

Digital TV Encourages Bright Information Life

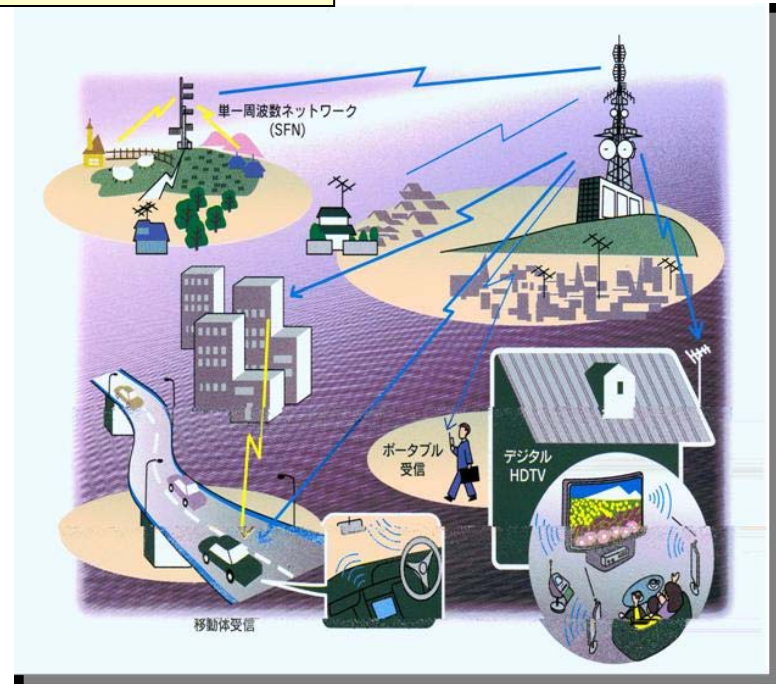
October 1, 2005

Keiya Motohashi



Excellence of Digital Terrestrial TV

- High Definition
- Multi Programming
- Data Casting
- Local Service
- Mobile Reception
- Broadband Connection

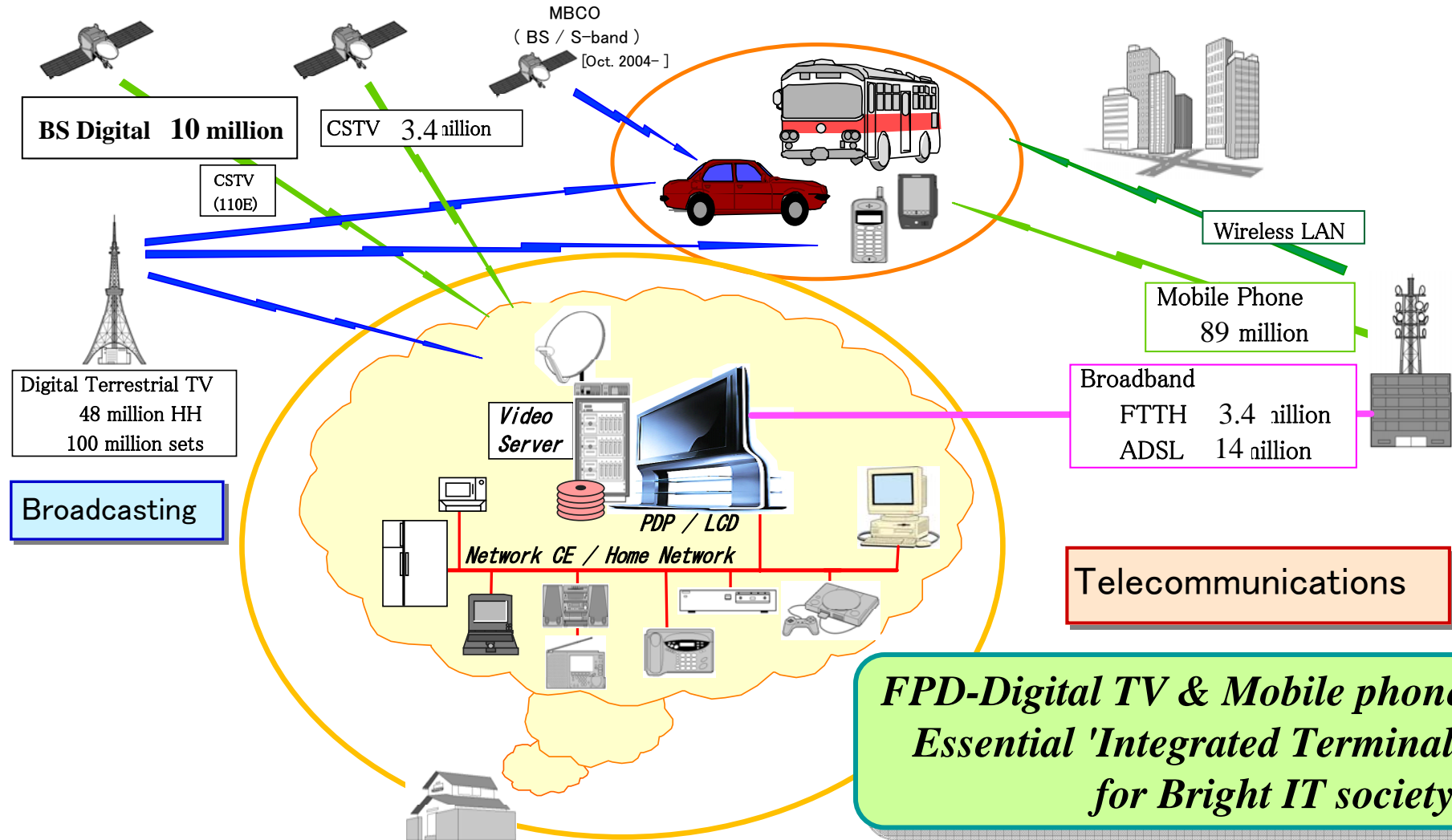


Purpose of Digitalization

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

Present	1 (VHF) 12	13	(UHF)	62
↓	Other Use	13	Digital Terrestrial TV	52 or 54
Completed				Other Use (mobile, etc.)

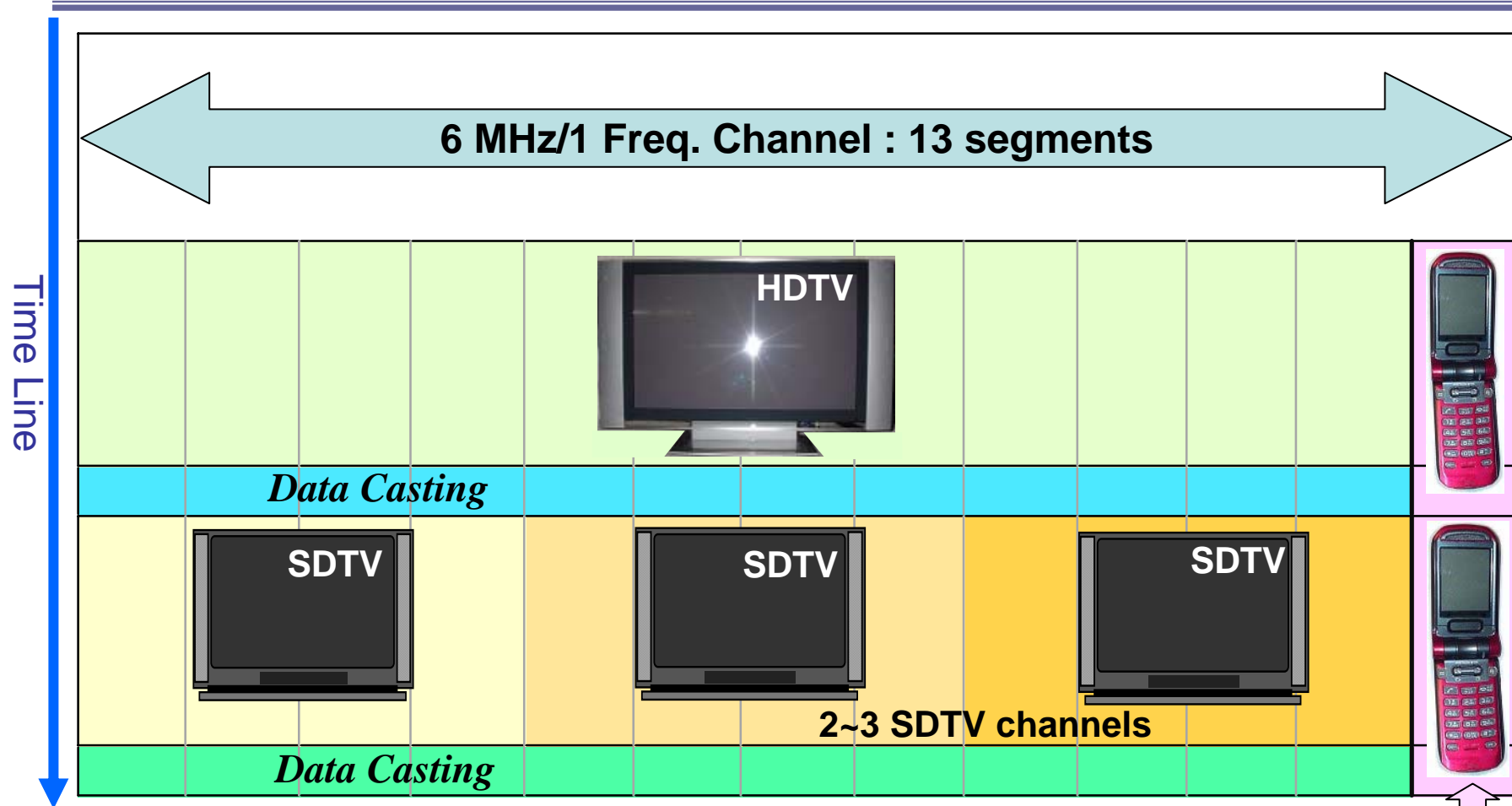
Collaboration of Digital Broadcasting and Broadband/Mobile Network



■ The Advent of New TV Era

- National Enterprise: Complete Transition of All Analog TV to Digital, expected in 2011
- Benefit of Digital TV: Promotion of IT industry and culture without 'Digital Divide'
- First Step for Integrated and Advanced Broadcasting Services combined with Internet
- Further Progress of TV Journalism and Creative works

Digital Terrestrial Broadcasting Service in Japan



- ❑ 'AVC/H.264' Technology : Higher Quality Video Broadcasting
- ❑ Advantage of ISDB-T : Combining HD/SDTV & Mobile Service in Same Frequency Channel and Transmitting Together

Extension of Digital Terrestrial Broadcasting

~ with Mobile Internet ~

- Distinguished Feature of Japanese Digital Terrestrial Broadcasting Service
- Scheduled to Launch on April 1, 2006
- Reciprocal and Complementary Service of Broadcasting and Telecommunications



**Watching
TV Program
via Broadcasting**



**Browsing
Data-cast Content
via Broadcasting**

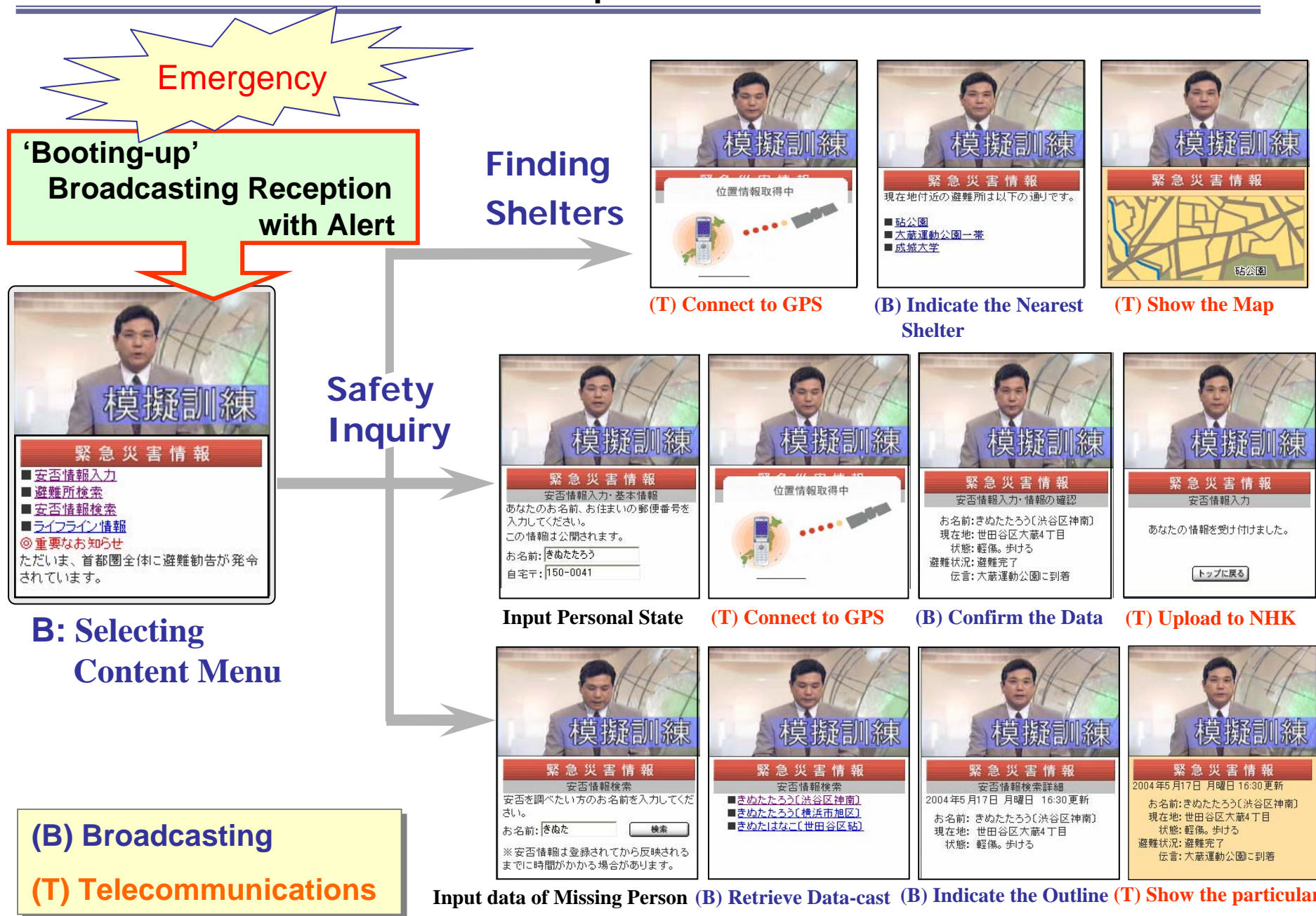


**Broadcast-linked
Content
via Mobile Internet**



**Mobile Internet
Services of
Various Provider**

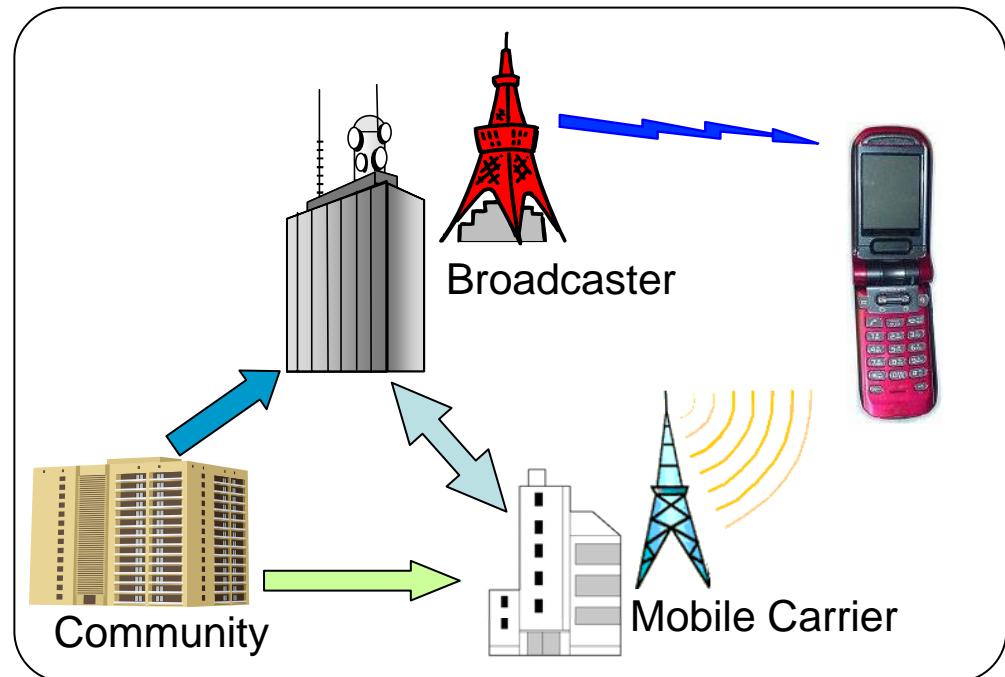
Service Model of Cooperation in Case of Disaster



Advanced Digital Broadcasting (1)

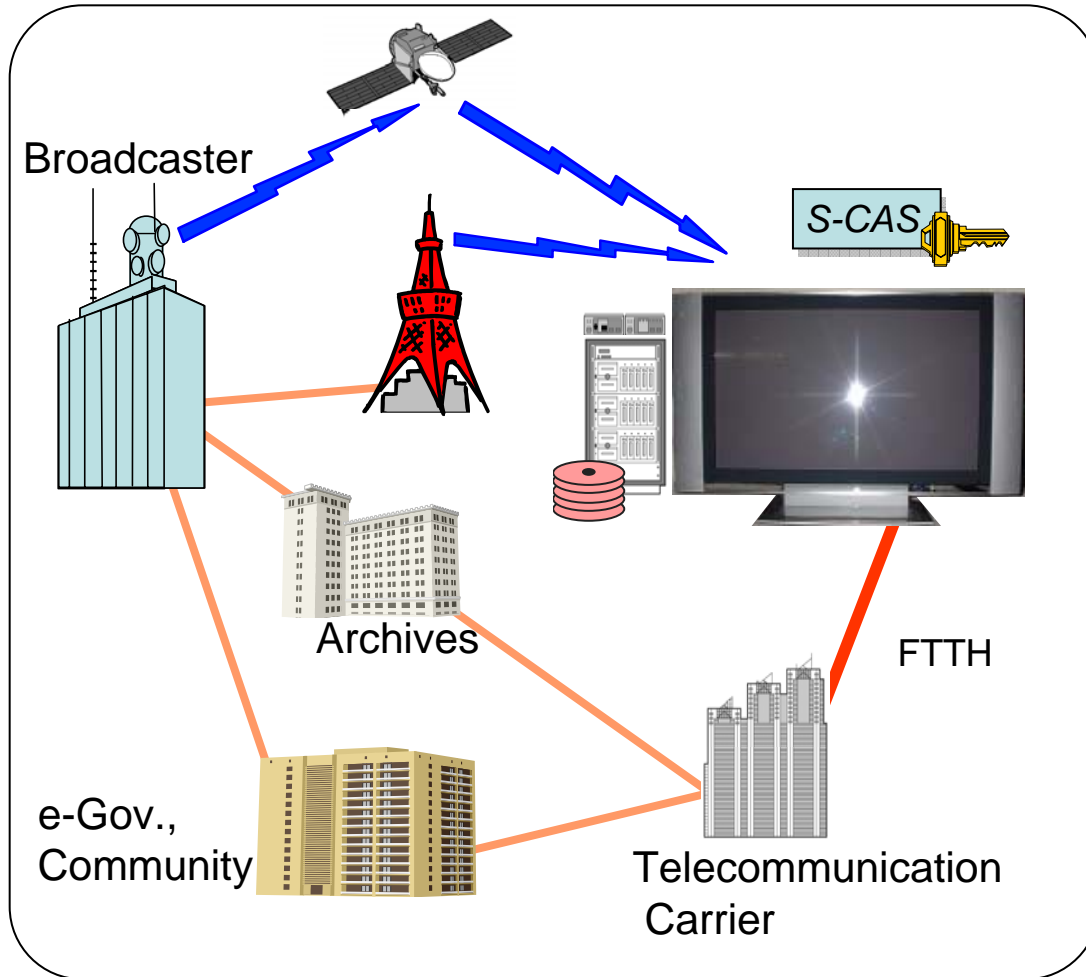
~ with High Speed Mobile Internet ~

- Long-run Experimental Broadcasting Services for Mobile Equipment during the 2005 World Exposition, Aichi, Japan
- Prospects for Various Applications of Beneficial Use



Advanced Digital Broadcasting (2)

~ with Broadband Network & Home Server ~



Applications

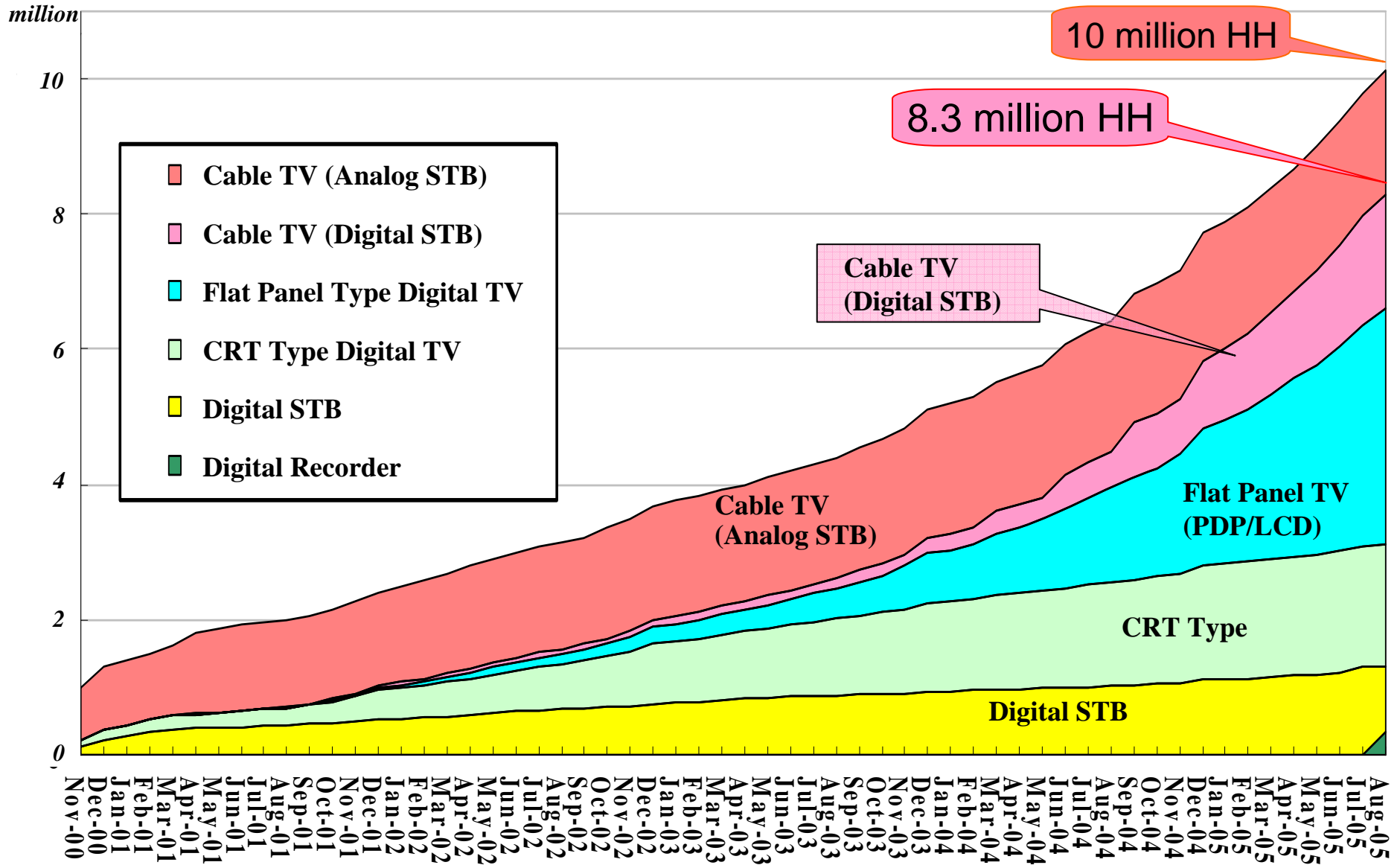
- Video on Demand of HDTV-Quality Programs
 - Archival Programs
- 'TV Anytime Services' with meta-data
 - Particular Taste of View
 - Digest Viewing
- Public Services
 - Education
 - Health & Welfare
 - Local Community Services
 - T-Commerce, etc.

Precondition

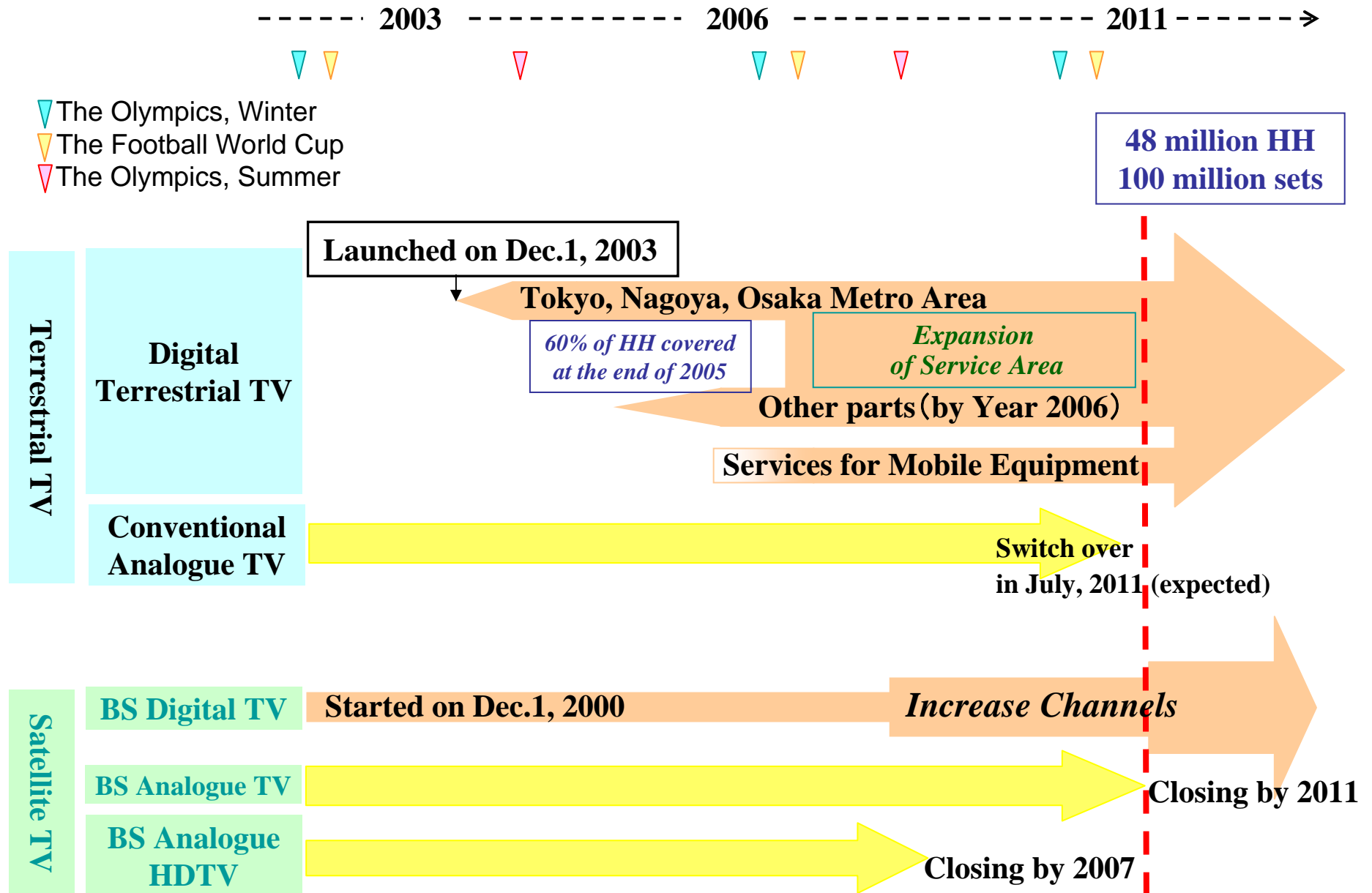
Innovation of **Superior Conditional Access System** for **Precise Certification**

Shape of TV Sets

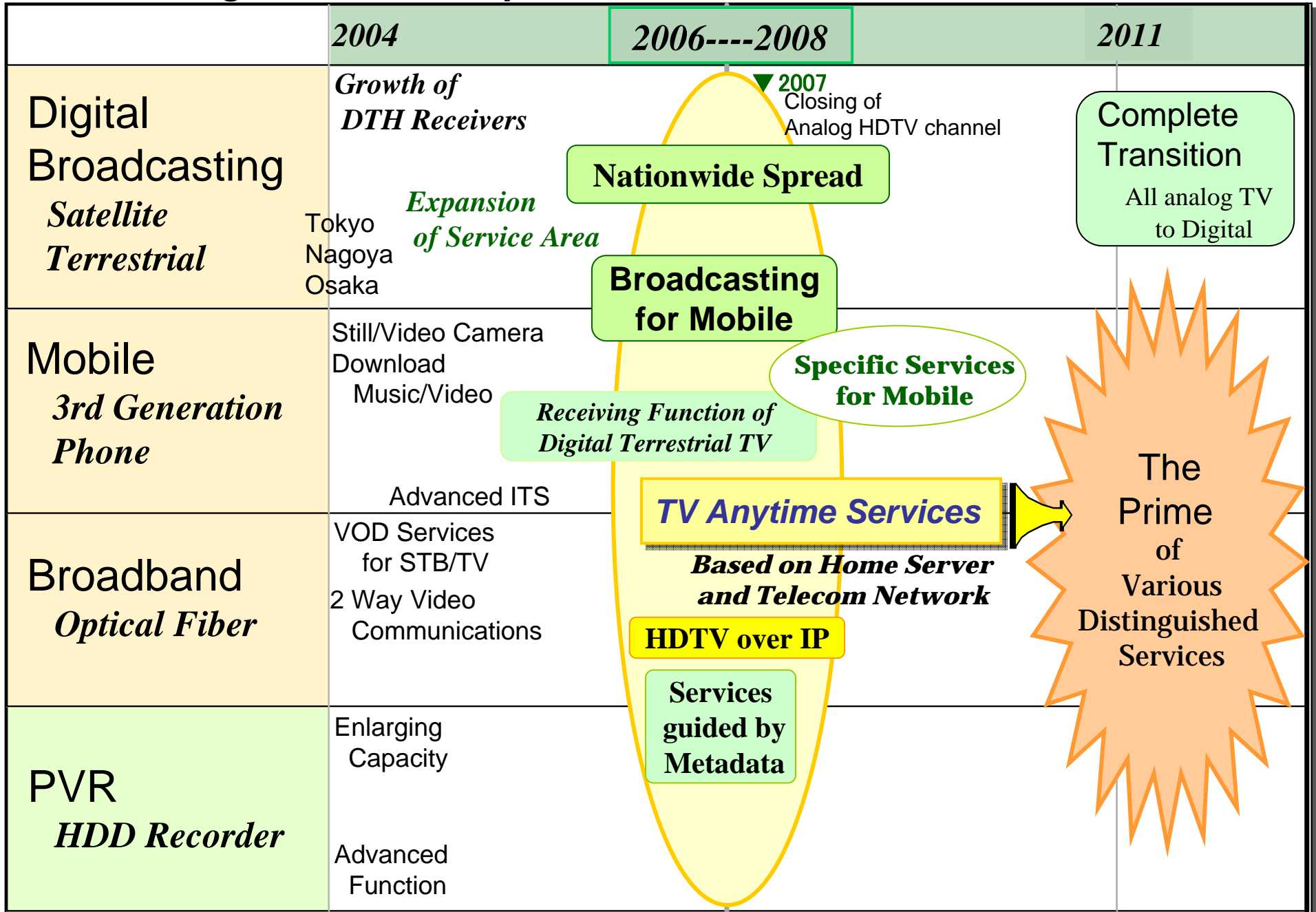
- From 'Box' to 'Panel' -



Schedule of Digitalization of Broadcasting Media in Japan



Future of Digital Media in Japan

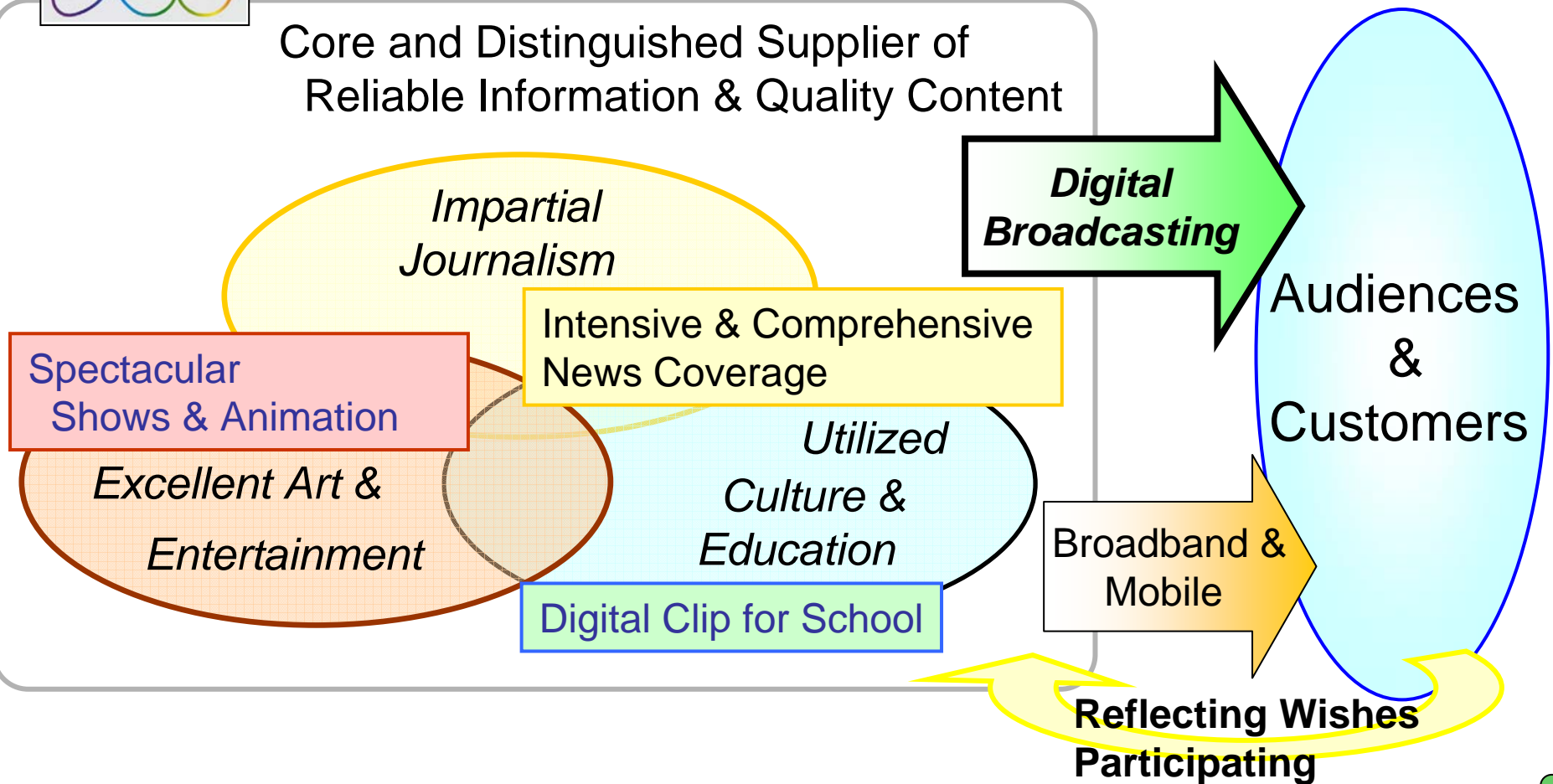


Expanding Role of Public Broadcaster

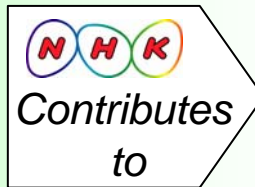
~ The Hub of Advanced Information Society ~



Core and Distinguished Supplier of
Reliable Information & Quality Content



Coming up to Needs of
Aging Society &
Lifetime Learning



- Enrichment and Spread of Digital Broadcasting.
- Development of Dependable Services & Content for All Broadband and Mobile Network.