

## **Minute Summary of the 1st Meeting of the Study Group on the Future Vision of Satellite Broadcasting**

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1. Date and time:  
October 14 (Fri) 2005 15:00 to 16:15
2. Location:  
Conference Room No.2 (1st basement level), Ministry of Public Management, Home Affairs, Posts and Telecommunications
3. Attendees:
  - (1) Members (Honorifics omitted)  
Mutsuhachi Asano, Tsunetoshi Ishibashi, Susumu Ito, Banjiro Uemura, Yoshihiro Oto, Fumio Takahata, Kazuo Takenaka, Akio Torii, Miki Nagata, Masayuki Funada, Tadahisa Mori, Haruko Yamashita
  - (2) Ministry of Public Management, Home Affairs, Posts and Telecommunications  
Shimizu (Director-General for Policy Planning), Kawano (Deputy Director-General of Minister's Secretariat), Fukuoka (Director of General Affairs Division), Minami (Director of Broadcasting Policy Division), Okubo (Director of Broadcasting Technology Division), Ando (Director of Terrestrial Broadcasting Division), Okazaki (Director of Regional Broadcasting Division), Imabayashi (Director of Satellite and International Broadcasting Division), Yamamoto (Research Officer of Satellite and International Broadcasting Division), Osajima (Assistant Director of Satellite and International Broadcasting Division)

#### 4. Proceedings

- (1) Opening address
- (2) Introduction of members and other participants
- (3) Establishment of the guidelines for the meeting
- (4) Election of Chairman (Funada, a member, was elected Chairman)
- (5) Appointment of Acting Chairman (Takahata, a member, was appointed Acting Chairman)
- (6) Opening of the Study Group meeting to the public
- (7) Explanation on the overview of satellite broadcasting
- (8) How to proceed with the meeting
- (9) Closing

#### 5. Major discussions

After the Secretariat explained the documents distributed on the table, a general discussion was conducted as presented below:

- (1) Penetration of BS digital broadcasting receivers
  - The use of the receivers exceeded 10,000,000 units at the end of August, and 10,525,000 units at the end of September, this year. Although consumption generally declines in July and August, digital broadcasting receivers used in common for the three waves are selling well and they appear ready to reach as many as 15 million units at the end of this year and 20 million in December of next year.
  - The growth of the Japanese BS digital broadcasting market is such that we find no similar examples in the world. It is, however, not sufficient if viewed from the aspect of total digitization of terrestrial broadcasting in 2011. Therefore, it is necessary to promote the shift from analog to digital based on the cooperation of terrestrial and BS broadcasting.
- (2) Use of the frequencies for BS broadcasting
  - As for some technical problems found in the use of channels such as the four new channels, we are going to conduct hearings with the operators concerned on the trend of broadcasting against poor reception associated with the development of

terrestrial digital broadcasting, problems relating to TS  
(Transport Stream) in digital broadcasting receivers and so on in  
the next meeting and thereafter.

(End)