

**ISDB-T Seminar**

**Session 5**

***Current topics of DTTB in Japan***

***One-Seg***

***Handheld reception service for ISDB-T***

***Venezuela 2006***

***August 29<sup>th</sup> ,2006***

**DiBEG Japan**

***Yoshiki MARUYAMA***

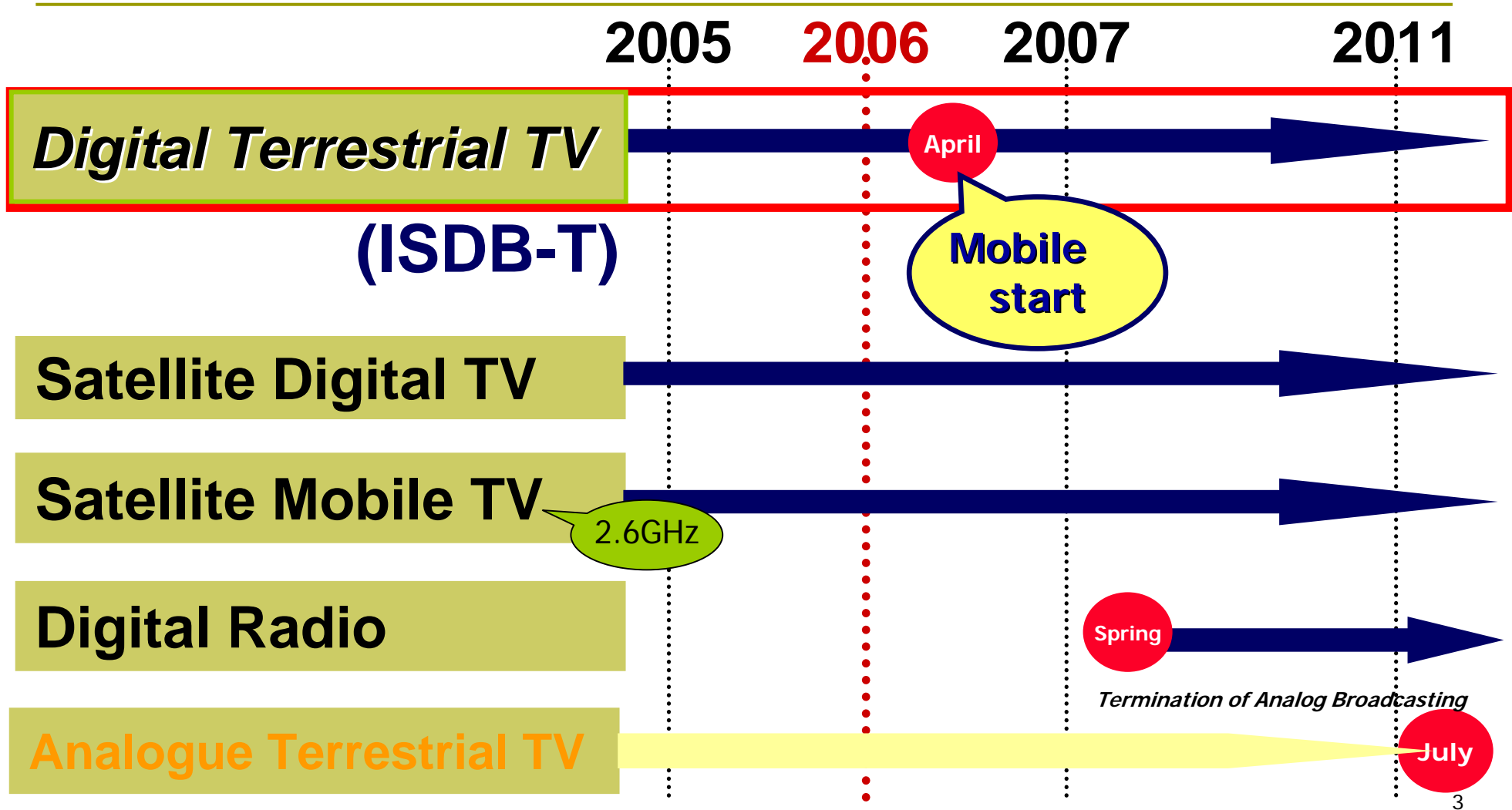
***tv asahi***

# Menu

- *Schedule*
- *Feature*  
*(Specification)*
- *Business model*  
*(Service model)*
- *Conclusion*



# Progress of Digital Broadcasting in Japan





# *Feature and Specification*

# *One-Seg parameters*

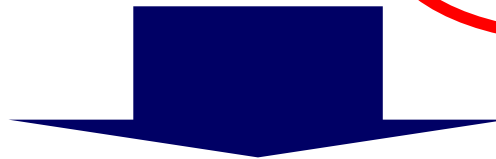
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**OFDM QPSK**

**FEC 1/2 or 2/3**

**Time-interleave 0.4sec**

**Total bit rate 312-416 Kbps**



***Robust and wide area***

# *Data rate*

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***Video (H.264)***  
***approx. 180-256kbps***

***Audio (AAC-SBR)***  
***approx. 32-64kbps***

***Data-cast (BML)***  
***approx. 20-80kbps***

# Screen



*TV Program*



*Data-casting  
Window*



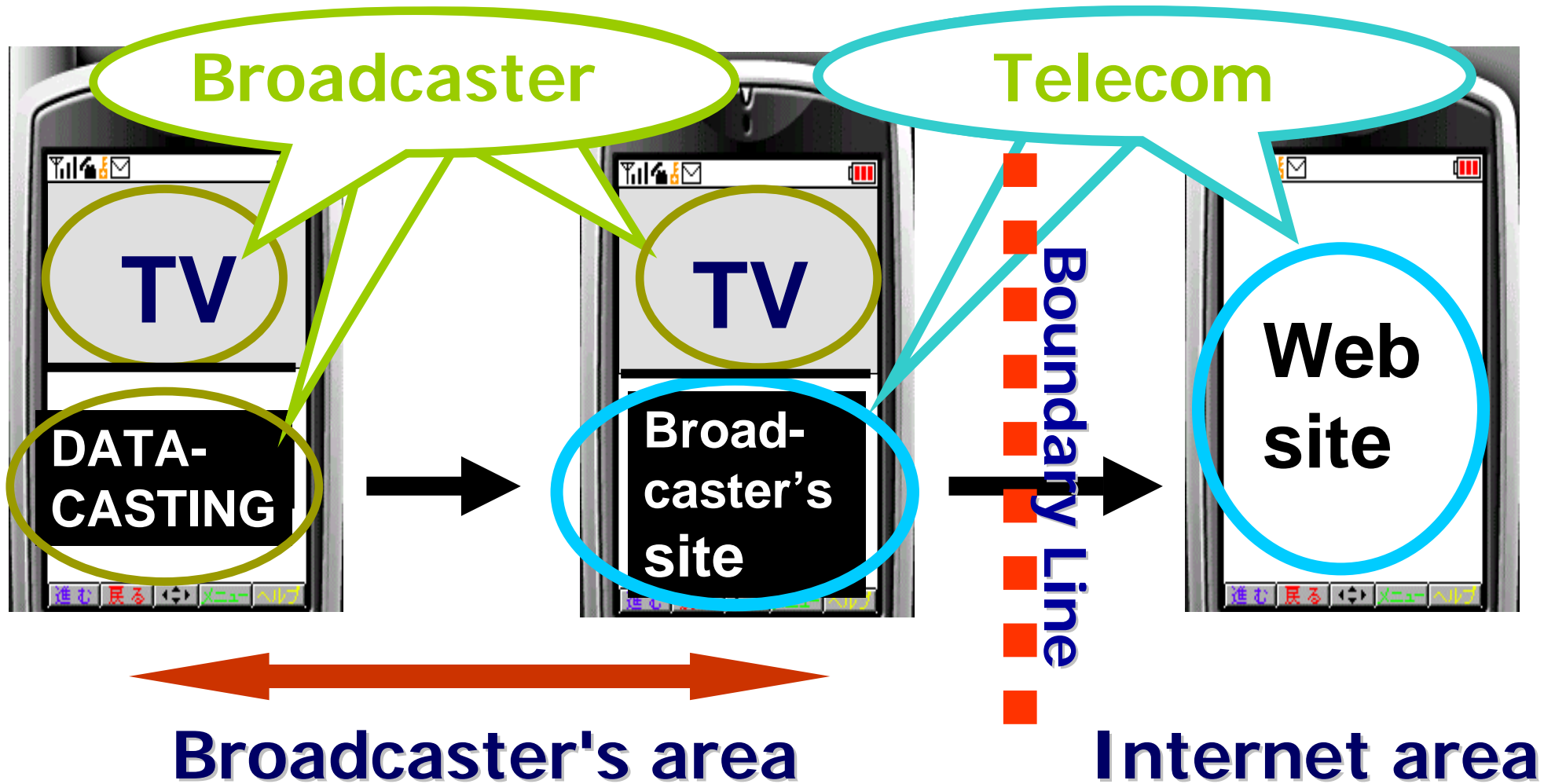
# *Fusion of communication and broadcasting*

## *Jump to internet site !*

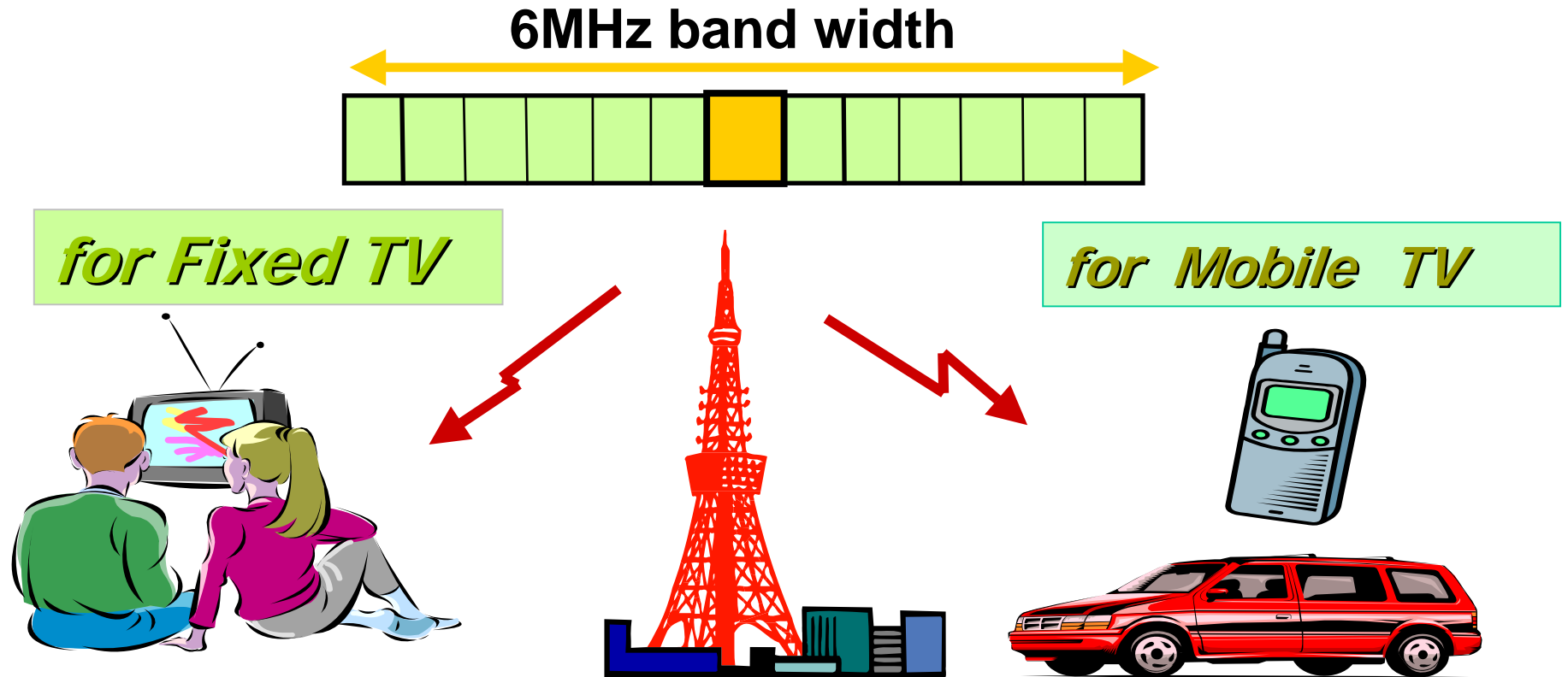




# *Boundary between broadcaster and telecom responsibility*



# *Hierarchical multiplexing*



***There is no need to secure more frequency.***



***Business  
model  
(Service  
model)***

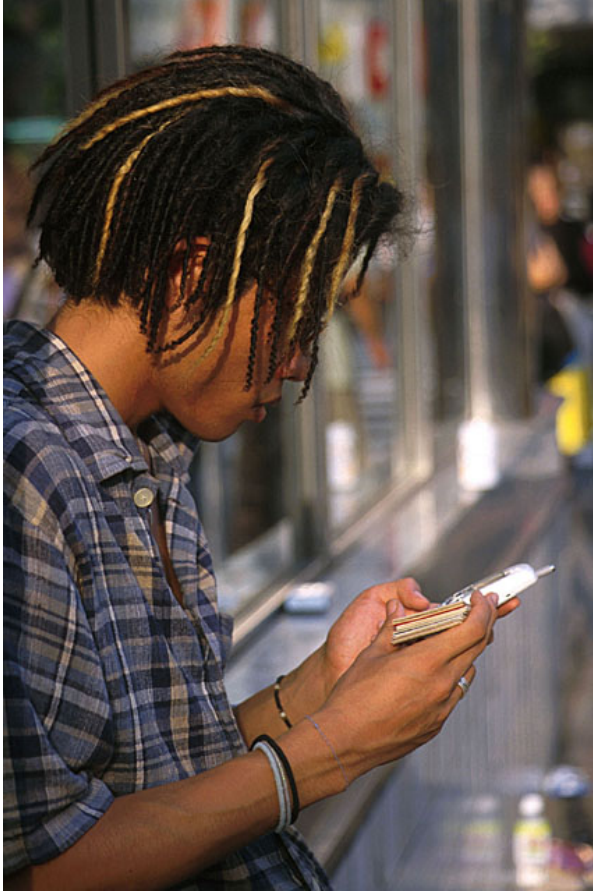
# ***Telecom's business situation in Japan***

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- Telecom owes burden share of terminal cost.**
- Subscriber is benefit low price terminal on the competitive situation.**
- Telecom recover return costs by telephone charge.**
- One-Seg service drives up internet use and ARPU.**

# *Viewer's interests*

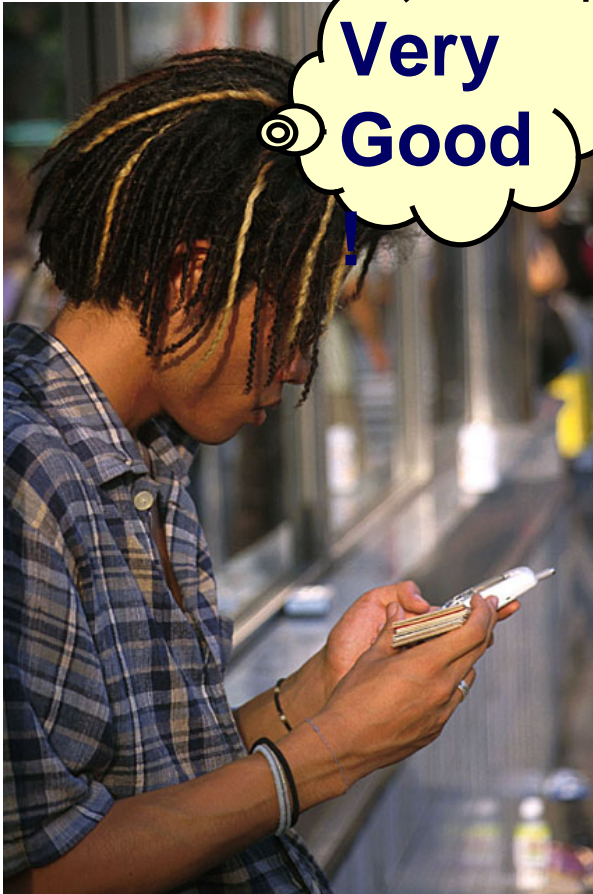
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- *Subscription fee*
- *Program contents*
- *Service Area*

# *Viewer's interests*

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**Very Good**

□ *Subscription fee*

*Free*

□ *Program contents*

*High value contents*

□ *Service Area*

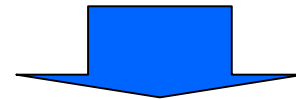
*Robust and wide*

# *One-Seg service*

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**No subscription  
fee  
High value  
contents**



***Unique without parallel  
in the world***



# ***Why we are targeting at mobile phone !***

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- 1.Overwhelmingly penetrated**
- 2.Communication function**



# *One-Seg service*

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**Collaboration  
with broadcasting  
and internet  
makes  
*New business.***



# Examples of business models

# ***Which is your favorite ?***

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## **✓ Supplementary information**

Service enables to show you supplementary information related to on-air program.

## **✓ Detailed information**

Service enables to show you detailed information such as News & sports.

## **✓ Quiz show**

Service enables to join TV program like Quiz show and to win a prize.

## **✓ Application for presents**

Service enables to apply for presents associate with CM and program.

# ***Which is your favorite ? (2)***

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## **✓TV shopping**

Service enables to purchase commercial goods associated with shopping program.

## **✓Download service**

Service enables to purchase favorite contents such as Paging music, star pictures, screen saver pictures trough downloading.

## **✓Coupon ticket**

Service enables to get coupon tickets such as grommet ,movie, book.

## **✓Local service**

Service enables to receive local information such as emergency warning, local events , notification of local government or hospital.

# *Value chain framework*

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*Gain more viewers*

**Broadcaster**

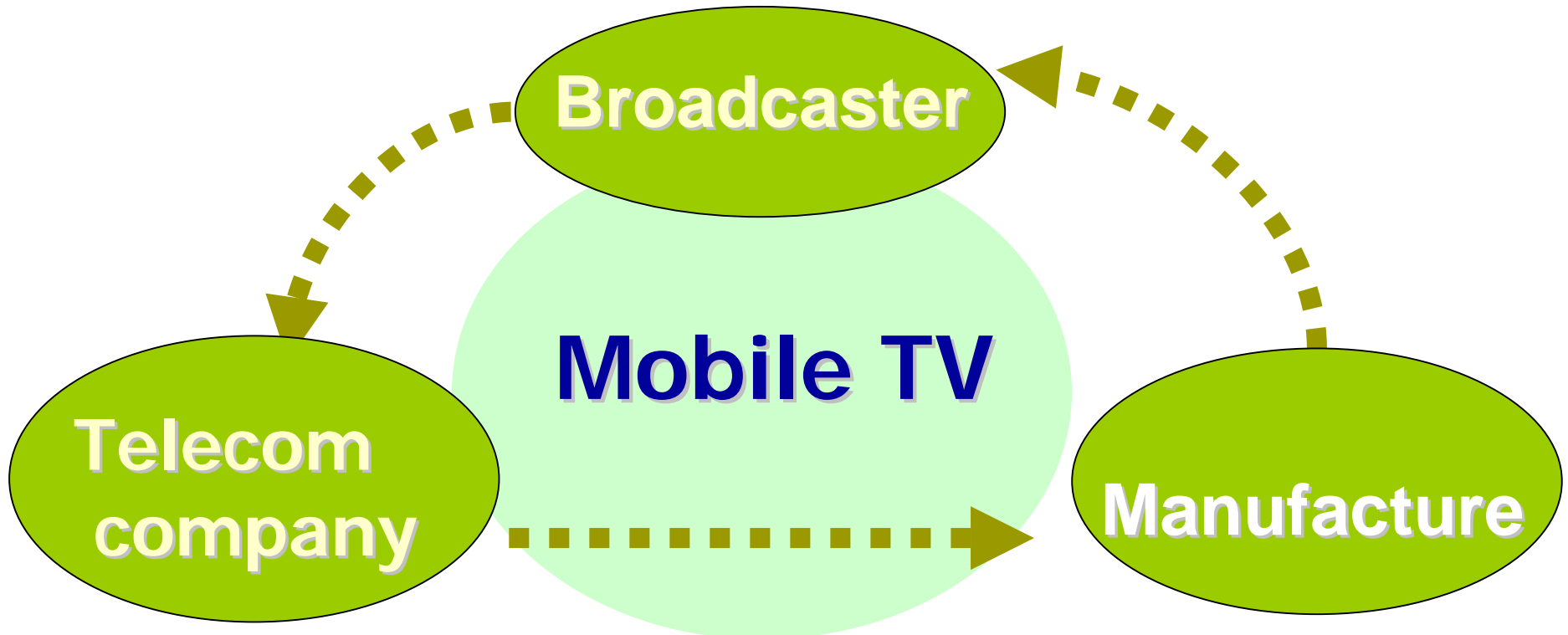
**Mobile TV**

**Telecom  
company**

**Manufacture**

*Gain more subscribers*

*Develop strong sales*



# *Role of Broadcaster*

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- *Make effort to gain more viewer*
  - invite brand image higher
  - possess higher reliability
  - spread merchant space



# *Role of Telecom company*

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□ *Make effort to gain more subscribers*

■ **Increase more ARPU**

# ***Role of Manufacture***

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- ***Make effort to develop strong sales***
  - **increase revenue**

# *Task to win*



## *Business model for Broadcaster*

- ✓ **Gain more viewers**
  - T- commerce
  - Pay web site

## *Business model for Telecom*

- ✓ **Gain more subscribers**
  - Increasing ARPU
  - New Revenue
  - Attractive function for subscribers

## *Business model for Manufacture*

- ✓ **Develop strong sales**
  - New business opportunity

# ***Conclusion***

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***One-Seg service  
has high potentials  
to create new world !***

# Announcement

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According to the news  
release by JEITA  
on August 24<sup>th</sup>, 2006

One-Seg receiver  
shipments achieved  
**1.2million !**

# ISDB-T seminar in Venezuela

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*Thank you  
for your attention !  
END*

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