

Prospects of Digital Broadcasting and Convergence Services

- The Essential and Expanding Role of Broadcasting -

September 02, 2010



Keiya Motohashi



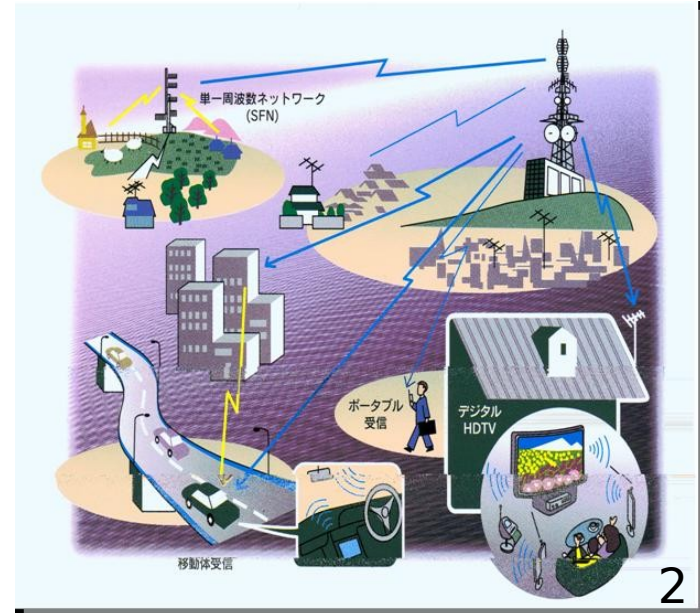
Purpose of Digitalization

- Japan's Nation-wide IT Promotions
- Integrated and Advanced Broadcasting
- Efficient use of Frequency Resources

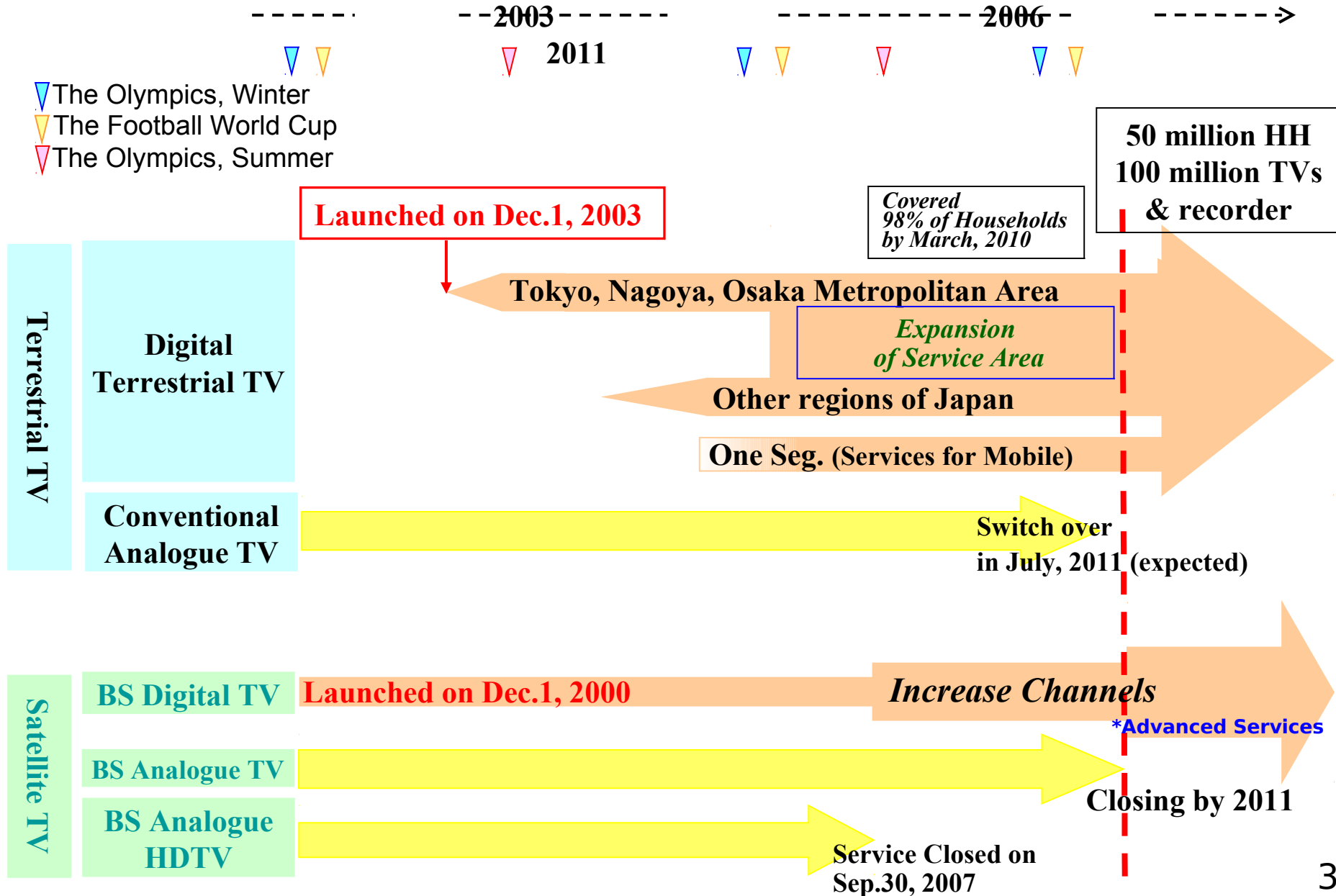
Now	1	13	(UHF)	
	12	62		
 Complete Transition	-New Broadcasting -Company/Official Radio, etc.	13	Digital Terrestrial TV	52
				Mobile Phone, etc.,

Excellence of Digital Terrestrial TV in Japan

- High Definition TV
- Multi Channel Programming
- **Data Casting**
- Local Service
- Mobile Reception
- **Convergence with IP-based Service**



Schedule of Digitalization of Broadcasting Media in Japan



Digital TV Expand in Japan



As of July. 31, 2010

80
million

- Cable TV (Digital / Analog Converter)
- Cable TV (Digital STB)
- Flat Panel Type Digital TV (HDTV)
- CRT Type Digital TV
- Digital STB (*connect to analog TV)
- Digital Receiver & Recorder (HDD-PVR)

80.5 million

Flat Panel HDTV
(PDP & LCD)

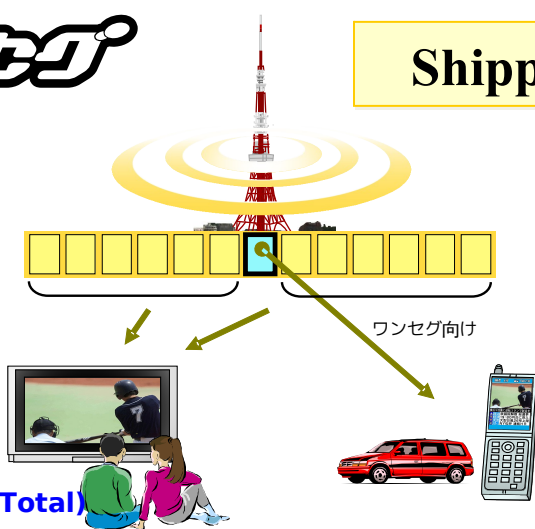
FIFA 2002

Digital Terrestrial
B'cast Launched

Beijing
Olympics

2001 2002 2003 2004 2005 2006 2007 2008 2009 10

(As of June 30, 2010)

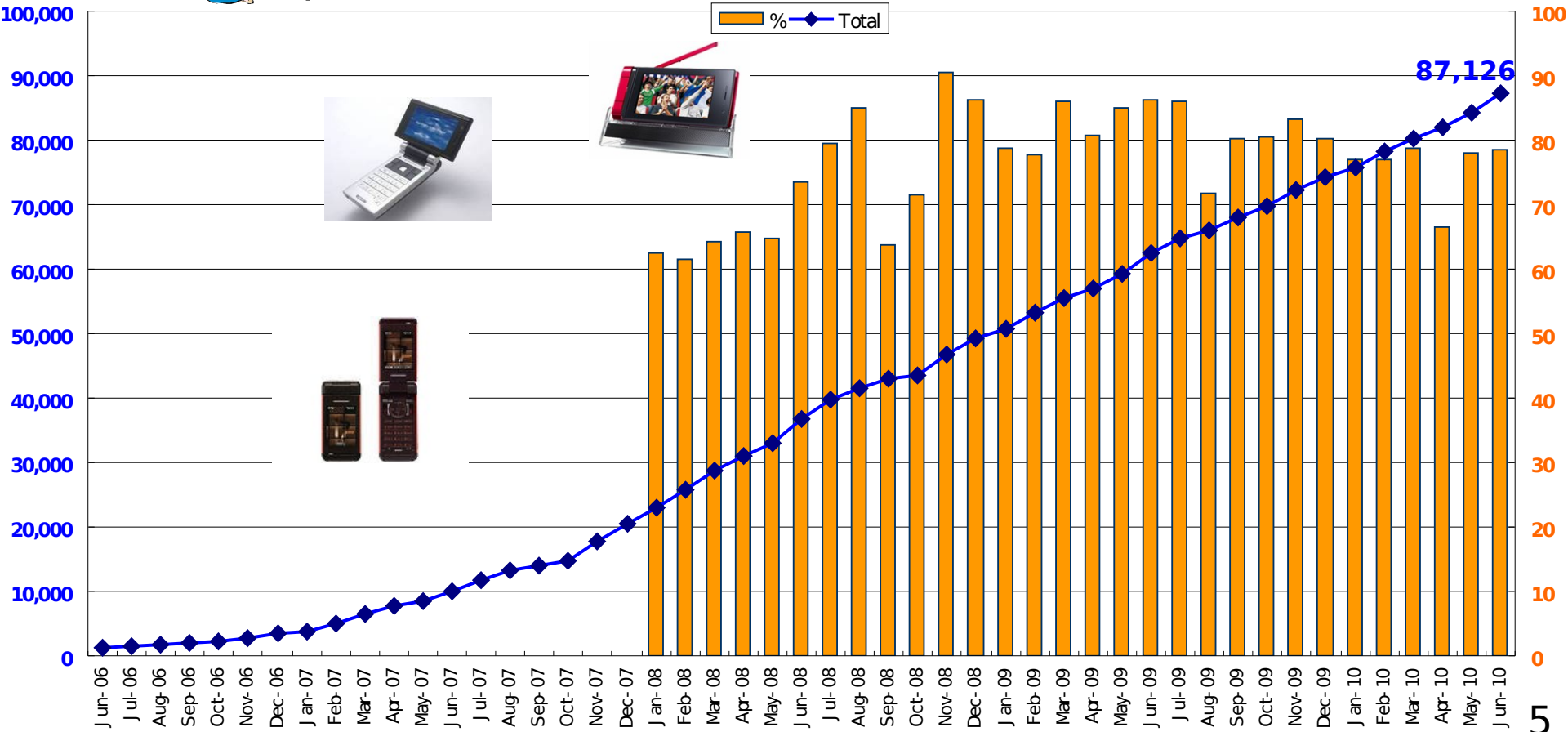


<1-Seg Equipped Mobile Phone>

- About 80% of newly sold mobile phones in Japan are equipped '1-Seg' digital TV receiving function.
- 1-Seg receiver may be built-in all mobile phones in near future as well as "Built in Camera."
- Also, GPS navigation system, DVD player, and portable music player, computerized dictionary and note PC, etc. capable 1-Seg receiving in Market.

(Thousand/Total)

(monthly : % of all mobile phones)



The screenshot displays a digital broadcast interface for NHK's 'Data-casting' service. It features a top banner with the NHK logo and 'データ放送 首都圏' (Data-casting Capital Area) for June 18th at 11:50. The main content area is divided into several sections: a weather forecast for Tokyo's Shibuya district showing temperatures and rain probability; a news section with headlines about an acid attack and a growth strategy; a sports section for the 2010 FIFA World Cup; and a grid of program buttons including 'News of the Capital Area', 'Weather Information', 'Earthquake/Tsunami Information', 'Road Traffic Information', 'Nighttime Medical Services', 'Kantan Gohan', 'Itto 6ken', 'Yudoki Net', 'Ikidane! Tokyo Time', 'Gegage no Onna', 'Salaryman NEO', and '2010 FIFA World Cup'. A video window on the right shows a woman cooking, with a 'Data-casting' overlay for 'Cheese-filled Daigyo Mochi' and a 'Point!' icon indicating an interactive feature: 'Use the plate to return to the menu'.

Distinguished Features of Data-casting by BML

- a. Same Expression, Same Showing on Every Receiving Terminal
- b. Dynamic Change of Content synchronized with Audio-Visual Content
- c. Gateway for Interactive Services and IP-based Services

NHK' Essential Roles as Public Service Broadcaster

- ❑ Reporting Vital & Reliable Information Promptly, Steadily
- ❑ Spreading Benefits of the Services Using Latest Digital Technology to All
- ❑ Challenging to Create Brand-new Services and Contents of Quality Journalism, Entertainment and Education
- ❑ Developing New Technology and Its Applications for Next Generation's



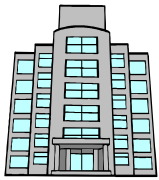
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Protection against Disasters

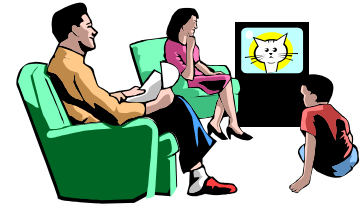
Authorities



Broadcasting Stations



Data-casting



Dispatching Data of Observatory's Measures and Sensors to B'casters Using Common Databases

BML contents created automatically

- Authority's Direction and/or Advice for Emergency Evacuation
- Water Level of Principal Rivers
- Amount of Rainfall
- Flood Warning
- Event Information of towns
- ...etc.



桜島
噴火情報

噴煙の
向き



4月16日午後6時29分 第2報
現象・爆発
有色噴煙・火口上1000m



青 桜島噴火・風向き

リモコンの ボタンを押すとこのデータ画面は表示されません

青 鹿児島トップ

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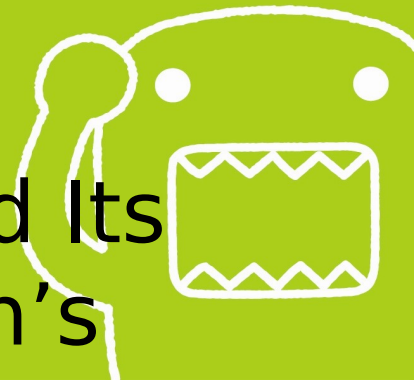
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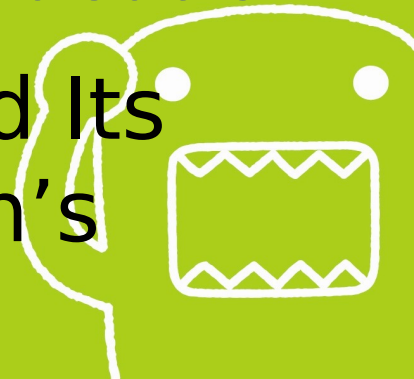
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Premium Services for Frequently Watched Customers



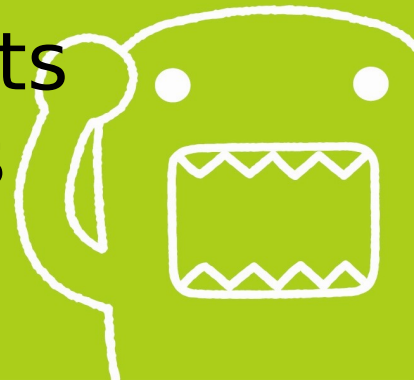
(Sorry but Bakman Picture is not available publicly...)

Save ***“Bakman’s Miles”*** while Watching TV Programs,

Get ***Premium Pictures and Animation*** through IP network.

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Mr. Matsumura's Presentation

***We welcome and expect
Enhancing Representation Abilities of TV
brings More Advanced Services to Users.***

***We continuously Contribute to
Developing Technology and Applications for
More Affluent and Various Digital Services.***



...Thank You Very Much...