

**Study Group on the Number of NHK Satellite Broadcasting Channels—1<sup>st</sup> Meeting**  
**Meeting Summary**

1. Date and Time

Tuesday, August 7, 2007; 10:30–12:00

2. Location

Special Meeting Room 3, Ministry of Internal Affairs and Communications  
(Central Government Building No. 2, 9F)

3. Attendees (honorifics omitted)

(1) Study Group Members (in order of Japanese syllabary)

Katsutoshi Ishioka, Susumu Ito, Yoshihiro Oto, Hiroyuki Kishi, Mieko Kenjo, Minoru Sugaya, Nobuko Takahashi, Teruhiko Tanaka, Akio Torii, Eriko Hida, Hirotaka Yamauchi, Ryuji Yamamoto (12 members)

(2) MIC Representatives

Suzuki (Vice-Minister, Policy Coordination), Ogasawara (Director-General, Information and Communications Policy Bureau), Kawauchi (Deputy Director-General, Minister's Secretariat), Imabayashi (Director-General, General Affairs Division), Yoshida (Director-General, Broadcasting Policy Division), Oku (Director-General, Broadcasting Technology Division), Yoshida (Director-General, Terrestrial Broadcasting Division), Takeda (Director-General, Satellite and International Broadcasting Division), Nagashio (Senior Planning Officer, Broadcasting Policy Division), Ibata (Deputy Director-General, Broadcasting Policy Division)

4. Agenda

(1) Opening

(2) Outline of study group (tentative)

(3) Selection of chairperson and appointment of deputy chairperson

(4) Public disclosure of study group

(5) Method of conducting study group for the time being

(6) Topics for discussion

Current situation of NHK satellite broadcasting

(7) Close

5. Outline of the Agenda

(1) Outline of the study group (tentative)

The secretariat explained the outline of the study group (tentative), and the outline was subsequently

approved.

(2) Selection of chairperson and appointment of deputy chairperson

- 1) Through mutual voting, members selected Minoru Sugaya as chairperson (Professor, Institute for Media and Communications Research, Keio University).
- 2) Chairperson Sugaya then appointed Hiroataka Yamauchi (Dean, Graduate School of Commerce and Management/Faculty of Commerce and Management, Hitotsubashi University) as deputy chairperson.

(3) Study group public disclosure

The following were decided.

- 1) Public disclosure of meetings as a principle (excluding cases which may harm the rights and interests of concerned parties or third parties as well as public interest.)
- 2) Public disclosure of handouts used in meetings (As above)
- 3) Preparation and public disclosure of meeting summary
  - \* Handouts and meeting summary will be posted on the MIC homepage

(4) Method of conducting the study group for the time being

- 1) The secretariat explained how the study group would be conducted in the future, and a general schedule for this year was decided.
- 2) Based on the approved outline of the study group, it was decided that NHK would be asked to participate from the next meeting, except when their participation is particularly detrimental.

(5) Topics for discussion

The secretariat explained the current situation of NHK satellite broadcasting, etc., according to handouts. The main comments by members during the Q&A and exchange of opinions were as follows.

- Do the 20,600 million yen earnings that the five BS companies made in advertisement revenues include TV shopping earnings?
- Regarding the situation of households with poor terrestrial analog broadcast viewing conditions, it is said that about 28,000 households are dissatisfied with reception conditions. Is it correct to assume that this number of households will decrease through the new measures taken with the digitization of terrestrial broadcasting? Alternatively, is there a possibility that new areas with poor viewing conditions will rise with digitization?
- More detailed data should be prepared on the approximately 70,000 households with unsatisfactory reception conditions for terrestrial analog broadcasting.
- The Information and Communications Council report says that reviews will be carried out within this fiscal year on whether to cover, with satellite, the areas that NHK digital broadcasting does not cover after digital terrestrial broadcasting starts. What types of reviews are being considered?

- Some of the people living in regions with poor analog viewing conditions now are said to be covered by satellite broadcasting. In this case, how are the costs for equipment and reception fees being borne?
- Regarding the secondary use of NHK content, how is satellite content used?
- Materials should also be provided on Internet and radio, etc., as information on the situation of the market surrounding TV broadcasting.
- Macro discussions on media as a whole, including the Internet, may also be required in addition to broadcast fields.
- It seems as though the strained situation of radio waves related to BS broadcast has been alleviated considerably, looking at the technological progress and number of transponders assigned to Japan.
- Regarding NHK's earnings, information such as simulation figures should be provided on what would happen if channels were to be reduced.