

**“Study Group for the Development of Digitization and Broadcasting Policy”
(22nd Meeting) Summary of Minutes**

1. Date and Time:
Friday, March 24, 2006 10:00-12:00
2. Location:
Meeting Room 1101, MIC (11th 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, Soichiro Kozuka, Hiroshi Shiono, Toshiyuki Shinohara, Kazuhiro Takei, Ikufumi Niimi, Atsuko Nomura, 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; Ando, Director, Terrestrial Broadcasting Division; Imabayashi, Director, Satellite and International Broadcasting Division; Okazaki, Director, Broadcasting Policy Division; Minami, Director, Broadcasting Policy Division; Nagashio, Senior Planning Officer, Broadcasting Policy 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 principle of excluding multiple ownership of the media. Key opinions were as follows:

- Although AM and FM have been treated differently due to historical reasons, it now seems unnecessary to differentiate the two, judging by how they have since been developed.
- It seems that there is no substantial difference between AM and FM in terms of social functionality, and that a need for dual operation has long existed from the business perspective.
- We should break down the issue of the program disciplines based on the assumption that server-based services are broadcasting.
- It may be preferable as a viewer service if a broadcaster provides Hi-Vision as broadcasting, because video images can be transmitted with the Hi-Vision system.
- A framework may be needed for how to put the responsibility for broadcasting on service providers.
- How will the restrictions on acts for securing diversity be handled in relation to the freedom of program editing?
- We may need to discuss whether no legal discipline is required for program suppliers, or a certain editing responsibility should be imposed upon them while they will be provided with the freedom of broadcasting.

- Regarding the broadcasting holding company system, we may need to clarify whether we should emphasize the role of broadcasting as a player in local culture.
- It seems that the broadcasting holding company system is intended to maintain local characteristics while pursuing the scale merit.
- The idea of governance of a broadcasting holding company seems to be different from that of the holding company originally specified in the Company Law, because broadcasters, as a press organ, have a responsibility to the local community.
- We may need to fully consider how the holding company system will influence local broadcasters' initiatives, such as broadcasting common programs through independent affiliations between local broadcasters in different regions.
- It seems that a system to support community-based services is particularly needed for commercial terrestrial broadcasting.
- Adoption of the holding company system would make it possible to broadcast programs created by existing local broadcasters nationally, bringing about local programs that can be watched outside the local community.
- Local programs can have true universality when they are created to appeal to the indigenous characteristics of the region, rather than when they have national-standard content.
- Information disseminated from local communities means that information will be disseminated from various places, and therefore should not be limited to information related to community-specific content.
- There should be multi-layered networks of such as affiliations within a specific wide area as well as networks centered on key stations.
- The direction between the dominance relationship and the contract relationship based on a network contract may differ between the case where the type of a broadcasting holding company is key station-based and the case where it is local

station-based.

(2) Other

The Chairman proposed that responsible members should be decided upon to further study each item. The study group members approved the proposal. The secretariat explained the future direction.