

Minute Summary of the 7th Meeting of the Study Group on the Future Vision of Satellite Broadcasting

1. Date and time:

April 26th (Wed) 2006 16:00 to 18:00

2. Location:

Conference Room No.1 (1F), Ministry of Public Management,
Home Affairs, Posts and Telecommunications

3. Attendees:

(1) Member (Honorifics omitted)

Mutsuhachi Asano, Tsunetoshi Ishibashi, Susumu Ito,
Yoshihiro Oto, Rekihiko Kadokawa, Junichi Kishigami,
Fumio Takahata, Kazuo Takenaka, Akio Torii, Kenji

Naemura, Miki Nagata, Masayuki Funada, Tadahisa Mori

(2) Ministry of Public Management, Home Affairs, Posts and
Telecommunications

Shimizu (Director-General for Policy Planning), Kawano

(Deputy Director-General of Minister's Secretariat),

Okubo (Director of Broadcasting Technology Division),

Yamane (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

(2) Addition of members

(3) The 4th Executive Meeting of the Study Group on the
Future Vision of Satellite Broadcasting

(4) Points of contention regarding the future vision of satellite
broadcasting

(5) Closing

Major discussions

The Secretariat explained the documents distributed on the table and the 6th meeting of the Study Group on the Future Vision of Satellite Broadcasting.

The Secretariat explained about the addition of members and the addition of Mr. Kenji Naemura (Professor of the Faculty of Global Media Studies, Komazawa University) and Mr. Sizuo Fujiwara (Professor of Law Division of Graduate School of Business Sciences, University of Tsukuba) as new members was approved.

Oto, the Chief of the Study Group Executive Meeting, explained the summary of the 4th Executive Meeting of the Study Group. It was then approved that the future schedule may be changed accordingly as considered necessary to deepen discussions and conduct a deliberate examination on each point of contention.

In addition, Kawakami, a member of the Executive Committee, explained the draft amendment to the operational rules for BS digital broadcasting.

Major discussions on points of contention regarding the future view of satellite broadcasting are as presented below:

- It was decided to conduct discussions at the next meeting on the positioning of sponsors involved in advertisement broadcasting and on the draft review of the guideline for personal information protection in the broadcasting area regarding technical issues to be addressed regarding digital receivers.
- Broadcast-related businesses have so far had broadcasting as the only medium, but IP multicast and other media are now available. Accordingly, it may be supposed that the social value of broadcasting per se will shrink under the circumstance where broadcasters believe that they would rather do their business based on IP multicast if they cannot do it as they desire. It thus seems essential to promote new styles for new broadcasters by providing an environment that allows more liberal broadcasting and enabling those who desire to use the frequencies that are expected to be available in the future for BS digital broadcasting.

- Implementing either pay broadcasting or free-of-charge advertisement broadcasting is a matter of business model selection by operators, and it seems unfavorable to guide the selection as an administrative measure.

- Differing from general commercial products traded in markets, broadcasting frequencies are allocated to those who contribute to viewer and public interests.

Accordingly, we should project the needs regarding BS digital broadcasting frequencies that will be available in the future by hearing opinions from all participants in these meetings and proceed with our discussions.

- As for the case where the use of BS digital broadcasting frequencies is reserved for the future, it may be practical if it is definitely specified as to so-and-so year.

Otherwise, for all frequencies that will be available in the future, it seems desirable that new broadcasting be started early at the same time as much as possible.

- If we consider all twelve channels for BS broadcasting, it becomes the main premise that a limit exists, since the current broadcasting method includes legacy receivers.

In that case, the problem of whether we can treat those

who take the current broadcasting method and those who implement services based on new methods for which new markets must be developed under the same conditions. In such an event, we may allow desired uses and a greater number of available channels.

- The three-channel types of analog broadcasting that will end in 2011 and the additional four channels differ in both receiver operation and burden on the viewers, and thus we may provide a form of selection. We do not see any necessity to carry everything out in the same manner. One direction may be for us to prepare systems to respond to various needs.

BS broadcasting has so far been limited to only a few broadcasters including NHK (Japan Broadcasting Corporation) and key station operators, but various new operators may enter the market hereafter. In such cases, it will be in fact difficult for them to be both software operators as well as hardware operators at the same time. It can be supposed, therefore, that a separation system will be adopted to jointly commit the hardware to other companies.
(End)