

# DTV transition Plan & Status in Japan

**November 15. 2009**

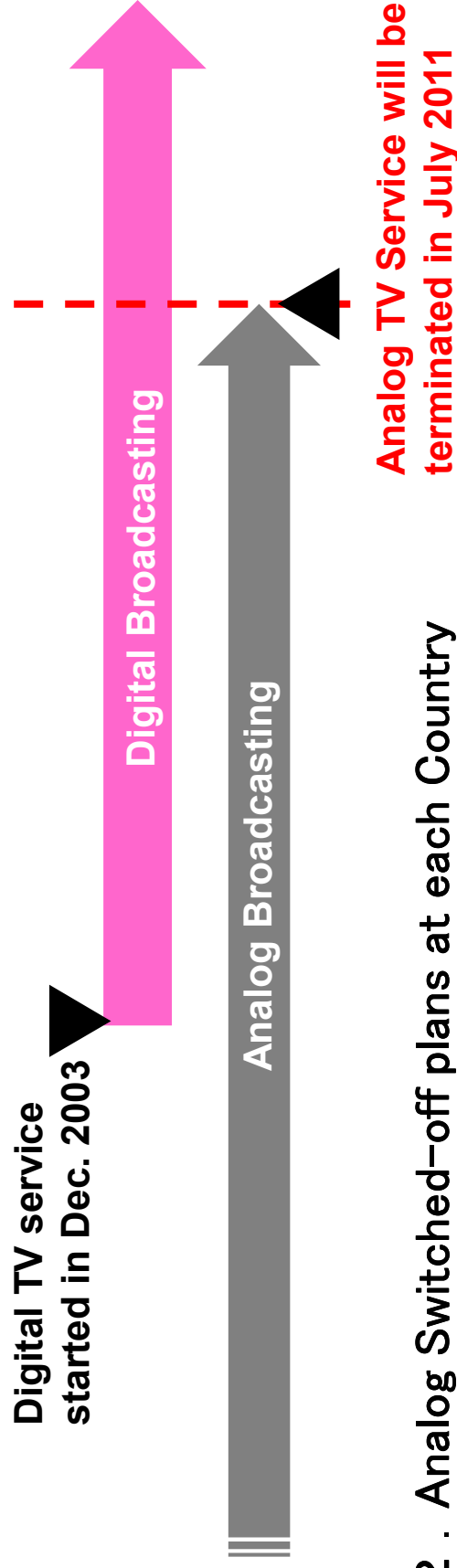
**JEITA**

**Japan Electronics and Information  
Technology Industries Association**

# 1. Digitalization in the world

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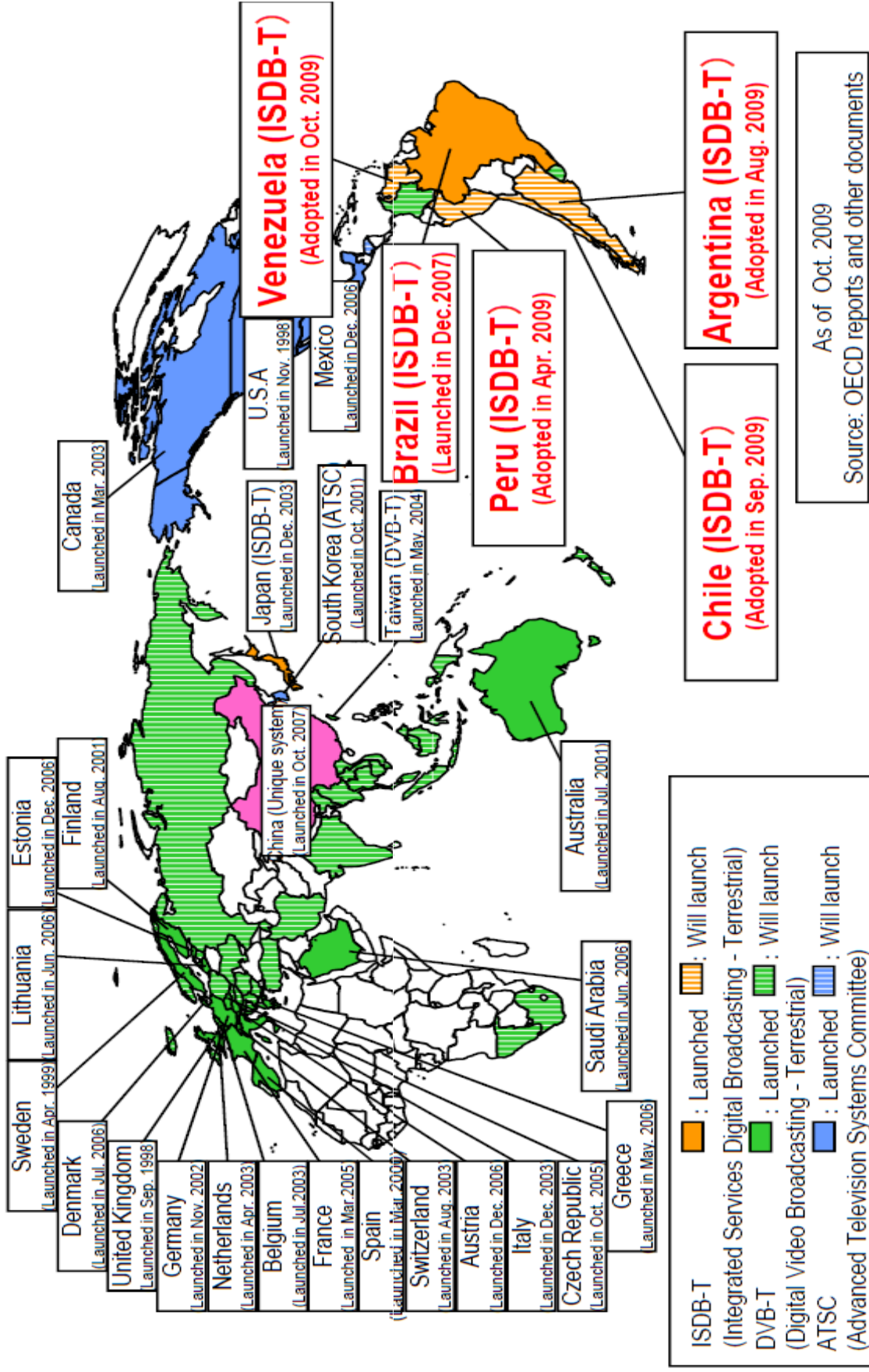
## 1. Schedule of Analog TV service Termination in Japan



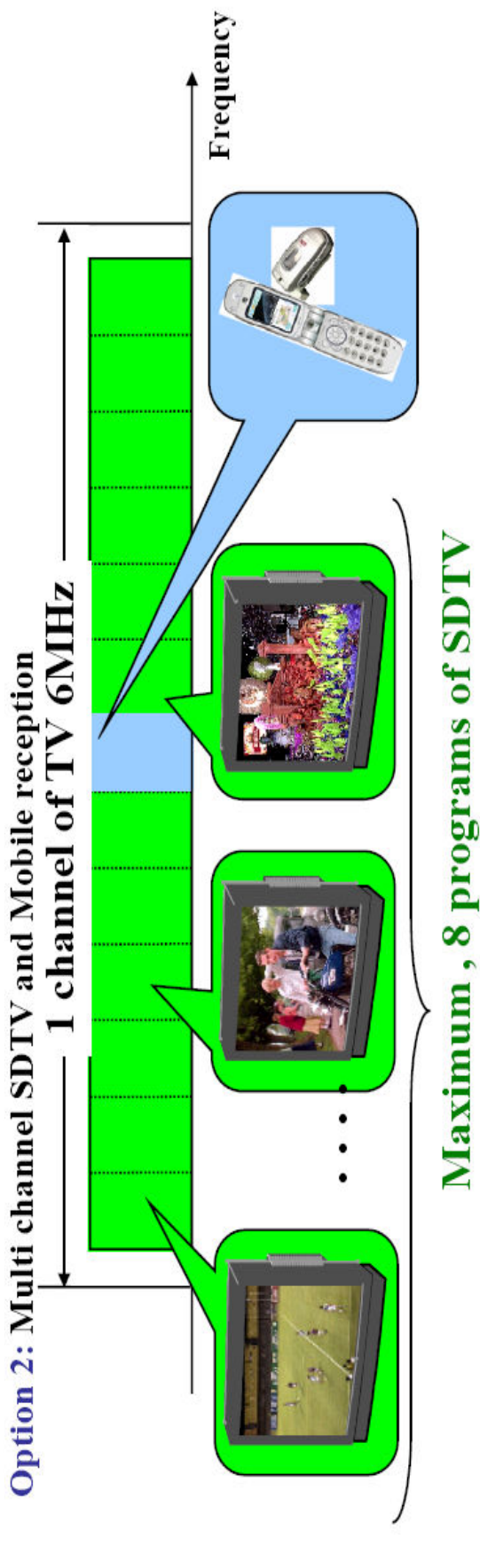
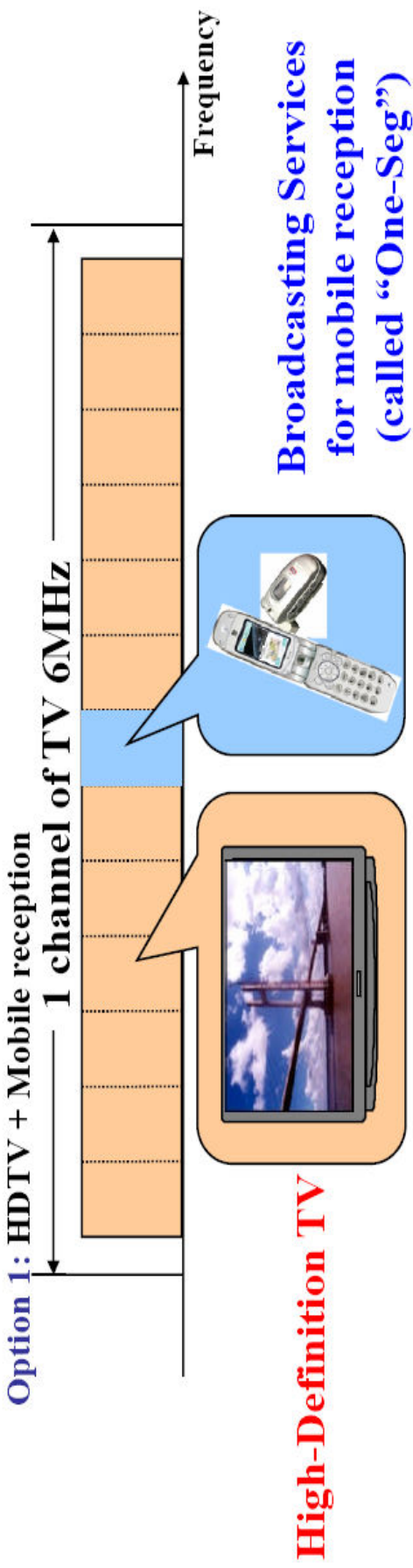
## 2 . Analog Switched-off plans at each Country

Already done	Holland, Finland, Sweden, Germany, USA
2010	Spain
2011	Canada, France
2012	UK (partially done), Korea etc

## 2. Development of the ISDB-T Standard Overseas

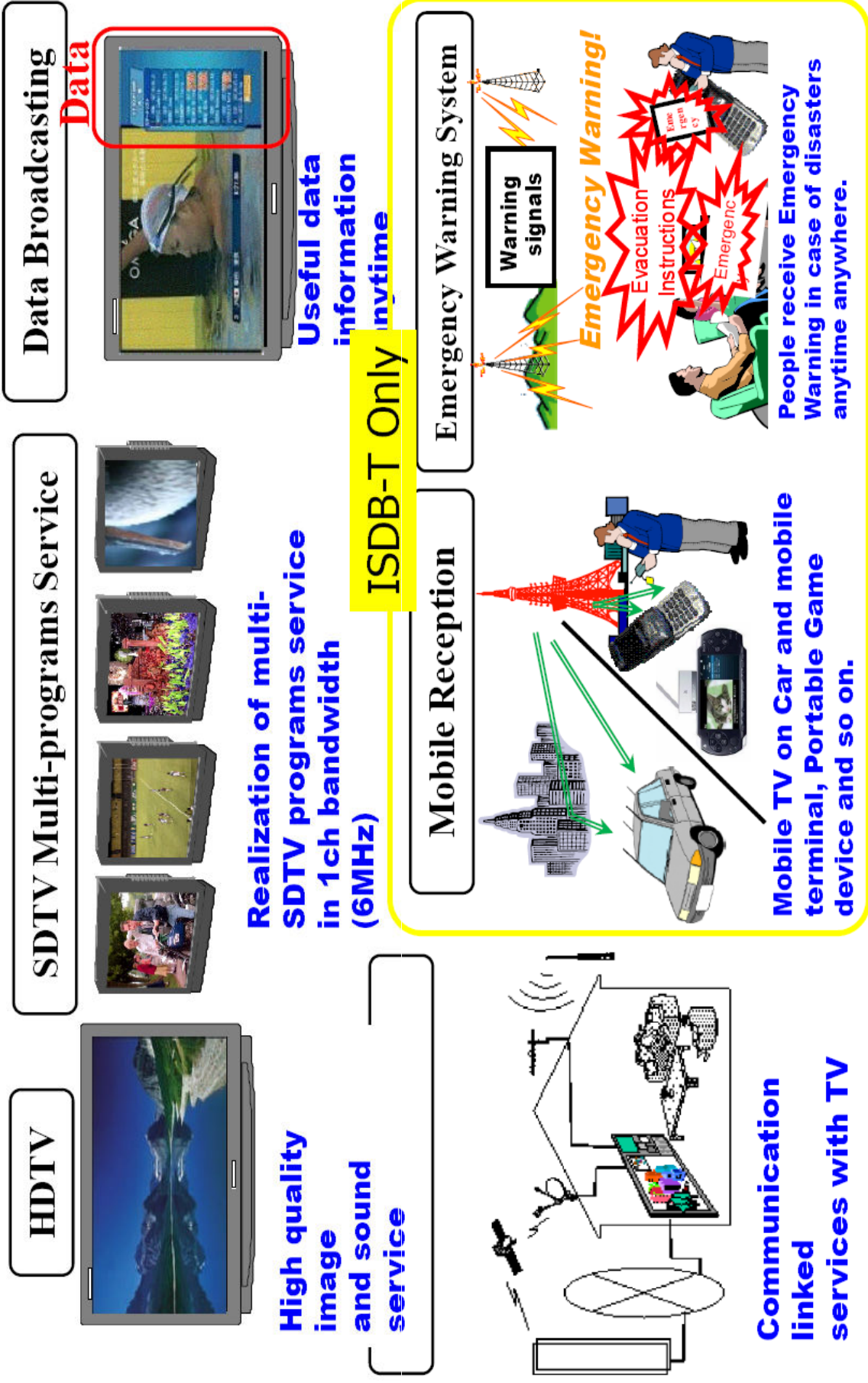


### 3. Flexibility of ISDB-T



**Band segmentation: Unique feature of ISDB-T**

# 4. Various Digital TV Services provided by ISDB-T



**Communication linked services with TV**



## 5. “One-Seg” Service -Anytime, Anywhere-

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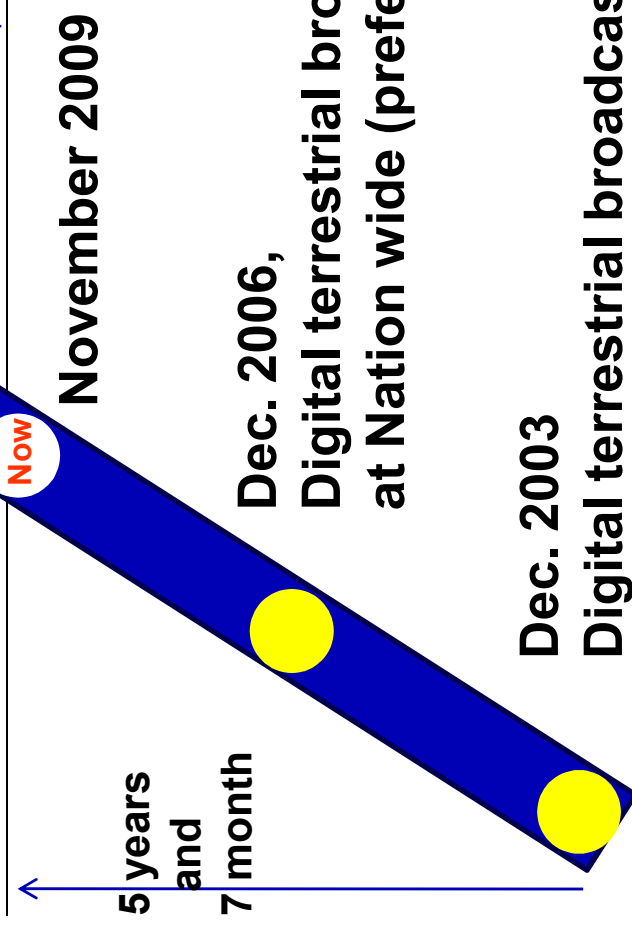
- ISDB-T realizes digital broadcasting service to mobile terminals called "One-Seg".
- "One-Seg" can be built in mobile phones and car navigation systems in the form of semiconductor chip inexpensively and is very important role in dissemination of crucial information from government in case of emergencies.

## 6. The transition period

**“616 days to Go”**  
(As of November 15)

**July 24, 2011**

20 months



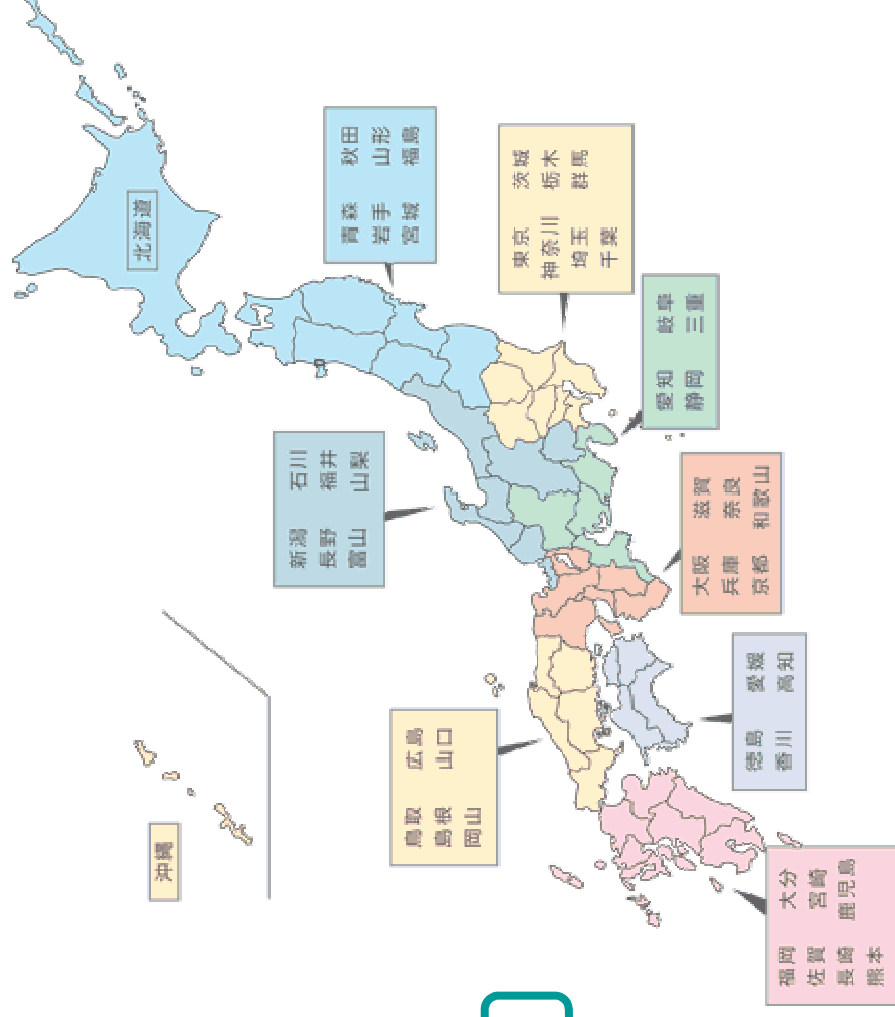
UK: 13 years  
U.S.A.: 10 years & 8 month  
Japan: 7 years & 7 month

Japanese case is rather short !

## 7. Area Coverage

- Dec. 2003 25.5%
- Dec. 2004 38.3%
- Dec. 2005 60.4%
- Dec. 2006 84.0%
- Dec. 2007 92.0%
- Dec. 2008 96.0%
- **Mar. 2009 97.0%**

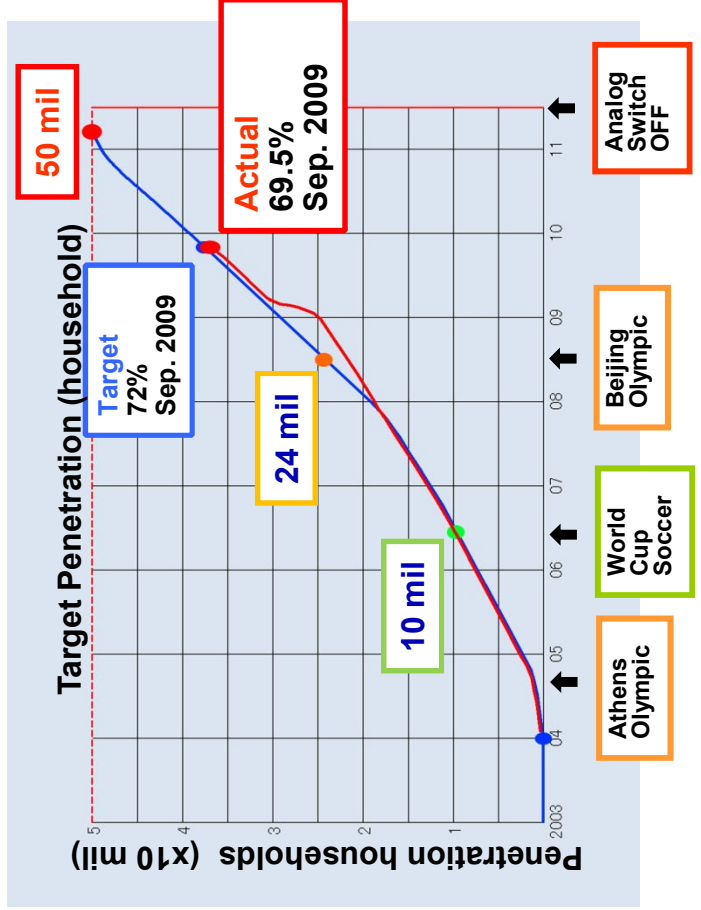
The Coverage figure indicates the coverage of households that can receive the Digital Transition signal



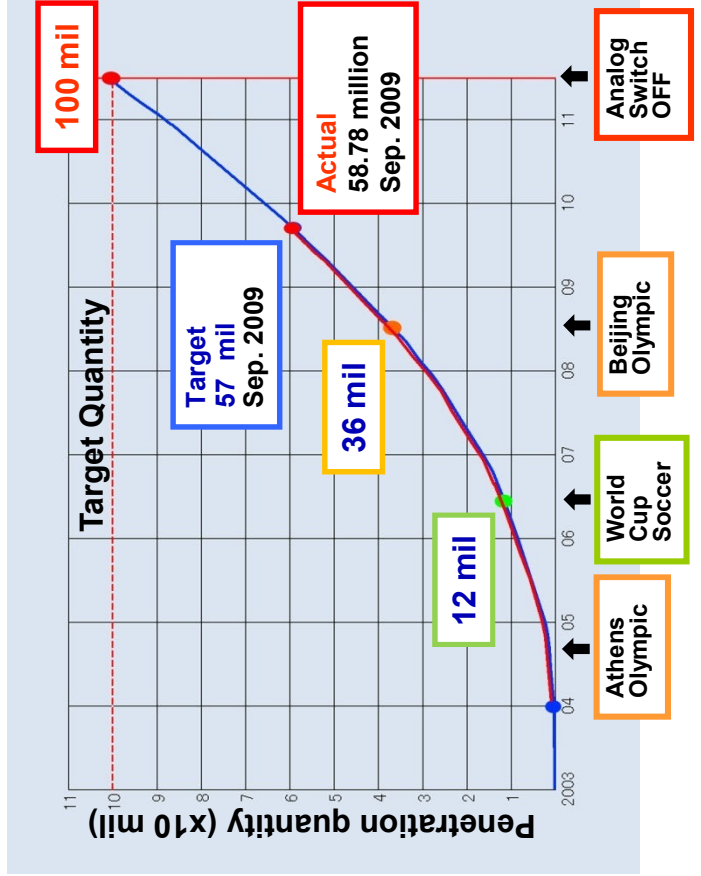


# 8. Current Penetration (DTV reception)

Japan (2008)----- 127.7 million (Population) approx.50 million Households



Penetration of household  
 Penetration of quantity

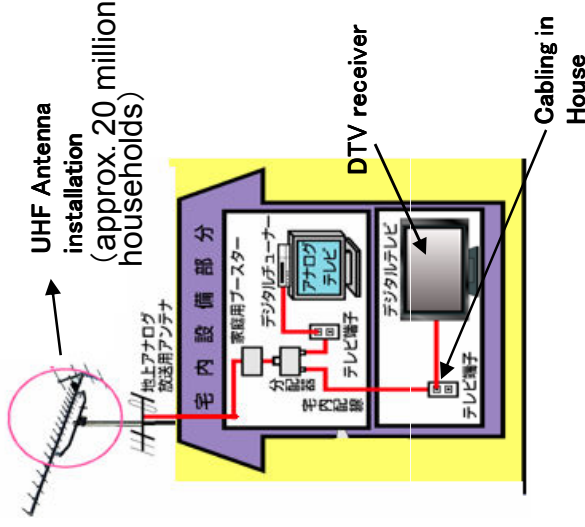


(target 72 %)  
 (target 57 mil)

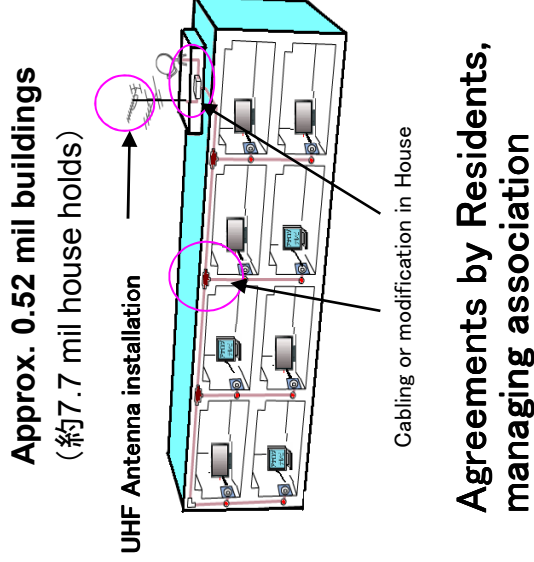
The Penetration is almost tracing the target curve.

# 9. Digitalization for Receiving

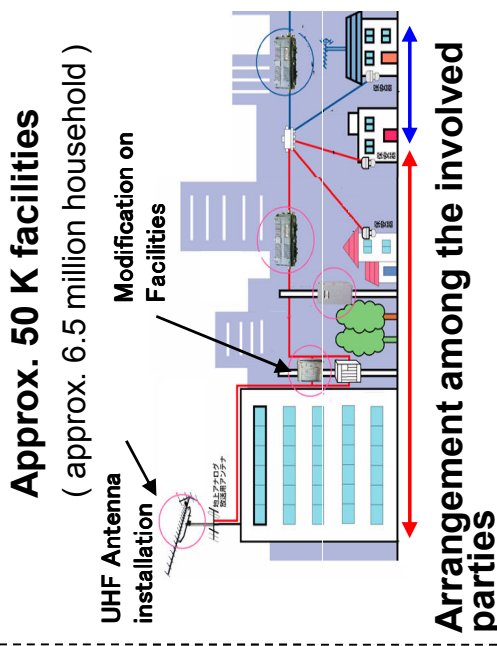
## (1) Direct Reception



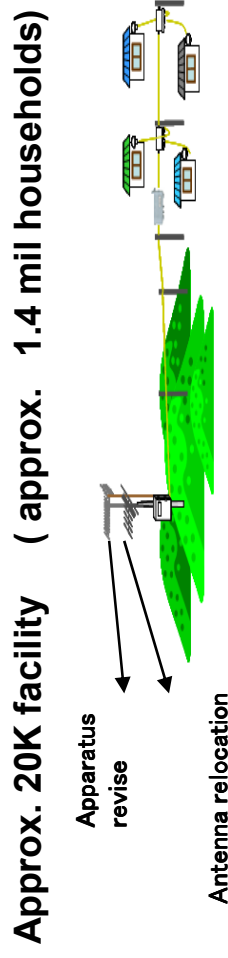
## (2) Community Reception



## (3) Community Reception in a defective signal condition area (Building disturbance etc)



## (4) Community reception in the far-off area



## (5) Cable Reception

(approx. 21.94 million households)  
Digitalization at CATV service company

## 10. Supplemental budget in FY 2009

### **1. Promote the purchasing DTV model along with Eco Scheme (total \$750 million)**

\* **“Eco point” program** has introduced **not only to support the less energy home electronics products and but also to promote Digitalization of Terrestrial Broadcasting** by purchasing Digital TV models. (this point could be exchanged into the pre-listed products and service)

\* Ecology Point is supplied for Purchasing product such as Digital TV that is expected to lead to the Energy saving.

In case of TV product, 5% of sold price + additional 5% + Recycle fee compensation (av. 3% of price)  
(Total TV business amount is approx. \$2 billion)

### **2. Digitalization for Public facilities (total amount \$1.5 billion)**

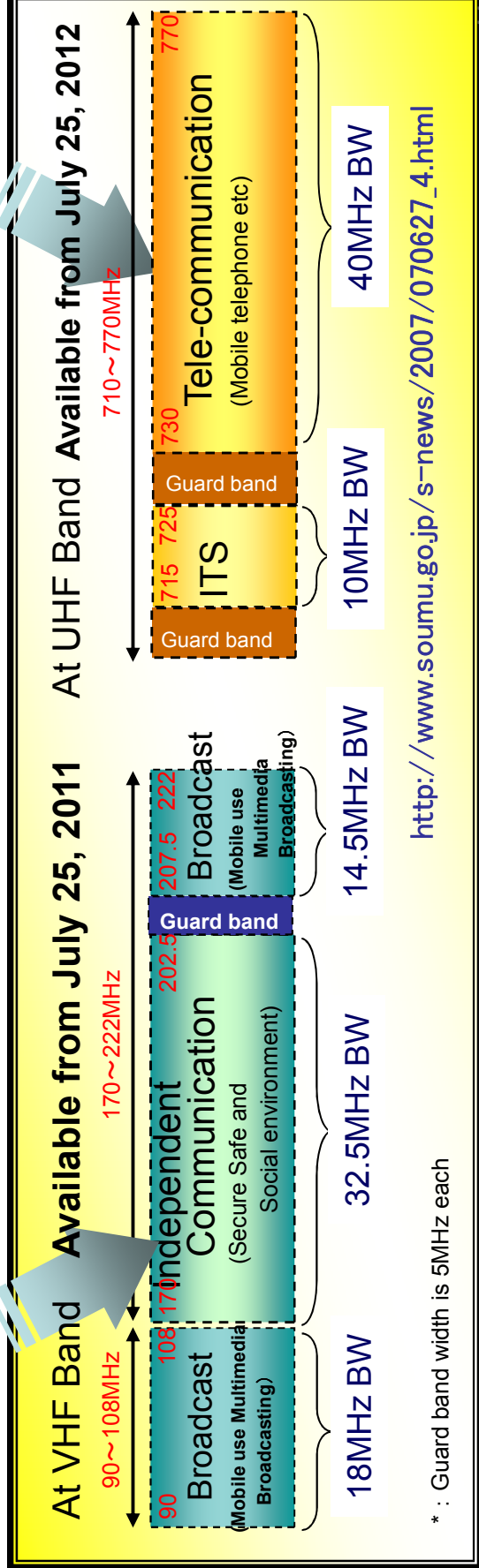
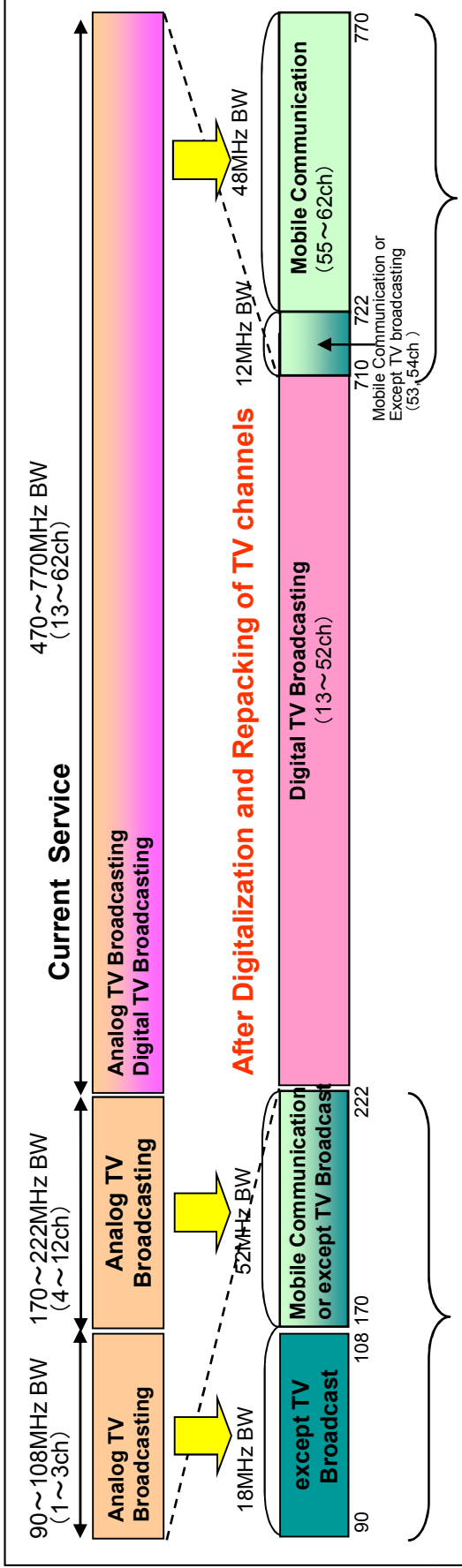
<Expected number of TVs is approx. 1.2 million sets>

- \* Schools, Social welfare facilities, Medical care facilities (approx. 530 K sets)
- \* Fire station, Public Hospitals, Government facilities (approx. 600 K sets)
- \* National Facilities (approx. 60 K sets)

### **3. Countermeasure for Transmission and Reception (total amount \$150 million)**

- (1) Community Reception in a poor condition area
  - Further investigation, and Introduction of Cable TV <extended program>
- (2) Promote the Digitalization on Smaller apartments, Decrepit apartments <new program>
- (3) Countermeasure for a poor Digital Broadcasting reception area
  - Set up a new digital station to compensate poor reception area <extended program>

# 11. Effective use of frequency resources



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多謝傾聽

Thank you for your attention