ishibashi (substituting), Jun Takei (substituting), Ryouichi Nishimura (substituting).
  - (2) Exponents (Honorifics omitted)

Shunichi Sato, Hideki Suganami, Hiroshi Takizuka, (by proxy) Kazuko Takahashi
  - (3) 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), Okubo (Director of the Broadcasting Technology Division), Takeda (Director of the Satellite and International Broadcasting Division), Fuseda (Senior Technology Planning Officer), Kondo (Assistant Director of the Broadcasting Technology Division), Maruyama (Chief of the Broadcasting Policy Division)
  
4. Proceedings
  - (1) Opening
  - (2) System image to be expected of the next-generation broadcasting technology
  - (3) Report on the inquiry survey of professionals involved in the next-generation broadcasting technology
  - (4) Report on the comparison of development trend regarding the next-generation broadcasting technology of each country
  - (5) Broadcasting-related study groups in the Ministry of Internal Affairs and Communications
  - (6) Closing
  
5. Major discussions

Discussions were implemented after the Secretariat explained about the draft report from the

working group on the system image to be expected of the next-generation broadcasting technology. The major discussions are given below.

- Production staffs at the site are essentially indifferent to the next-generation broadcasting technology. They do not have any idea about how next-generation programs should differ from those of today. Primarily, programs should be made after checking all possible technologies. On the contrary, the technology staff side may as well make suggestions for contents.
- Intelligentization of receiver systems may be required to be not general-purpose but meticulous, since what will be required depends on the details of a broadcasting content.
- I think that a type of neat service allows the audience to use the transmission channel without being aware of whether the channel is a communication network, broadcasting network, or the content regenerated from accumulated media. What matters in that case, however, may be who will be responsible for the content.
- As for the linkage of broadcasting and communication consists of linkage of transmission channels and linkage viewed from the user side. It will be easier if the focus is put on how to promote the linkage of transmission channels.
- It seems that cellular and mobile receiving calls for another important keyword “personalization”, and demands the technology for distributing various and diversified programs.
- As for personalization, once you are to select your personal computer from either the desktop type or laptop type. Now, most preferred are notebook type personal computers of a size slightly too bigger to carry around. Similarly, types not necessarily portable but convenient to carry in the house or in the room may appear as broadcasting receiver terminals.
- It is necessary to make discussion not on what follows the TV and cellular phone technologies but also on new aspects of technologies that may be expected in the next generation.
- As for, for example, broadcasting that provides high-realistic sensation, it seems necessary to make discussion for realizing an image environment from the viewpoint of being human-friendly and not in terms of technically possible resolution.
- As for “safety and security” which are essential items also from the viewpoint of audiences, we may need to focus more attention on the matter so as not to treat them as supplementary issues.
- Compared with “communication” which is a means for you to aggressively act and acquire information by yourselves, broadcasting allows you to passively obtain information just by pressing the switch button and to feel relaxed. It may be necessary to take into consideration what lies behind such as the feeling of “getting tired if too much high realistic sensation is to be attained.”
- As for how to conclude the discussion, how about adding discussions which are quite personal and exempt you from taking responsibility in addition to those discussions that are realistic and

practically feasible.

- The possibility of realization becomes different for the same technology depending on whether it is for fixed or mobile, whether it should be wired or wireless, or whether the content of the program is a news report or an entertainment. There may be discussions from such a point of view.

End