

Digital TV Broadcasting in Japan

Ministry of Internal Affairs and
Communications Japan

HDTV



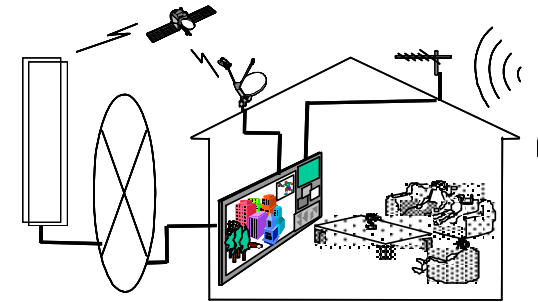
High quality image and sound service

Multi-Channel Service



Realization of multi-SDTV program service on 1ch bandwidth (6MHz)

Interactive TV



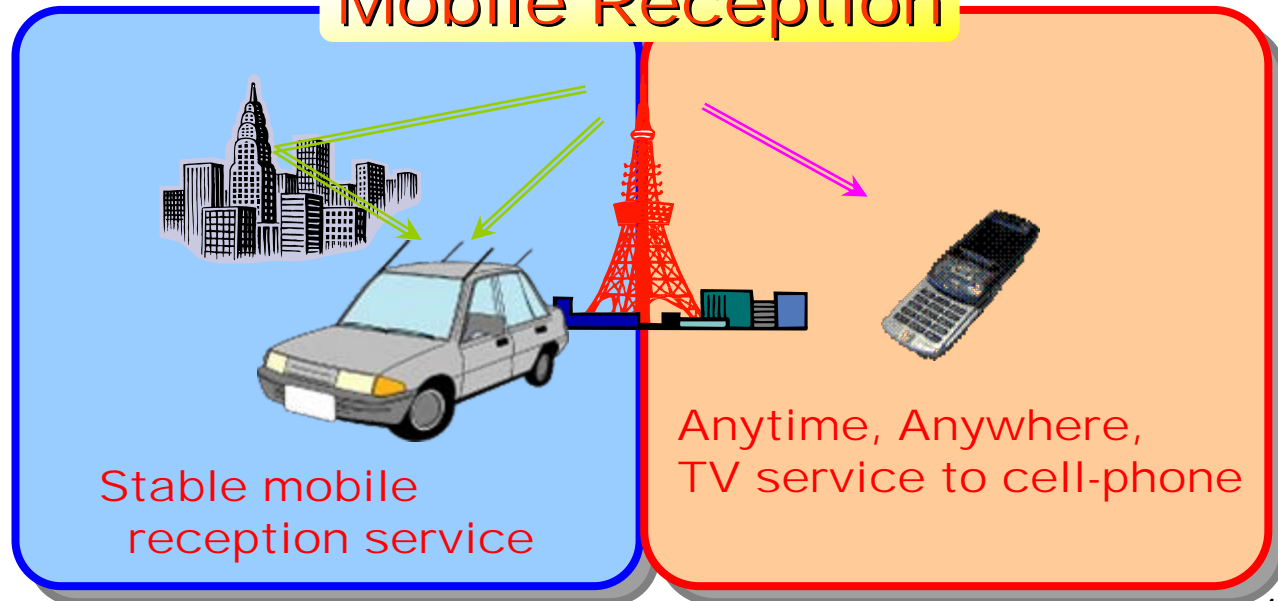
Communication linked services with TV

Data Broadcasting



Simple retrieval of program and information at any time

Mobile Reception



Stable mobile reception service

Anytime, Anywhere, TV service to cell-phone

Economy:

Broadcasters do not need additional investment for portable TV reception using a cellular phone since fixed HDTV reception and portable TV reception can be operated by means of one transmitter and one TV channel.

Mobility:

HDTV can be projected to vehicles with the newly adapted ISDB-T technology which other DTV systems are not capable of doing.










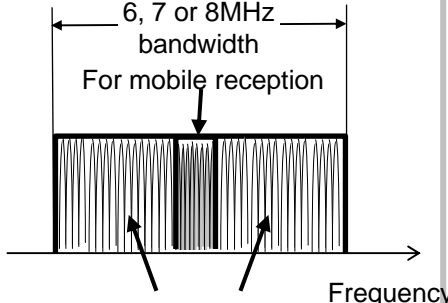
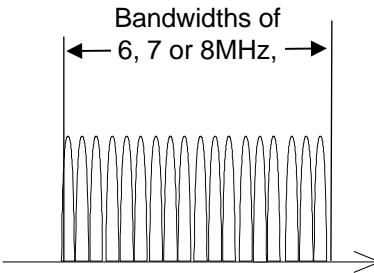
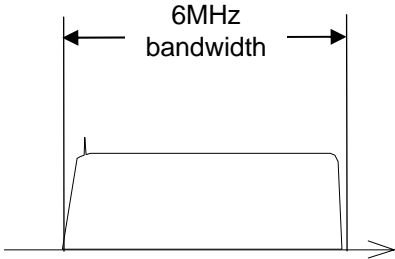
Emergency:

Emergency Warning System can be operated for not only fixed reception in the home but also by mobile phone outside.

- Brazil adopted ISDB-T as basis for Brazilian digital TV system with some innovations.
- Brazil and Japan are working to create a mechanism of harmonization for one global standard, such like “ISDB-T international”.

Comparison of Three DTTB Systems

Results of fair evaluation by a third country (Federative Republic of Brazil)

System	ISDB-T	EU (DVB-T)	U.S (ATSC)
Items			
Robustness to ghost image interference	Effective against ghost image interference using advanced technique. 	Effective against ghost image interference. 	The same degree of analog TV broadcasting. 
Feasibility of Single Frequency Network (SFN)	A channel plan including SFN has already been prepared. 	Some countries are operating. 	Being tested. However, no prospect for commercialization has emerged. 
Feasibility of portable reception	<u>One channel</u> can carry portable reception service simultaneously with HDTV service. 	DVB-H, <u>another channel</u> is necessary for portable reception. 	Portable reception is not available in the current system. 
Transmission system	 <p>It is possible to designate the modulation system of the segment group unit according to the service purpose.</p>		 <p>Improved system based on analog TV broadcasting system.</p>



Technical Cooperation

JICA has existence schemes for dispatching engineers for transfer of technologies to promote implementation of digital broadcasting.

JICA: Japan International Cooperation Agency

URL: <http://www.jica.go.jp/english/index.html>

Human Resource Development

JICA has existence schemes for dispatching experts and receiving trainees in the field of Information and Communications Technology.

Financing Plan

JBIC has existence schemes for financial support to improve facilities which accompanies the implementation of digital broadcasting.

JBIC: Japan Bank for International Cooperation

URL: <http://www.jbic.go.jp/english/index.php>

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