

Study Group on Framework for International Television Broadcasting
Summary of Minutes (8th Meeting)

1. Date

Friday, March 30, 2007, 4 p.m. to 6 p.m.

2. Location

Conference Room 3, 1st floor, Ministry of Internal Affairs and Communications

3. Attendees (Honorifics omitted)

(1) Study Group members

Teruyasu Murakami (Study Group Chair), Eiichi Shimizu (Vice-Chair), Fumio Takahata,
Yusuke Yasuda

(2) Expert advisors

Kazuo Asakai, Mitsuyoshi Atsuta, Yoshihiro Oto, Tsuguhiko Kadokawa (alt.: Masashi
Nakamura), Hatsuhisa Takashima, Sakie Tachibana Fukushima, Jitsuro Terashima, Junichi
Nakagawa, Keiichi Nagamatsu, Toshio Fukuda, Ryuji Funayama, Robert Feldman

(3) Observers

Hideo Fukushima (Director, Public Diplomacy Planning Division, Public Diplomacy
Department, Ministry of Foreign Affairs)

Yashuhiro Shinohara (Director, International Tourism Division, Policy Bureau, Ministry of
Land, Infrastructure and Transport)

(4) MIC representatives

Suzuki, Director-General, Information and Communications Policy Bureau;

Yoshida, Director, Broadcasting Policy Division;

Takeda, Director, Satellite and International Broadcasting Division;

Ohara, Senior Advisor, Satellite and International Broadcasting Division

4. Agenda

- Draft Final Summary

A MIC representative explained the "Draft Final Summary," which was followed questions.

The main comments made by members and advisors are as follows.

(1) Time of the commencement of broadcasting

- The commencement time referred to in the draft is "at the beginning of FY 2009 or in the latter

half of FY 2008 if possible.” In order to clarify the target, it is better to say simply either “in the latter half of FY 2008” or “the commencement of broadcasting by FY 2009 at the latest.”

(2) Handling information related to Asia

- In order to produce high-quality news content, a strategic view that includes cooperation with think tanks, support from international institutes represented by Japan, cooperation with the Asian Development Bank, and other measures is required.

(3) Language

- As for the time for studying the distribution of content in multiple languages over the Internet, considering that the situation concerning the Internet may change significantly, the distribution of content in multiple languages, including the issue of cost effectiveness, must be studied directly, specifically and with a sense of urgency, rather than starting the study after the English broadcasting begins.

(4) Cross-sectional approach by ministries and agencies

- The Asia Gateway Strategy and the approach taken by the Intellectual Property Strategy Headquarters are referred to as examples of a cross-sectional approach by ministries and agencies. The idea of Japan as a tourist destination should be also added to the description, considering the significant effect of the Visit Japan Campaign.
- “Tourist destination” will be added to the description. (Comment by the Chair)

(5) Injection of government funding

- It should be expressed in the context that the government funding injected will be aimed at improving the reception environment. It will do if it is already included in the current context.
- Pay careful attention to the wording; otherwise government funding may be reduced.
- Since the amount from NHK TV license fees is not enough to cover the costs of improving the reception environment, funding from other sources must be used. Your understanding is requested.
- It will be better to point out that program production and the improvement of the reception environment are both important in order to achieve high quality.

(6) Involvement of the government

- The government should clarify its intention to request economic associations and other groups to become involved and provide other support.

(7) Independence of the implementing entity

- It may be impossible to obtain understanding if the description says that the implementing entity should become independent, even though proposal 2 has been adopted. In my opinion, it would be closer to reality to add a few words to modify the description, such as, "Judgment should be made whether to become independent." Since proposal 2 is likely to be adopted, careful attention should be paid to this expression.
- In what form can the business entity broadcast more attractive programs in its efforts to accumulate and develop specialized expertise? In this term, the business entity must consistently study management models in order to determine an appropriate business structure. Therefore, it is necessary to consider this as an ongoing subject of study.
- Concerning the independence of the implementing entity, the description will be that, in light of the changing environment, studies about the business structure should be conducted, so that your opinions can be reflected to the extent possible. (Comment by the Chair)