

## Study Group on Approaches to Cable Television in the 2010s Summary of Minutes (13th meeting)

### 1. Date

18:00 p.m. to 18:30 p.m., July 2 (Mon.), 2007,

### 2. Location

Special Conference Room 1, 8th floor, Ministry of Internal Affairs and Communications

### 3. Attendees

#### (1) Committee members (honorifics omitted)

Tsunetoshi Ishibashi, Yoshihiro Oto, Fujio Koike, Shigeki Goto, Toshihiko Shimizu, Kazuteru Tagaya, Tetsuro Takeoka, Kazutoshi Terasaka, Masataka Nakamura, Tomohiro Fujizaki, Yuuji Fujimoto, Tadahisa Mori, Hirotsugu Yamaguchi, Toko Yamashita

#### (2) MIC representatives

Suzuki (Director-General, Information and Communications Policy Bureau), Nakata (Deputy Director-General, Minister's Secretariat), Yamane (Director, General Affairs Division), Takeda (Director, Satellite and International Broadcasting Division), Fujishima (Director, Regional Broadcasting Division), Honma (Senior Technology Planning Officer, Regional Broadcasting Division), Inoue (Deputy Director, Regional Broadcasting Division)

### 4. Outline of proceedings

#### (1) Call to order

#### (2) Agenda

\* Invited public comment and draft concept of this study group

\* Draft report

#### (3) Closing

### 5. Main Discussions

The secretariat explained the concept of this study group for the public comment invited in June and the corrections to the draft report. The following question-and-answer session was then conducted:

- I think the concept of this study group for the invited public comment is acceptable.

Talking about the relation between satellite broadcasting and cable television, Japan Satellite Broadcasting Association and program suppliers have joined Japan Cable and Telecommunications Association. I think you should discuss views in greater detail at the

bilateral panel or program supplier business sub-council. Does the “triple play” mentioned in the document contain what is done by communications carriers as well as what is done by cable television broadcasters?

- I know the program suppliers have such an opinion.

I do not feel that a big problem has occurred with the agreement between individual program suppliers and cable television broadcasters/MSO. If there is an issue common to both businesses, I would like to have discussions with the Association at the bilateral panel.

- Only SkyPerfect JSAT is a satellite platform. On the other hand, cable television is developing into MSO. There is no serious problem, but I think the opinion requires some thought for the future.

Satellite broadcasters, program suppliers and service broadcasters as well as cable television broadcasters will all have discussions together, but this will be realized on the ground referred to as the Study Group on Comprehensive Legal System Governing Communications and Broadcasting.” In some cases, it will be insufficient for cable television broadcasters, Japan Satellite Broadcasting Association and program suppliers to have discussions at a meeting held by Japan Cable and Telecommunications Association.

- Content has become more important than it was 10 years ago, and there is increasing demand for enhancement of content. We should express our view and discuss how to expand the multichannel broadcasting market.

I think that applying regulations may slow this movement, and that we have to take action carefully.

- Some foreign broadcasters established a partnership with YouTube, and some broadcast their own programs over the Internet.

If a strong program supplying system that differs from the traditional one emerges in the time to come, you cannot tell what will happen to cable television broadcasters that use a closed program supplying system. I wonder how they would make the shift. In such a case, someone would appear in terms of the copyright protection law or out-of-bounds retransmission.

- I feel that the environment surrounding cable television has changed greatly, as 18 months has passed since the first meeting of this study group.

At first, I thought it was better for cable television to be clearly positioned, but this matter has expanded without convergence through discussions. I think cable television can expand in various directions, such as local media, international technology or ubiquitous society.

I feel that a more flexible cable television market would open if cable television balanced content and other media.

- As mentioned in the response to the opinion, I feel it would become more important to have cross-media discussions in the future. Using this report as a step, the next work is necessary toward the 2010s.
- The Internet has developed by resolving issues as they emerge. I believe that the future IP technology will develop by resolving the future issues from applications in the present state of media fusion, and that it will be applied to cable television technology for mutual development.

(Chairman's closing statement)

- I have experienced many things during the past 18 months. The fields relating to communication and broadcasting are in tumult. This report is insufficient to show the final direction for how cable television is to survive in the future legal system for fusion of communication and broadcasting.

I believe that cable television is a community-based transmission system and that it can, by taking advantage of being able to provide community-based broadcast content without fail, discover an opportunity to show its performance under the legal system for fusion of communication and broadcasting.

Other broadcasters seem to make a strategic shift to hardware or software. I feel that cable television should move toward a community-based direction balancing hardware and software.

I hope cable television will develop by taking advantage of the information mentioned in this report.