

Minute Summary of the 2nd Meeting of the Study Group on the Future Vision of Satellite Broadcasting

1. Date and time:
November 15 (Tue) 2005 14:00 to 16:15
2. Location:
Conference Room 1001 (10F), Ministry of Public Management,
Home Affairs, Posts and Telecommunications
1. Attendees:
 - (1) Members (Honorifics omitted)
Mutsuhachi Asano, Toru Arakawa, Tsunetoshi Ishibashi,
Banjiro Uemura, Yoshihiro Oto, Junichi Kishigami, Fumio
Takahata, Kazuo Takenaka, Akio Torii, Miki Nagata, Masayuki
Funada
 - (2) Ministry of Public Management, Home Affairs, Posts and
Telecommunications
Shimizu (Director-General for Policy Planning), Kawano
(Deputy Director-General of Minister's Secretariat), 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)
 - (3) Business operators and groups

- Broadcasting Satellite System Corporation
Hisatetsu Yamato (Chief Engineer), Hitoshi Hosino
(Manager of Planning Division)
- Japan Satellite Broadcasting Association
Tetsuro Takeoka (Vice President), Shinji Suda (General
Manager)
- SKY Perfect Communications Inc.
Hajime Shigemura (President and Representative
Director), Masao Nito (Managing Director)

3. Proceedings

(1) Opening

(2) The 1st Executive Meeting of the Study Group on the Future Vision of Satellite Broadcasting

(3) Comments on the future vision of services and technologies related to satellite broadcasting

- Japan Broadcasting Corporation
- Broadcasting Satellite System Corporation
- Japan Satellite Broadcasting Association
- SKY Perfect Communications Inc

(4) General deliberation

(5) Closing

4. Major discussions

The Secretariat explained the documents distributed on the table and the 1st Meeting of the Study Group on the Future Vision of Satellite Broadcasting.

Oto, the Chief of the Study Group Executive Meeting, explained the outline of the 1st Executive Meeting of the Study Group.

Comments were given on the future vision of the services and

technologies relating to satellite broadcasting as presented below:

(1) Japan Broadcasting Corporation

- The number of BS digital broadcasting receivers exceeded 10 million at the end of August 2005, and is expected to keep on increasing steadily hereafter. Accordingly, the topics of this Study Group must be discussed based on the assumption that BS digital broadcasting has viewers in more than 30 million households. In this sense, we believe that it will be most advantageous for viewers if the current system (MPEG2) is adopted for the broadcasting system that succeeds that of the three BS analog channels. The current system allows viewers to enjoy the broadcasting via almost all existing receivers. If a different system is adopted, a disadvantage will occur on the part of viewers by having to replace their receivers with new ones or buy additional receivers.
- As for the use of the four new channels, deliberate consideration must be made as to whether adopting a new system such as H.264 or H.265 will really benefit viewers. Japanese television broadcasting has been steadily increasing the number of receiving households thanks to the use of just one system, NTSC, for a period of 50 years or so. It has become something that people cannot do without, and now both terrestrial waves and BS waves are being changed to a new system called MPEG2. Therefore, considering the burden expected to be borne by viewers, we should continue this system for some period and discuss changing the system for both terrestrial waves and BS waves over a long-term span. We may also think that it is important to use these channels in some form from the viewpoint of keeping on securing the four new channels. It seems that deliberate considerations are required, including the use as a simultaneous operation in changing the entire BS broadcast to a new system and the use for experiments and

development for new broadcasting services such as 4000-program television broadcasting.

(2) Broadcasting Satellite System Corporation

- BS broadcasting must secure satellites and ground facilities based on a long-term operational plan that gives top priority to stable continuation as a quasi-core broadcasting media.
- Sharing of BS and CS at longitude 110 degrees east seems to be difficult because several issues exist in design and operation.

(3) Japan Satellite Broadcasting Association

- In order to develop services as a large-scale broadcaster using the East-longitude 110 degrees CS broadcasting, broadcasters using satellite services are more desirable than contracted operators are. Although we should discuss, in the future, whether we should include satellite broadcasters in broadcasters using large-scale services, it seems we should expand the market by enabling such large-scale development while respecting the intent of the current system of separating hardware and software.
- As to the content of the services to be provided by broadcasters using large-scale services, it seems desirable to provide, in advance and by a legal system, how we should enter into contracts with program providers, how we should compose packaging and other issues relating to marketing, viewer services, packaging and channel composition.

(4) SKY Perfect Communications Inc

- From the standpoint of platform, we consider that the future of satellite broadcasting per se appears unfavorable unless the current system becomes flexible in coping with the trend of integration of the broadcasting and

communication associated with broadband satellite broadcasting. In this regard, it seems that a system is needed that allows the manufacturing of products from the viewpoint of viewers, with the United States and Europe as models since they have been pioneers in satellite broadcasting.

- Only one satellite broadcaster may cause a monopoly problem, but satellite broadcasters as well as cable broadcasters are involved in the multi-channel business market. Furthermore, we must consider that broadband providers and terrestrial commercial broadcasters are also rivals. Accordingly, it seems that involving satellite broadcasters will broaden the choice for viewers and is thus favorable, if preventing any abuse due to their dominant position over broadcasters and program providers can be secured.

(End)