

**“Study Group for the Development of Digitization and Broadcasting Policy”  
(19th Meeting) Summary of Minutes**

1. Date and Time:

Wednesday, February 8, 2006 10:00-11:40

2. Location:

First Special Conference Room, MIC (8th floor, Central Joint Government Building No. 2)

3. Attendees:

(1) Study Group Members (Honorifics omitted; in the order of the Japanese syllabary)

Susumu Ito, Norio Kumabe, Hiroshi Shiono, Toshiyuki Shinohara, Kazuhiro Takei, Ikufumi Niimi, Atsuko Nomura, Yasuo Hasebe, Mitsutoshi Hatori, Masayuki Funada, Haruko Yamashita (A total of 11 members)

(2) MIC

Shimizu, Director-General for Policy Planning; Kono, Deputy Director-General; Fukuoka, Director, General Affairs Division, Information and Communications Policy Bureau; Okubo, Director, Broadcasting Technology Division; Imabayashi, Director, Satellite and International Broadcasting Division; Minami, Director, Broadcasting Policy Division; Nagashio, Senior Planning Officer, Broadcasting Policy Division; Yamamoto, Senior Advisor, Satellite and International Broadcasting Division

4. Proceedings:

(1) Opening

(2) Agenda

- 1) The Principle of Excluding Multiple Ownership of the Media
- 2) Other

(3) Closing

5. Proceedings Outline:

(1) The Principle of Excluding Multiple Ownership of the Media

Opinions were exchanged on the basic concept of the principle of excluding multiple ownership of the media. Key questions and answers were as follows:

- The purpose of the principle of excluding multiple ownership of the media is freedom of expression in Japan. In the United States, it is promotion of competition. It may be difficult to figure out how to introduce the perspective of promoting competition in Japan.
- The Study Group on Future Images of Satellite Broadcasting has studied CS platform operators, focusing on viewer protection, how to respond to their needs, and the issues of authentication and accounts.
- While there are only one or a few CS broadcasters in European countries or in the United States, more than one hundred companies operate independently in Japan. Therefore, some said that Japan should try to start new businesses under the leadership of platform operators.
- If a collective license will be provided to one person so that the person would make private contracts with program providers while simultaneously working as a platform operator, we may need to discuss upon which player we should impose the discipline.
- The initial purpose of dividing hardware and software was to enable small operators to provide broadcasting. From the

perspective of securing pluralism and diversity there should be two mechanisms; i.e., one that involves a platform operator and one that does not involve a platform operator.

- If a platform operator that almost has a monopoly is licensed as a broadcaster, channel providers will be in a weaker position. Some limits should therefore be imposed in that case.
- It may be difficult to provide paid broadcasting on a small scale because of the CAS issue.
- The difference between BS and CS seems to have been disappearing in effect, compared with the initial stage.
- For BS and CS, whether a broadcasting service is a free service or a paid service seems to be very critical.
- If you consider the legal position of the program suppliers for CS broadcasting, we may need to have a system that ensures that their position is consistent with the position of the program providers for CATV.
- The fact that CS broadcasting is not based on general programming, but provided as specialized broadcasting, may make it very different from terrestrial broadcasting or BS broadcasting.
- In order to maximize the value of the entire CS broadcasting, it seems important to solve issues through discussions among the commercial broadcasters.
- If each media needs to be differentiated, program providers should decide by themselves.
- Despite the historical background, the difference between FM and AM has been disappearing. Therefore, if they want a review, it may be possible.
- We may need to consider a systemic measure so that the review of the principle of excluding multiple ownership of the media would not affect some aspects of FM broadcasting, such as the use of FM broadcasting in the event of disaster.

- We may need to re-confirm whether server-based broadcasting can actually be defined as broadcasting.
- The issue of server-based broadcasting accounts, i.e., whether it will be provided on a pay-per-view basis or accounting per channel, may be related to the issues of the system.
- The difference between AM and FM may be that while it is possible to listen to AM radio underground due to industrial facilities emitting radio waves, FM broadcasting requires obtaining a separate license and installing equipment.

(2) Other

The secretariat explained the future direction.