

**“Study Group for the Development of Digitization and Broadcasting Policy”
(2nd Meeting) Summary of Minutes**

- 1 Date and Time:
(Thurs.) September 16, 2004, 18:00-20:00
- 2 Location:
First Special Conference Room, MIC (8th floor, Central Joint Government Building No. 2)
- 3 Attendees:
 - (1) Study Group members (Honorifics omitted; in order of the Japanese syllabary): Susumu Ito, Norio Kumabe, Soichiro Kozuka, Hiroshi Shiono, Toshiyuki Shionohara, Atsuko Nomura, Junichi Hamada, Jun Murai, Haruko Yamashita (9 members)
 - (2) Invited guests:
 - Sony Corporation: Mr. Sakaguchi, Public Relations Manager in charge of Engineering;
 - NTT Group: Mr. Amiya, Senior Executive Vice-President, NTT Comware Corporation;
 - KDDI Corporation: Mr. Murakami, Vice President, Technology Development Division
 - (3) MIC members: Horie, Director-General of the Information and Communications Policy Bureau; Fukuoka, Director, General Affairs Division; Ando, Director, Broadcasting Policy Division; Asami, Director, Broadcasting Technology Division; Imabayashi, Director, Satellite and International Broadcasting Division; Emura, Director, Regional Broadcasting Division; Ogasawara, Senior Planning Officer, Broadcasting

Policy Division; Imaizumi, Assistant Director, Broadcasting Policy
Division

4 Proceedings:

(1) Opening

(2) Agenda

1) Telecommunications Council's Report "Use of Terrestrial Digital
Broadcasting and Expected Government Roles in Promotion"

2) Technology Trends

3) Other

(3) Closing

5 Outline of Proceedings:

(Text symbols represent the following:

● - Remarks of study group members; ○ – remarks of invited guests; △
- remarks of secretariat)

(1) Telecommunications Council's Report "Use of Terrestrial Digital
Broadcasting and Expected Government Roles in Promotion"

Mr. Murai gave a presentation on the interim report by the
Telecommunications Council. Key questions raised in the subsequent
Q&A session were as follows:

● In the material it is stated that "the government will take the
initiative in conducting experiments to demonstrate the functions
and effects of the sophisticated services." Could you please
elaborate?

● Demonstration experiments for terrestrial digital broadcasting are to
be conducted to highlight how sophisticated functions of terrestrial
digital broadcasting could be accepted by society and individuals,
thereby contributing to the steady promotion of terrestrial digital
broadcasting.

● Will the government provide subsidies for the demonstration
experiments?

△ The demonstration experiments are not subsidized projects, but are

conducted by the relevant parties under the national budget. MIC is currently making related budget requests.

(2) Technology Trends

Mr. Sakaguchi, Public Relations Manager in charge of Engineering of Sony Corporation, made a presentation titled “Mobile reception and Server-based Broadcasting,” outlining 1-segment broadcasting and services and issues of server-based broadcasting.

The presentation was followed by a lecture by Mr. Amiya, Senior Executive Vice-President of NTT Comware Corporation, NTT Group, on “Promoting Terrestrial Digital Broadcasting (Digital media evolving through convergence of broadcasting and telecommunications),” in which he explained how telecommunication carriers could contribute to the promotion of terrestrial digital broadcasting and sophisticated services.

Mr. Murakami, Vice President of Technology Development Division, KDDI Corporation, also made a presentation titled “Prospects of Services using Telecommunications/Broadcasting Technologies,” describing examples of services brought about by the convergence of telecommunications and broadcasting and sophisticated functions of mobile terminals and fixed networks.

(3) Q&A

Key questions and answers were as follows:

- Technologies for integrated content distribution were pointed out as a technical issue required for server-based broadcasting. What are some specific technologies that will be needed?
- For example, technology to synchronize content sent through two different broadcasting and telecommunications transmission lines is needed for both terminals and distribution.
- Who in which stage of the distribution route could make additions or alterations to metadata?
- Metadata is basically offered as part of content based on how the

content provider wants the content to be seen by viewers. It could be possible that various data could be added according to the likes and tastes of the viewers or that a third party could do business with the metadata.

- How does the program recording function of Italy's virtual PVR service work? Does a user designate specific programs to be recorded, or does the service automatically record programs according to the viewing pattern of the user or the household, which have been grasped in advance?
- Currently, the basic system allows the viewer to request a program to be recorded according to the program guide and the center stores the program on behalf of the viewer's home server. In the future, it may be possible for the center to record programs based on the viewing record and the data on likes and tastes without receiving related requests.
- It appears difficult to introduce the virtual PVR service in Japan because the service is regarded as automatic public transmission. What are the systemic issues facing this service?
- The service can be realized to a considerable extent in terms of technology, but copyright issues must be overcome as well as other realities of implementing the service in Japan.
- To what extent has the integrated copyright protection technology that is applicable both to broadcasting and telecommunications, and is important for commercialization of server-based broadcasting, been developed?
- At this point, we don't have a certain prospect for integrated protection technology. Element technologies do exist, but consensus of the relevant parties needs to be reached as to how they should be selected and what rules must be applied.
- Are any general-purpose terminals for server-based broadcasting under development? How long does it take to release a product after its specifications are finalized?
- In developing a terminal, it is important to finalize a new service along with rules for providing the service. Once they are determined, the service can be added as a function of a digitized receiver. In

general, it takes at least 18 months to launch a service even when service specifications and relevant rules have been decided.

- It may be necessary to determine which is better in terms of energy-saving, the environment and security, server-based broadcasting or the central storage-based model.
- Engineers should develop technologies to provide services regardless of the systemic frameworks such as telecommunications or broadcasting. The role of academics and the government should be to boost technological development as long as it does not harm society.
- From the perspective of providers who offer services to the real market, systems and rules for the services are inevitably some of their greatest concerns.
- To further promote nationally important terrestrial digital broadcasting, what is required are demonstration experiments for technology development elements, which have been established in the development of terrestrial digital broadcasting so that they will be more smoothly accepted by users and society.
- It is possible to carry metadata as well as sound and video data for broadcasting, but how it is utilized for server-based broadcasting is important.
- In order for compelling content available in broadcasting to be used with advances in digitization, issues raised today, such as how technologies should support use and how communication carriers should be involved, must be studied in depth.

(4) Other:

It was confirmed meetings will be held this year according to the proposed schedule.

The next meeting will be held from 18:00 on Monday, October 4, 2004.