

Terrestrial Digital Broadcasting National Movement Headquarters Summary Minutes
– 1st Meeting

1. Date and Time: Thursday, July 24, 2008; 10:00 – 10:35

2. Location: Housai-no-ma, Meiji Kinenkan

3. Attendees

(1) HQ Members (Japanese alphabetical order; honorifics omitted)

Hisashi Anan (by proxy), Yoshikado Iizumi (Deputy General Manager), Takeo Iemoto (by proxy), Kunio Ishihara, Hiroshi Inoue (by proxy), Seiichiro Ujiie, Shouichi Okajima (by proxy), Shunjiro Karasawa, Hisamitsu Kawai, Masanori Kitamura (by proxy), Masao Kimiwada, Noboru Koibuchi (by proxy), Noriko Kondo, Hiroshi Saito (by proxy), Takahisa Satake (by proxy), Sadahiro Shimomura (by proxy), Etsuhiko Shouyama, Sadahiko Sugaya, Masayoshi Son (by proxy), Kunihiro Takaha, Hiroshi Toyoda, Yasuhiko Nakagawa, Yutaka Narita (Deputy General Manager), Shin'ichi Hara (by proxy), Hisashi Hieda, Michisada Hirose, Shigeo Fukuchi, Kouhei Mabe, Yoshiko Miura, Fumio Yamamoto (by proxy), Masahiro Yamamoto (by proxy)

(2) Observers

Cabinet Secretariat, Cabinet Office, Japan Fair Trade Commission, National Police Agency, Financial Service Agency, Ministry of Justice, Ministry of Foreign Affairs, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Health, Labour and Welfare, Ministry of Agriculture, Forestry and Fisheries, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and Transport, Ministry of Environment, Ministry of Defence

(3) Ministry of Internal Affairs and Communications (hereinafter “MIC”)

Sato, Senior Vice-Minister; Taniguchi, Senior Vice-Minister; Suzuki, Vice-Minister for Policy Coordination; Terasaki, Vice-Minister for Policy Coordination; Hashiguchi, Director-General, Administrative Management Bureau; Ogasawara, Director-General, Global ICT Strategy Bureau; Yamakawa, Director-General, Information Dissemination Management Bureau; Sakurai, Director-General, Telecommunications Bureau; Totsuka, Director-General for Policy Planning; Tanaka, Director-General for Policy Coordination; Kubota, Deputy Director-General of Minister's Secretariat; Imabayashi, Director, General Affairs Division, Information Dissemination Management Bureau; Yoshida, Director, Terrestrial Broadcasting Division

4. Summary of Discussion

(1) Opening

(2) Video message of Minister of Internal Affairs and Communications (General Manager of

HQ) (Summarized below)

On July 24, 2011, analog broadcast will be discontinued and totally replaced by digital broadcast. It's only three years before this total switchover. While there is a growing awareness of this move toward terrestrial digital broadcast among the general public, it is reported that still, only about 65% are aware that analog broadcast will be discontinued in 2011. We need to make this fact known to as many people as possible. What's more, we are faced with a number of issues to address within the next three years, such as action to be taken by the receivers or viewers and action to be taken by the senders or transmitters. Against this backdrop, we at the Ministry of Internal Affairs and Communications have publicly announced a general package of action plans to promote terrestrial digital broadcast. The package consists of wide-ranging measures for establishing a full-fledged consultation system, supporting the so-called economically underprivileged, improving the general awareness among the public, promoting coordination with public organizations, so on and so forth.

While acknowledging and appreciating the efforts and cooperation provided so far by many people concerned, with today's announcement of the general package of action plans, we as the MIC are reconfirming our stepped-up commitment to grapple with the project and at the same time are requesting your continued support and cooperation.

(3) Addresses by Deputy General Managers (Summarized below) (in order of delivery; honorifics omitted)

[Yoshikado Iizumi, Chairperson, Special Committee for Promoting ICT, Association of Prefectural Governors]

When terrestrial TV broadcast, which is essential to the life of the general public today, is digitalized, communication becomes bidirectional, allowing everybody at home to participate in TV programs. This will drastically change the conventional concept of broadcast, that is, the notion of sending information to the public in one direction only. One of the goals of the Association of Prefectural Governors is the elimination of differences among geographical areas, so that everybody in Japan can equally enjoy the benefits. However, we have very little time, only three years, left for us to smoothly switch over to terrestrial digital broadcast. This calls for concerted efforts and cooperation among the national government, local governments, public organizations, broadcasters, and manufacturers. We also need to ask the general public to have a better understanding of the matter. These are literally essential. We would like to continue to make unified efforts and strengthen coordination among us.

[Yutaka Narita, Chairperson of the Executive Board, National Council for Promoting Terrestrial Digital Broadcast]

Digitalization of broadcast is essential to further advancement of ICT industry, as it enables the convergence of telecommunications and broadcast, creating an array of new services. It is important to improve communication with all the citizens and to gain their understanding of this issue.

(4) Discussions

1) General package of action plans to promote terrestrial digital broadcast

The Secretariat explained the general package of action plans to promote terrestrial digital broadcast.

2) Promotion of national movements

What follows is a summary of opinions and comments voiced by some of the HQ members present (in order of utterance; honorifics omitted):

[Shigeo Fukuchi, Chairperson, Japan Broadcast Corporation (NHK)]

We are currently exerting our utmost strength to complete full digitalization by the target date of July 2011. At the same time, we would also like to make all-out efforts to help subscribers to receive digital broadcast without problems. There are certain problems which we broadcasters cannot solve by ourselves, such as the concentration of antenna (aerial) installation work and the disposal of old TV sets. We believe these are being addressed by some of you who are present here today and we would further appreciate your continued support.

[Michisada Hirose, Chairperson, National Association of Commercial Broadcasters in Japan (corporate judicial person)]

Over the next three years including the current fiscal year, the commercial broadcasters in Japan altogether will invest about 100 billion yen each year on the installation or upgrading of relay stations. We believe this will cover about 99.3%, which will leave about 350 thousand households out of reach. We would like to resort to satellite waves to cover those areas which terrestrial waves cannot reach, using the network of relay stations to be build during the next three years.

Over the next three years, we would like to open our doors, in cooperation with local governments and administrations, for consultation on what to do so that every household can receive terrestrial broadcast. More specifically, each TV station is willing to send its

staff to consultation centers to offer fine-grained consultation. In sum, we would like to avoid worrying viewers.

[Hisamitsu Kawai, Chairperson, National Council for Promoting Terrestrial Digital Broadcast]

Our Council has so far studied, publicized, and promoted a road map for relay stations, a road map by local municipality, a plan for phasing out analog broadcast, and a remedial plan utilizing satellites for areas with reception difficulties. We will continue to devote ourselves to promoting this nation-wide movement.

[Kouhei Mabe, Chairperson of the Board, Association for Promotion of Digital Broadcasting (corporate judicial person)]

Our association has been promoting digital broadcast, and in particular, producing commercial features, staging nation-wide promotion tours, and offering briefing sessions. The reception environment varies significantly from one place to another, and we hear voices calling for business actions that are fine-tuned to individual situations. In sum, all the parties concerned in terrestrial digital broadcast need to participate in a kind of grass-root movement by joining forces and addressing each individual viewer's needs.

The MIC is planning to deploy a nation-wide network of TV viewer support centers starting this autumn, and we are committed to participating in this plan by offering all-out cooperation.

[Etsuhiko Shouyama, Chairperson, Japan Electronics and Information Technology Industries Association (corporate judicial person)]

We as equipment manufacturers are also committed to making further efforts to produce digital broadcast transmitters and receivers that are easy to operate and meet a variety of user needs and to do so in large quantities as quickly as possible. On another front, one of the industry's concerns is a temporary increase in the disposal of analog TV sets. While we do intend to recycle them as much as possible, we also would like to ask everybody to support us in many ways, such as providing space for temporary storage of disposed-of TV sets.

Needless to say, digitalization requires the installation of antennas (aerials) and/or the re-adjustment of installed equipment. In this area, we need to move in close cooperation with many people and organizations concerned, including retail shops directly dealing with consumers, distributors and subcontractors, to offer more fine-tuned services.

As for national movements, we would like to initiate vigorous campaigns such as raising everybody's awareness of the discontinuation of analog broadcast, conducting temporary

discontinuation on a test basis, and offering support for those households with financial difficulties.

[Kunio Ishihara, Common Chairperson, Information and Telecommunications Committee, Federation of Economic Organizations (corporate judicial person)]

Digitalization of broadcast provides a framework in which various players introduce a new array of broadcast and communication services based on their innovative ideas, thereby bringing about various benefits to the general public. We hope, therefore, it will lead to the revitalization of the Japanese broadcast and telecommunications industries. We have only three years left before the complete switchover to terrestrial digital broadcast. It is possible to open up a new horizon by consolidating wisdom and efforts of all stakeholders. We as the economic community also intend to step up our efforts to grapple with this issue.

[Noriko Kondo, Chairperson of the Secretariat, Roh-tech Study Group]

First of all, the term “roh-tech” means technology that helps old people. Certain features of terrestrial digital broadcast, such as subtitles (closed captions) and the secondary voice channel, are indeed very useful roh-tech features. Regrettably, however, many old people are not aware of such nice features, or are aware but don’t know how to use them by themselves, or have forgotten how to use them although they were once taught how to use them. We would like, in cooperation with local volunteers who are helping senior citizens with personal computers, to help bring the benefits and pleasure of terrestrial digital broadcast to such people.

[Yoshiko Miura, Director of Public Relations, Japan Consumers’ Association (incorporated foundation)]

It is important for everybody to work hard to offer easy-to-understand explanations of why it is better to digitalize broadcast, how richer it will make our life, and how to solve inconveniences, if any. We also would like to work toward this goal hand in hand with other people.

[Hisashi Hieda, Chairperson and Representative Director, Fuji Television Network, Inc.]

Digitalization is something that can be realized not just by us broadcasters but jointly with viewers. Over the next three years, we broadcasters will implement various measures such as reinforcing networks of relay stations and introducing a safety net based on direct broadcasting satellites (DBS), so that 100% of viewers watch terrestrial digital broadcast. We consider this our duty.

One issue on the viewers' side is that over the next three years, 60 million TV sets must be replaced. This poses tremendous difficulty, even though there is a growing awareness. We sincerely hope that in three years television will be totally switched over to digital broadcast thanks to the efforts of all the members of the National Movement Headquarters inaugurated today.

[Seiichiro Ujiie, Representative Director and Chairperson of the Board of Directors, Nippon Television Network Corporation]

The biggest issue is how to address problems on the viewers' side. We are adamantly determined to promote digitalization and never to delay the discontinuation of analog broadcast. At the same time we request that everybody in these Headquarters promote PR with the same degree of determination.

3) Declaration

The Secretariat read aloud the declaration of promotion of the national movement for terrestrial digital broadcast, which was then adopted.

(5) Closing