

## **Minute Summary of the 3rd Meeting of the Study Group on the Future Vision of Satellite Broadcasting**

Date and time:

November 30 (Wed) 2005 10:00 to 12:00

1. Location:

Conference Room 1101 (11F), Ministry of Public Management,  
Home Affairs, Posts and Telecommunications

2. Attendees

(1) Members (Honorifics omitted)

Mutsuhachi Asano, Tsunetoshi Ishibashi, Susumu Ito,  
Yoshihiro Oto, Rekihiko Kadokawa, Junichi Kishigami, 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), 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

▪ Seven BS Commercial Television Stations

Noriaki Kuromizu (Executive Director, WOWOW Inc.)

▪ Japan Electronics and Information Technology Industries Association

Nobuharu Takayanagi (Chief of Digital Broadcast Ad Hoc Committee, Television Network Business Committee, Digital Appliances Division); Kazuhiko Tamura (Chief of Terrestrial Digital Broadcast Receiver System Ad Hoc Committee, Receiver System Business Committee, Digital Appliances Division)

### 3. Proceedings

(1) Opening

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

(3) Comments on the future vision of services and technologies regarding satellite broadcasting:

- The National Association of Commercial Broadcasters in Japan

- Seven BS Commercial Television Stations

- Japan Electronics and Information Technology Industries Association

- Tokyo League of Regional Women's Organizations

(4) General deliberation

(5) Closing

### 4. Major discussions

The Secretariat explained the documents distributed on the table and the 2nd meeting of the Study Group on the Future Vision of Satellite Broadcasting.

Comments were given on the future vision of the services and technologies relating to satellite broadcasting as presented below:

(1) The National Association of Commercial Broadcasters in Japan

- The 3 analog channels must be based on the current MPEG-2 system. If any new system such as H.264 is introduced, broadcasts cannot be received by the current BS digital receivers, of which as many as 10 million units or more have been distributed. In addition, it seems doubtful to readily introduce a new system at this time on the ground that the price of receivers will rise if the features of the new system are added to newly manufactured and sold receivers.
- As for the four new channels, we should consider the development of technologies, viewers' needs, commerciability and other factors. It seems there is no need to reach any immediate conclusion.

(2) Seven BS Commercial Television Stations

- It is desirable that the three analog channels be based on the current broadcasting system using MPEG-2 and MULTI2 when

considering the benefits of viewers such as the penetration of the current receivers used in common for the three waves.

- As for the four new channels, it is desirable to consider the adoption of new technologies and select the best and most appropriate technology at not only this time, but also in 2011.

(3) Japan Electronics and Information Technology Industries Association

- In order for ordinary families to use the four new channels, facilities must be reformed. In this regard, only those who want to use the new services of the channels should replace the booster, without affecting the existing services.
- Certain current receivers may not receive transmissions that exceed 12TS and those based on 16TS, and this cannot be addressed by software. TS that cannot be received can be technically modified so as not to affect receipt of the existing services. We have already conducted a survey of eleven manufacturers to check how many such current receivers exist and when they were manufactured.

(4) Tokyo League of Regional Women's Organizations

- Many consumers think that terrestrial digital broadcasting is

enough for digital broadcasting and thus it is doubtful if the increase of what they can watch can be attractive to them. It seems necessary to consider the need for BS broadcasting and clearly define its positioning.

- As for broadcasting services, the price of receivers is higher than that of cellular phones and the dependency of consumers on broadcasting services is greater. As such, apart from the consumers who actively desire new services, we should address the matter by understanding the actual needs, and it would be important to disseminate and publish relevant information to consumers.

(End)