

Minute Summary of the 8th Meeting of the Study Group on the Future Vision of Satellite Broadcasting

1. Date and time:

May 31 (Wed) 2006 10:00 to 11:45

2. Location:

Special Conference Room No.1 (8F), Ministry of Public
Management, Home Affairs, Posts and Telecommunications

3. Attendees:

(1) Members (Honorifics omitted)

Mutsuhachi Asano, Tsunetoshi Ishibashi, Susumu
Ito, Yoshihiro Oto, Rekihiko Kadokawa, Junichi
Kishigami, Fumio Takahata, Kazuo Takenaka, Akio
Torii, Kenji Naemura, 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), Minami (Director of Broadcasting Policy Division), Okubo (Director of Broadcasting Technology Division), Ando (Director of Terrestrial Broadcasting 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), Osumi (Assistant Director of Satellite and International Broadcasting Division)

4. Proceedings

(1) Opening

(2) The 5th Executive Meeting of the Study Group on the Future Vision of Satellite Broadcasting

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

(4) Closing

5. Major discussions

Oto, the Chief of the Study Group Executive Meeting, explained the summary of the 5th Executive Meeting of the Study Group. It was then approved that opinions will be requested from members on the global development of broadcasting in the future and that the direction for compiling will be considered once discussions on points of contention regarding the future view of satellite broadcasting are organized.

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

- As the competition in the cross-media environment will develop hereafter, such as the direction toward simplification of copyright processing regarding the simultaneous re-sending by IP multicast, the direction toward the improvement of an environment

may be desirable where hardware rendering in longitude 110 degrees east CS digital broadcasting can be realized flexibly.

- As for the coexistence of vertical integration due to introducing the selection restriction of the hardware/software unifying/separation system in CS broadcasting, we see significance in admitting diversified forms of management. However, it seems necessary to promote further discussions since, being different from the current form of separation, the issues related to matters such as unreasonable discriminatory handling and internal mutual subsidies will become tougher problems.
- While some media in foreign countries are mutually letting others enter the market as part of their strategies, it seems that, in the case of Japan, the things are being developed on a market basis rather than strategically, even though a slight expectation for animation, etc. exists.
- Information transmission through broadcasting media to make the Japanese status, Japanese

understanding and Japanese way of thinking known to the world is difficult on a commercial basis based, for example, on advertisement fees. However, if funded by the government, there may be no problem if there is no interference and independency is secured.

- As for BS as a supplemental means of terrestrial digital broadcasting, BS2 should be continued, particularly in the case of Japan Broadcasting Corporation, while considering the frequency conditions and others. This is because BS2 assumes the role of eliminating poor reception within the given number of channels in the entire Japan Broadcasting Corporation.

(End)