

Interactive TV services in Japan

Aug 1, 2002



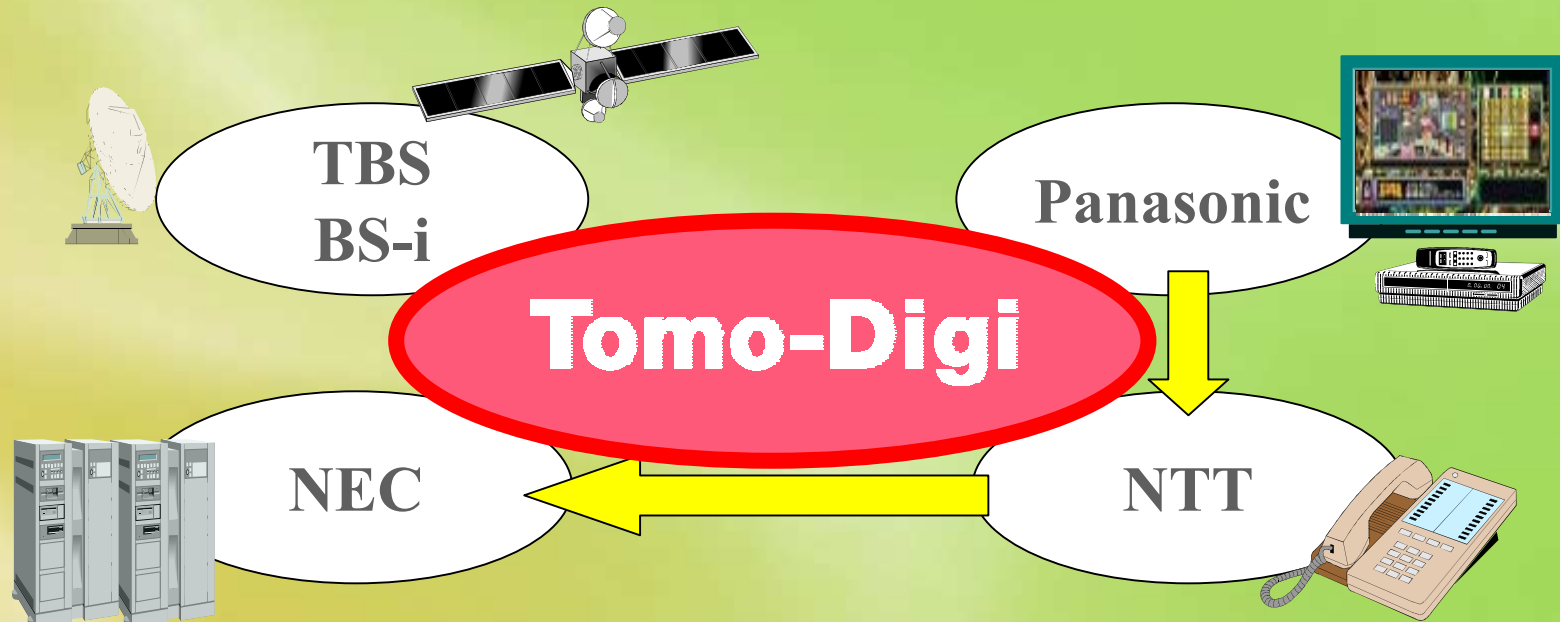
Junnosuke Hayashi





Tomo-Digi Corp

Established Dec 1999
Capital: US \$20 Million



&

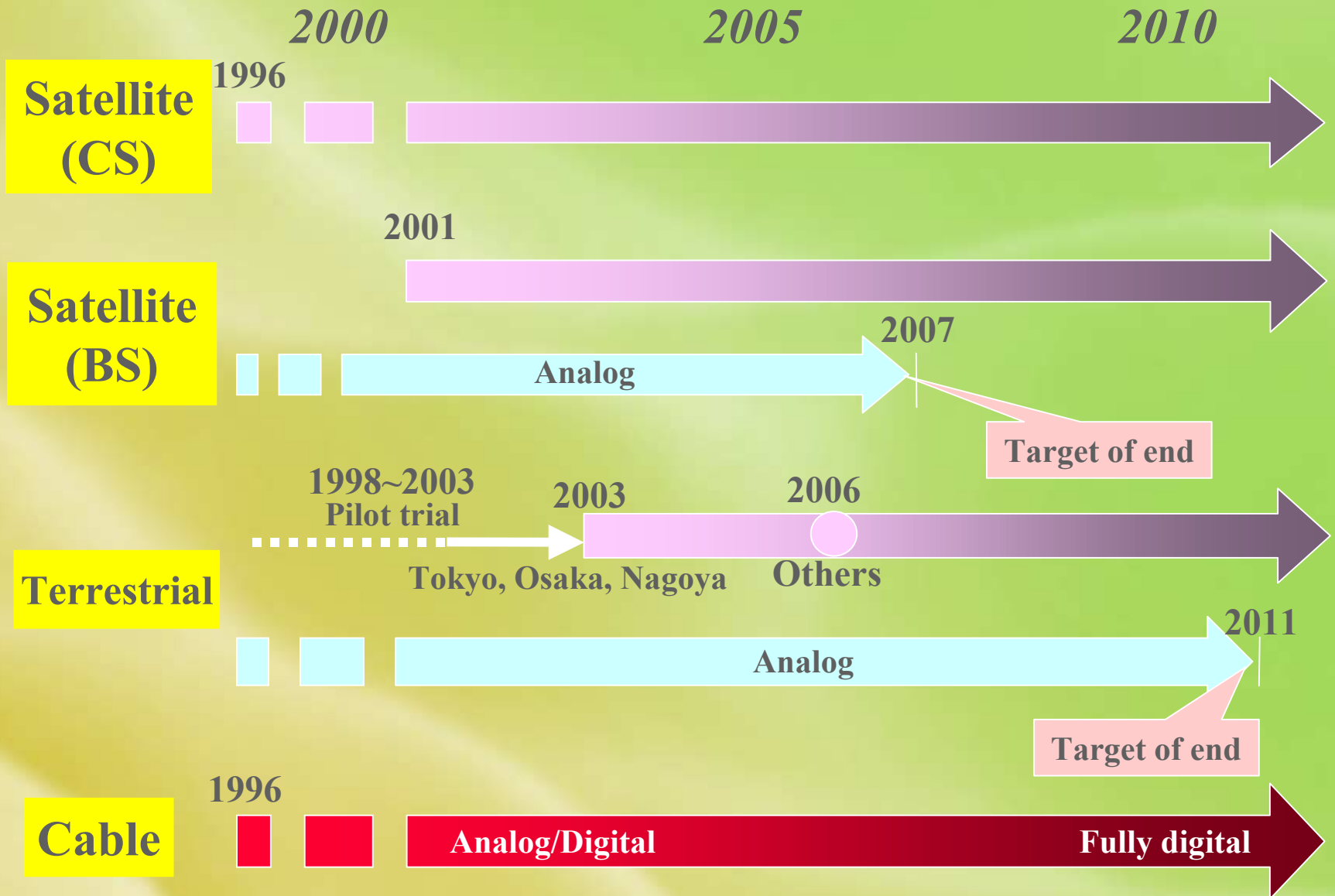
The top three advertising agencies

Owns and operations an independent channel

What TBS had in mind

- **Digitalization is a huge financial burden to any broadcasting company.**
- **With HDTV, costs cannot be met simply through advertising revenues.**
- **Interactive service is “something new” (not just something better).**

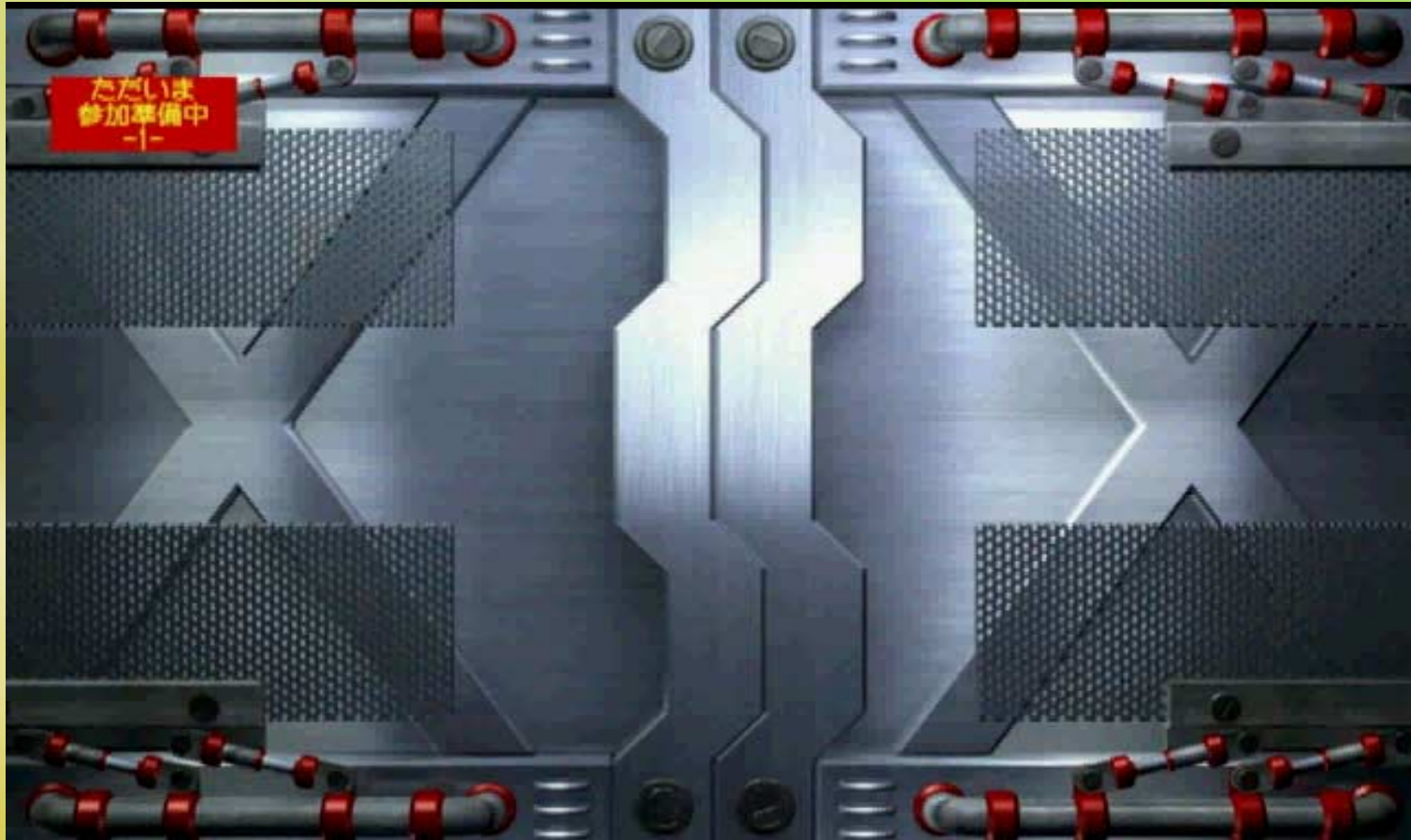
Schedule of Digital Broadcasting in Japan



Digitalization of Terrestrial TV

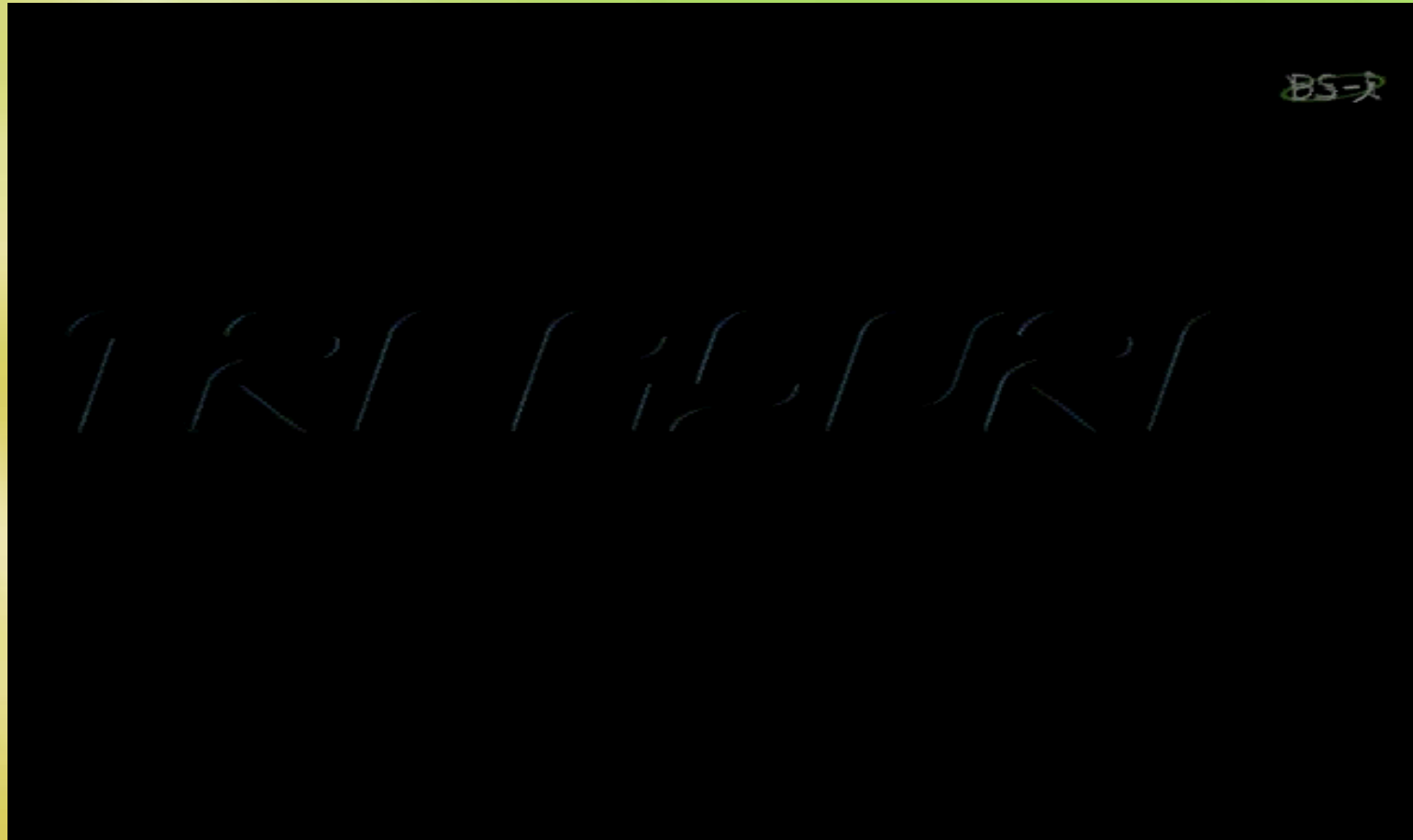


Interactive TV services currently being provided ①



Quiz : Which one has stars most ?

Interactive TV services currently being provided ②

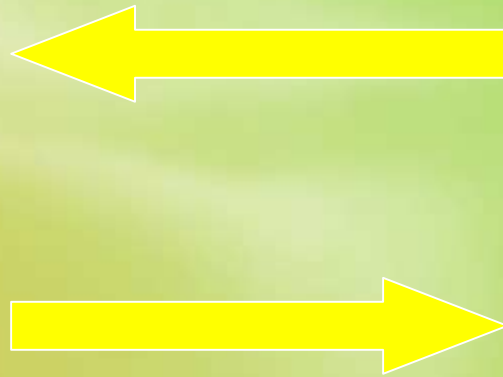


A 3-way multiple-ending drama

The amalgamation of broadcasting and communication (starts October)



Internet



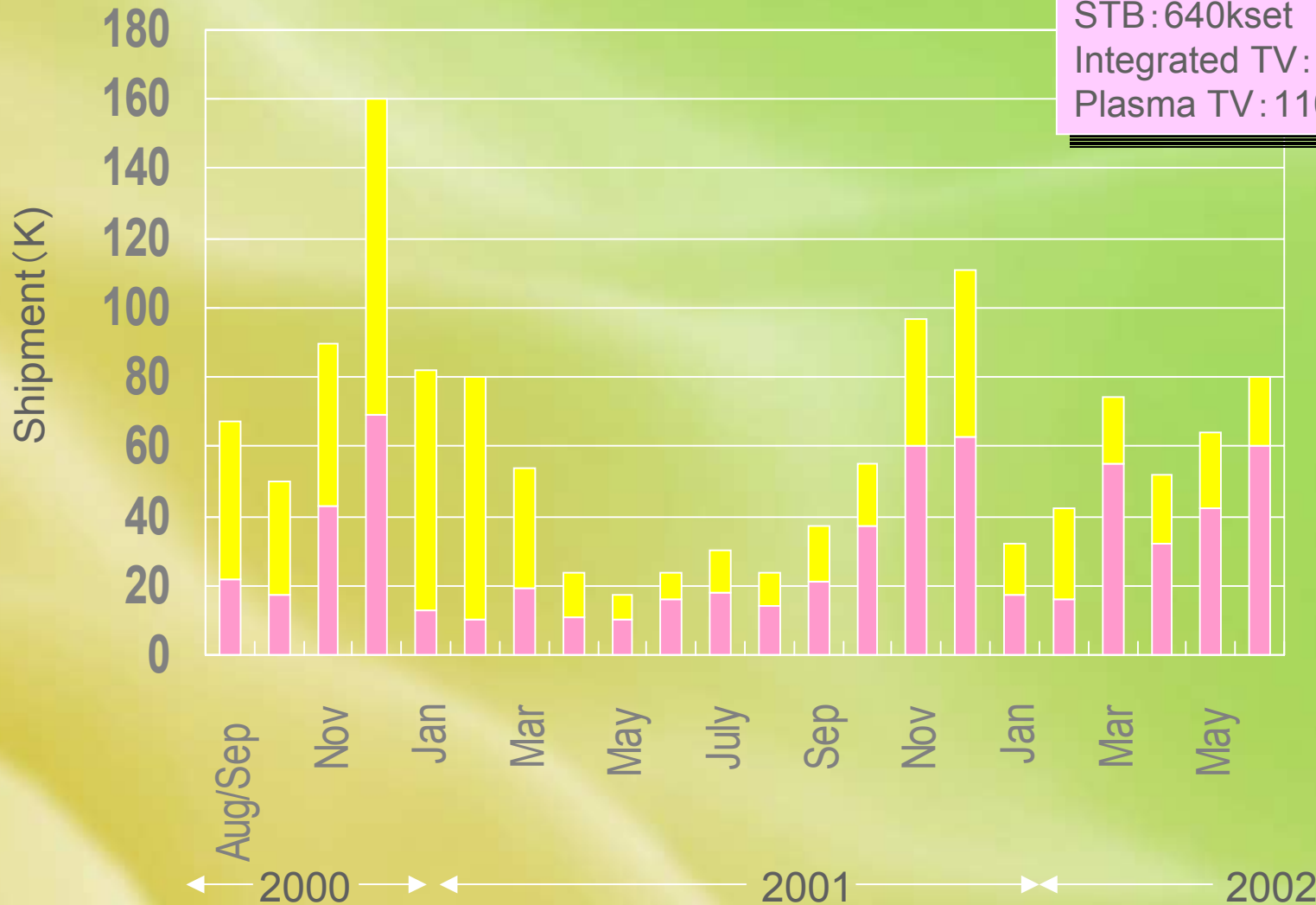


Users are charged \$3 per month in order to participate in this game via cell phone

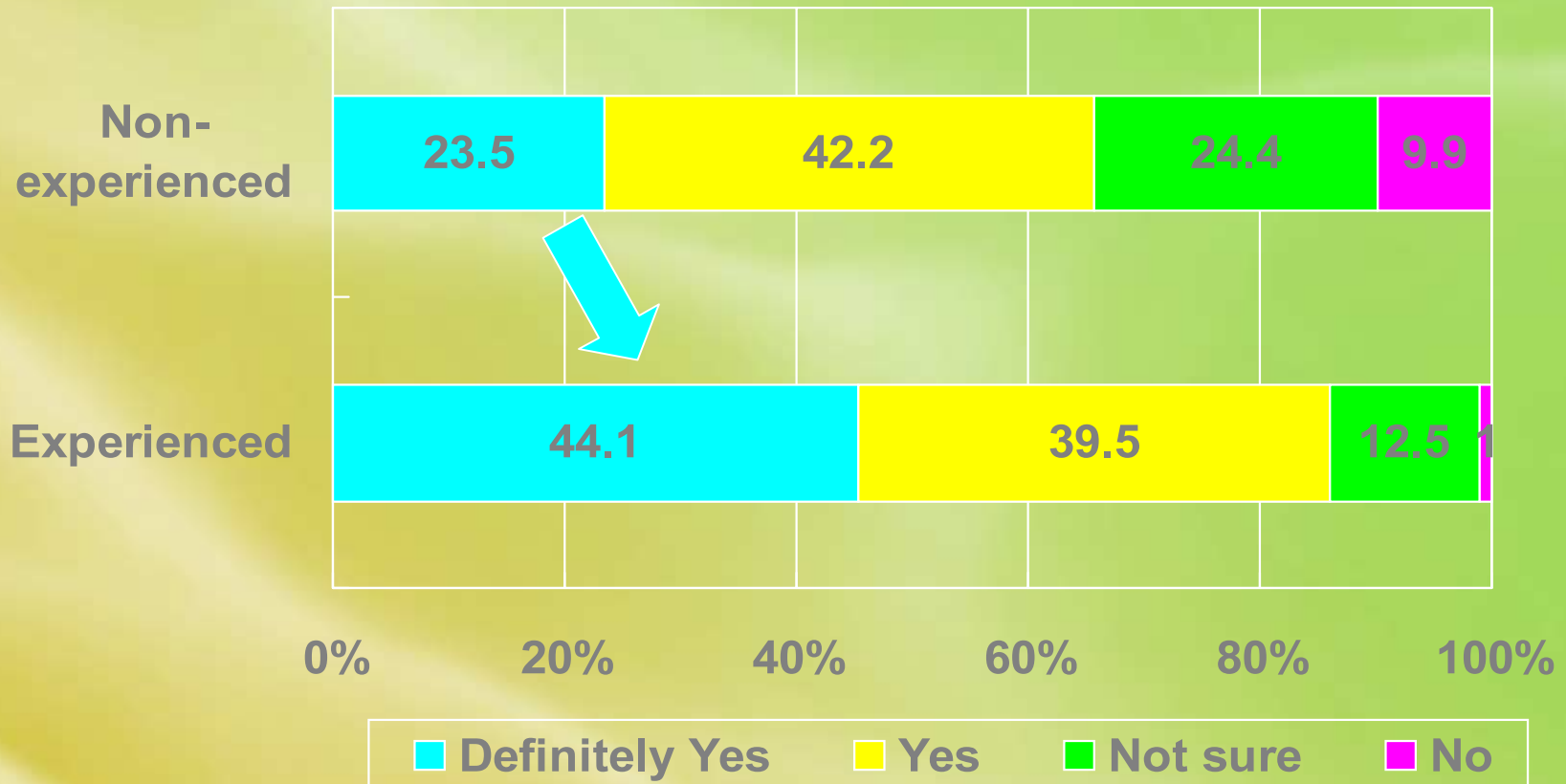
Sales of Digital TV(ISDB-S)

Integrated TV STB

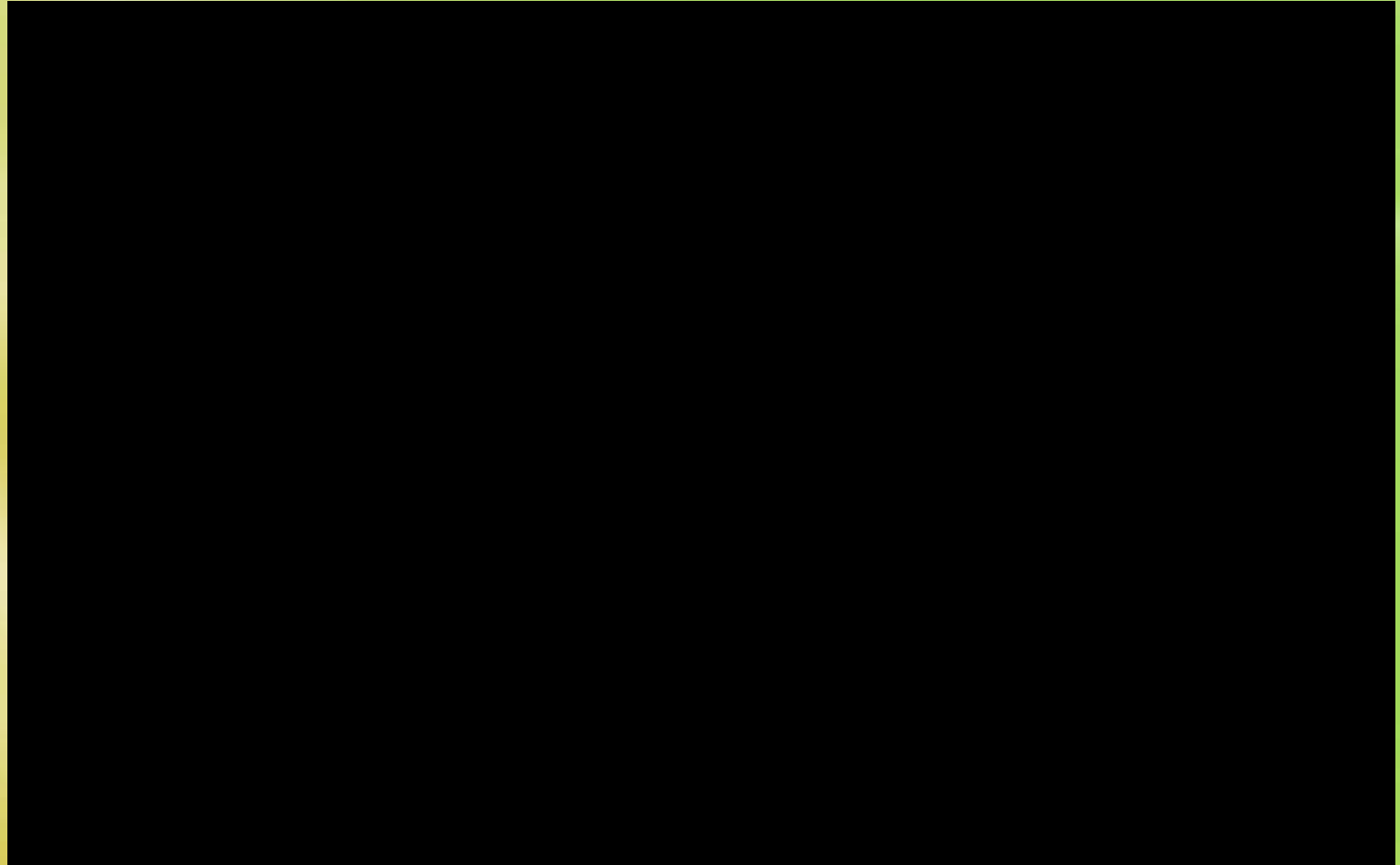
Total: 1,380Kset
 STB: 640kset
 Integrated TV: 630kset
 Plasma TV: 110kset



Questionnaire : Are you interested in participating in an TV program?



Tomo-Digi's office



The 'return data' from the viewers is collectively gathered in this room

Interactive TV services in Japan

The text is available at <http://www.dibeg.org/>