

Presentation 3

Future Business opportunities and flexibility in ISDB-T World

18th March. 2009

KBP ISDB-T Seminar

Manila, Philippines

DiBEG JAPAN

Chiharu Kamise

Fuji Television Network Inc.



DTV in Japan



Flat TV with **H D T V**

Reality and quality !

Fix &

Mobile

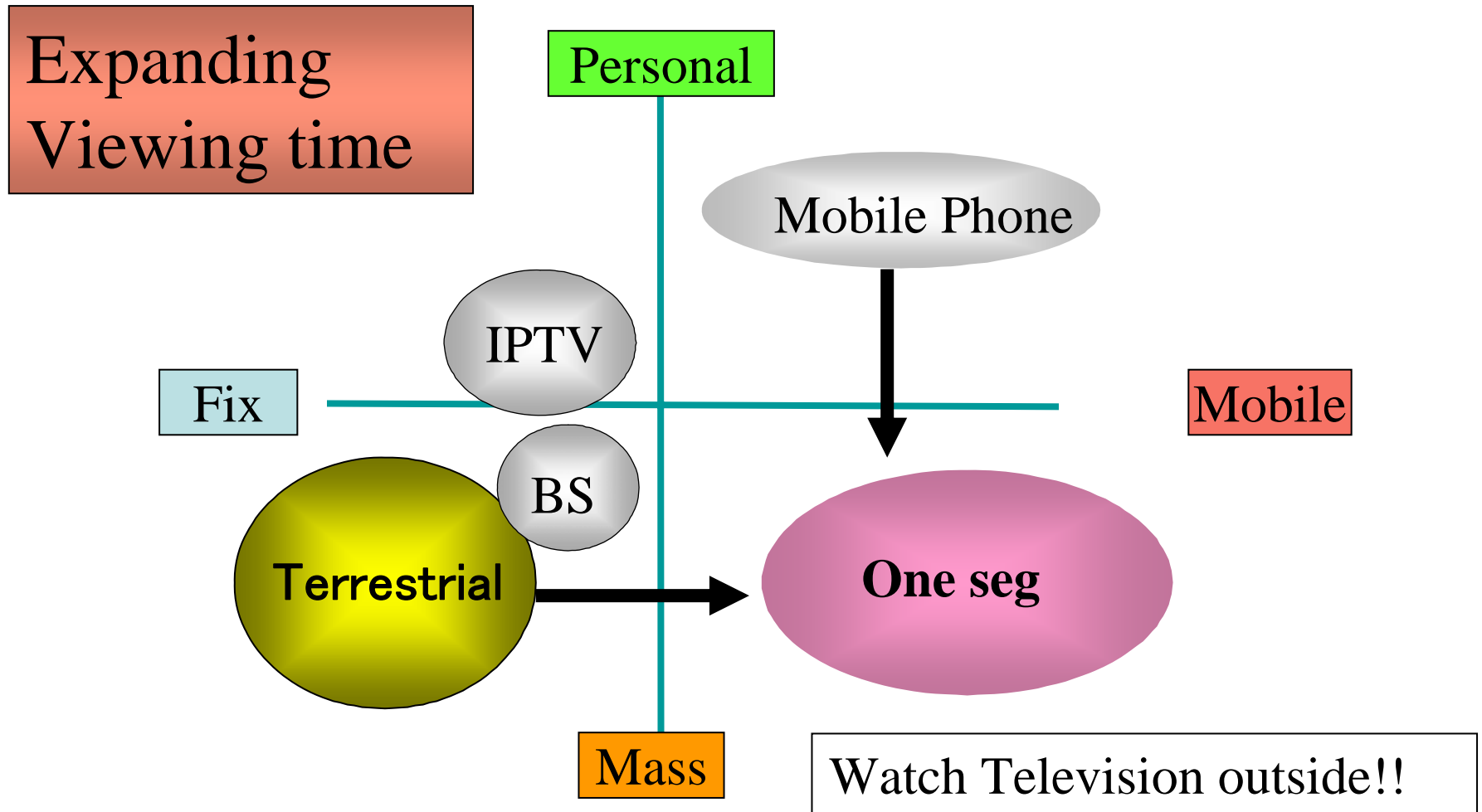
ISDB-T

Personal !



One-seg mobile phone

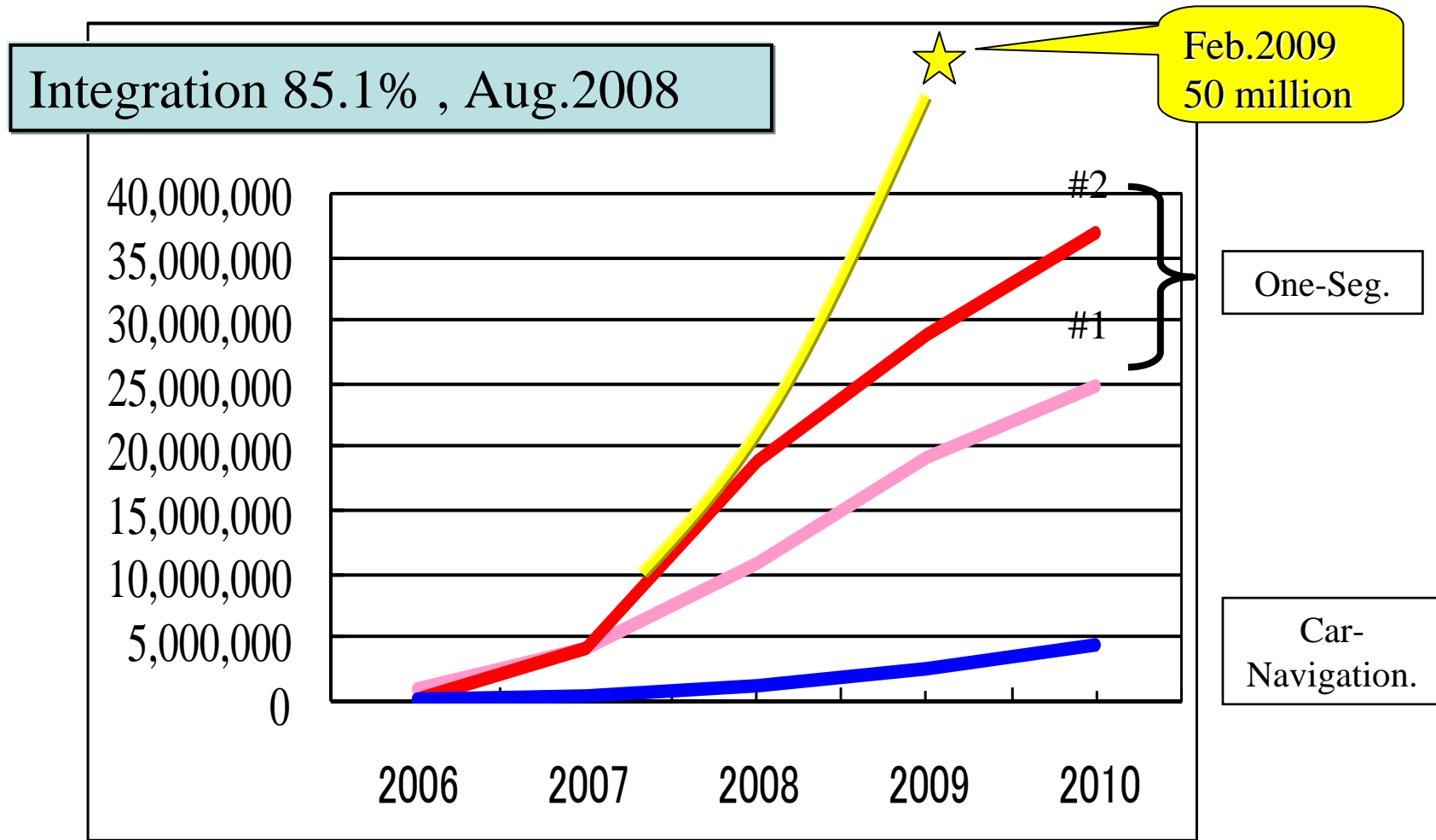
ISDB-T service category



Next Business Key is “Mobile”



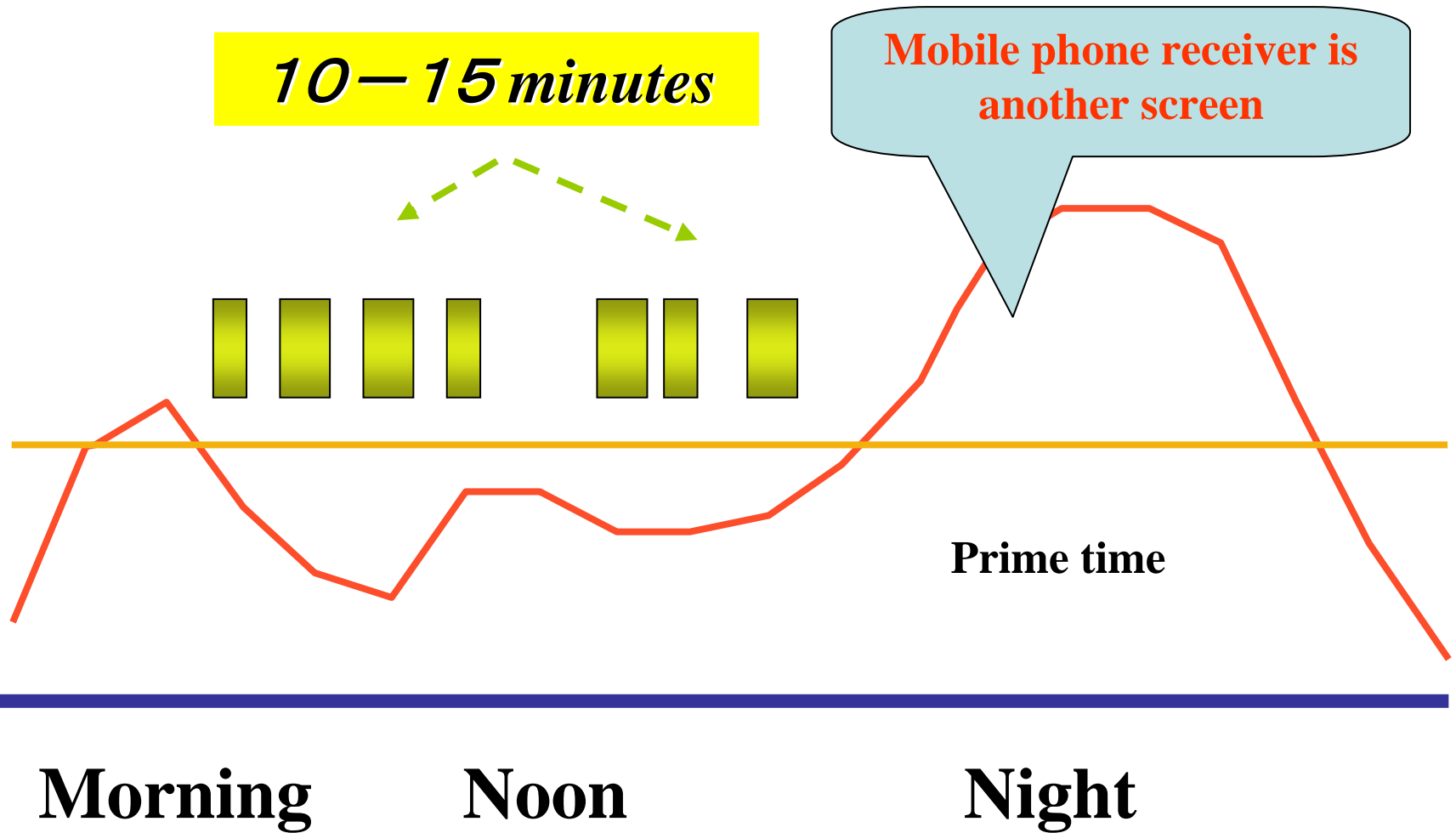
Mobile Phone with One-Seg.



#1: NRI Jan.2006

#2: Denpa Simbun Jan.2007

Viewing time of mobile Terminal



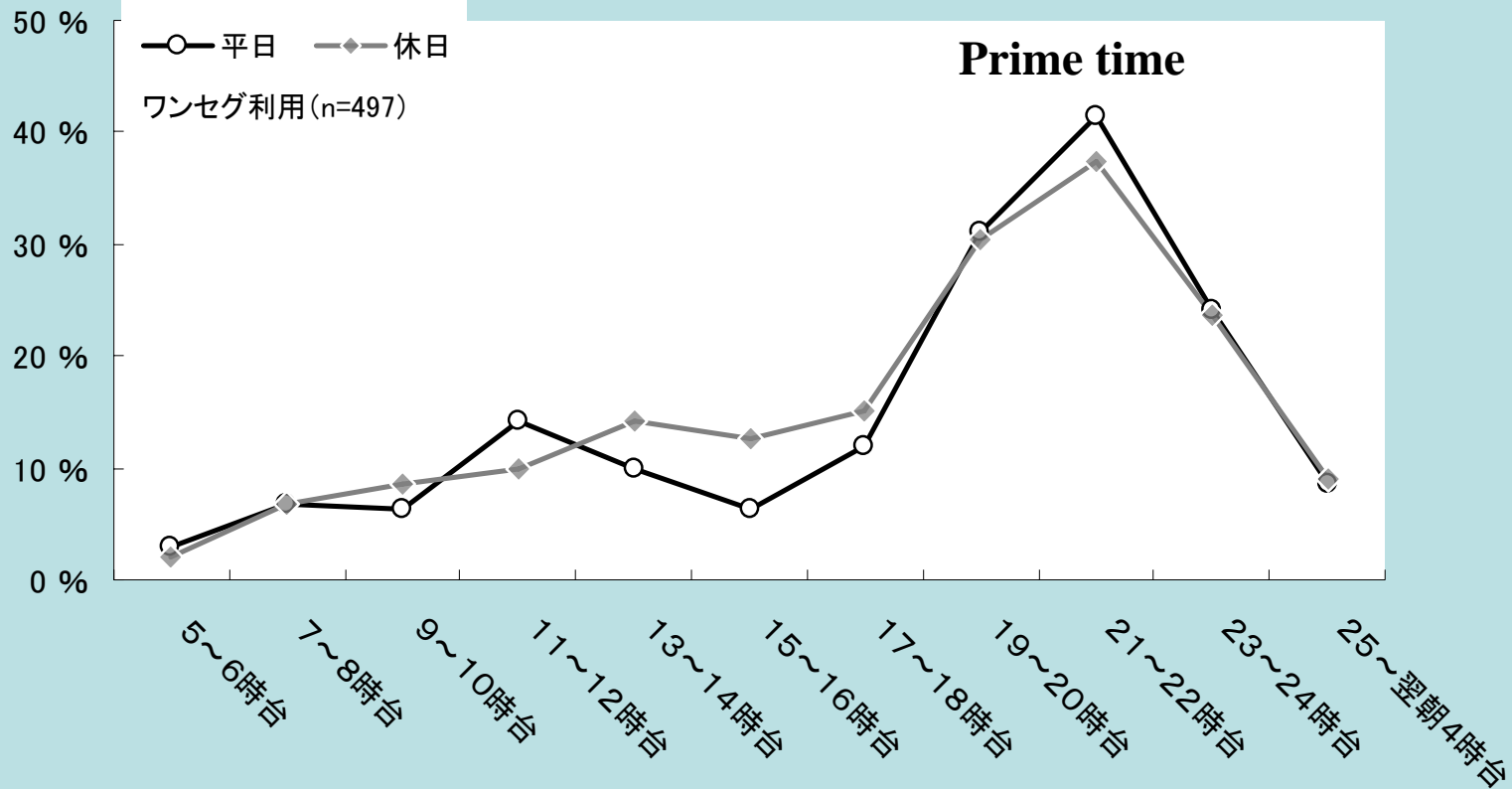
As an information platform

I can watch TV in every
place where papa and
mama don't know



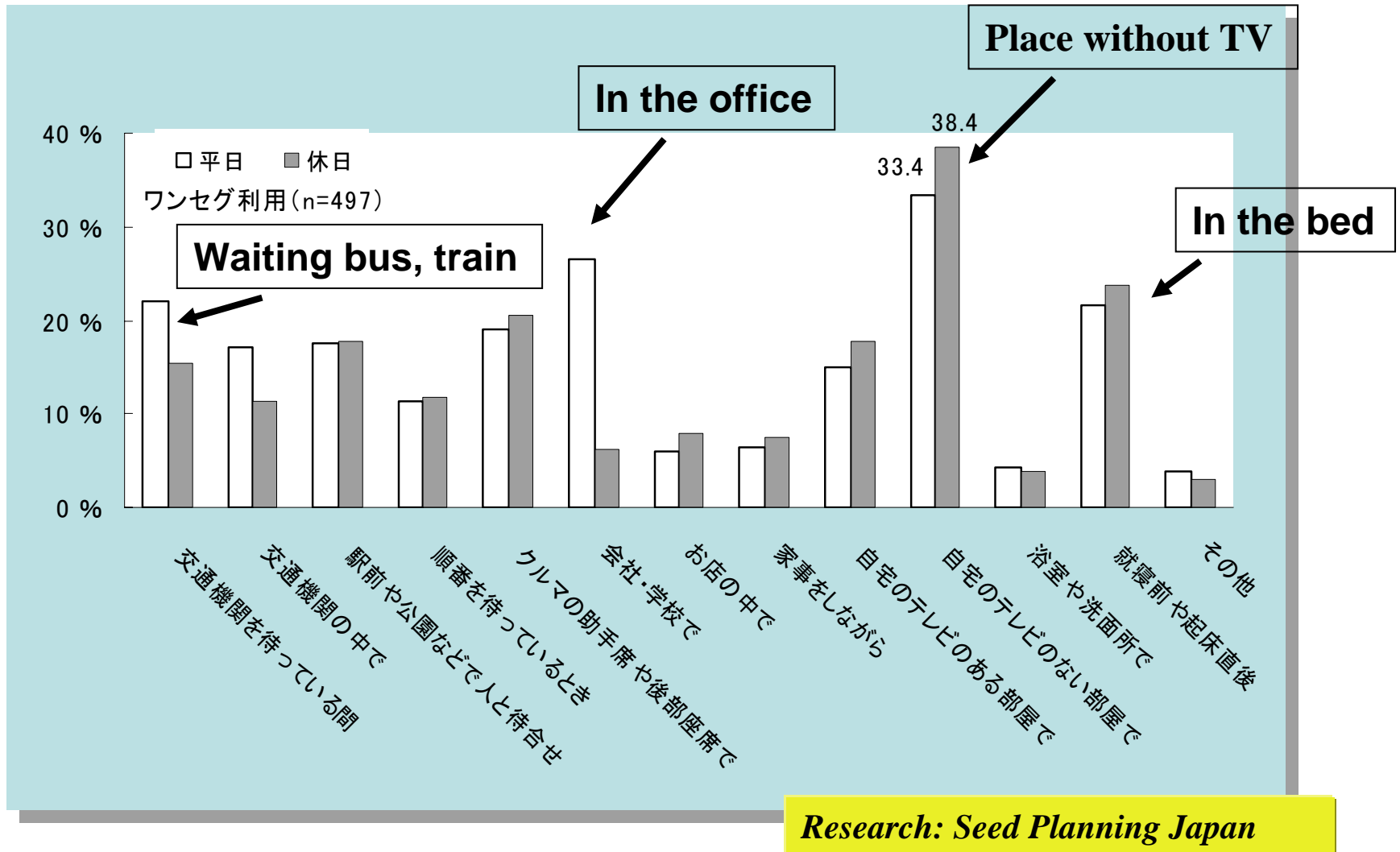
Everywhere
Every time

One Seg. Watching Time

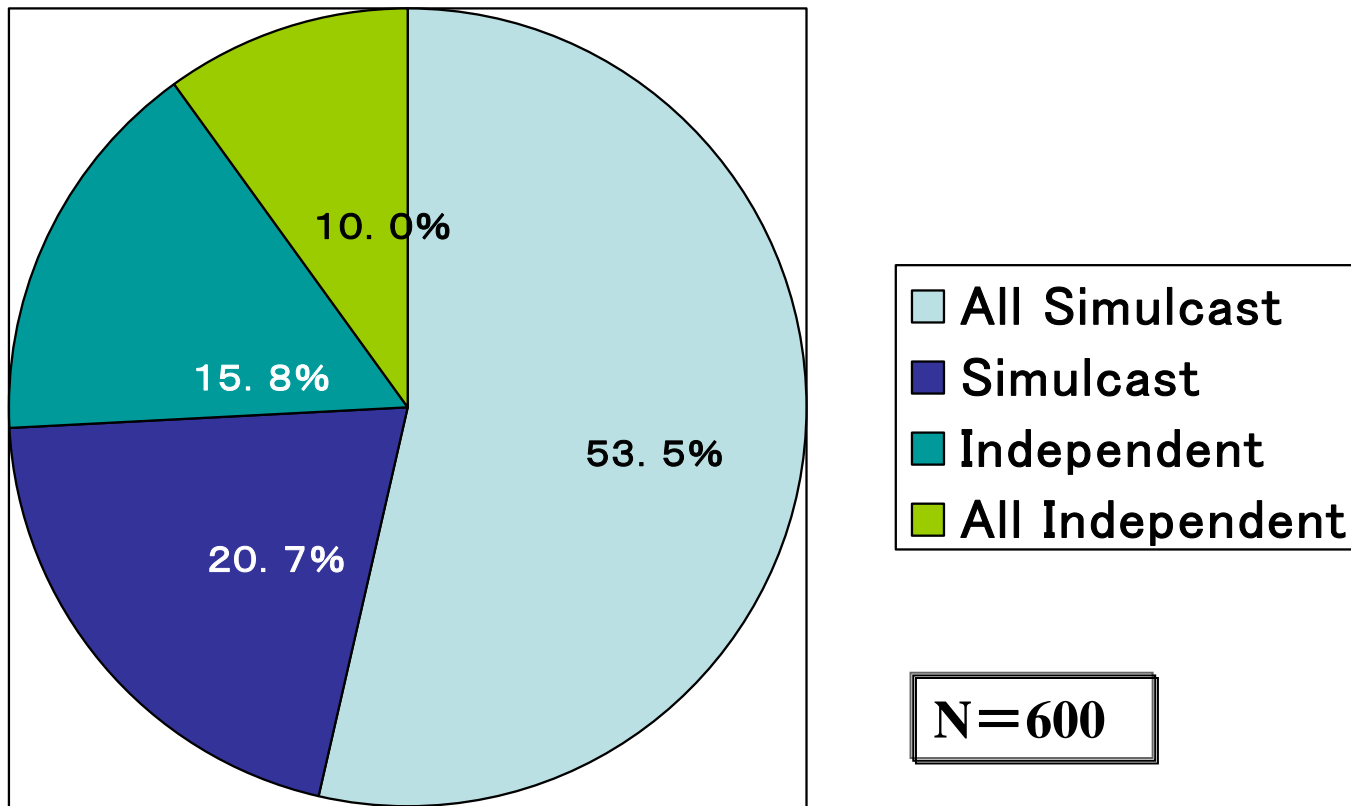


Research: Seed Planning Japan

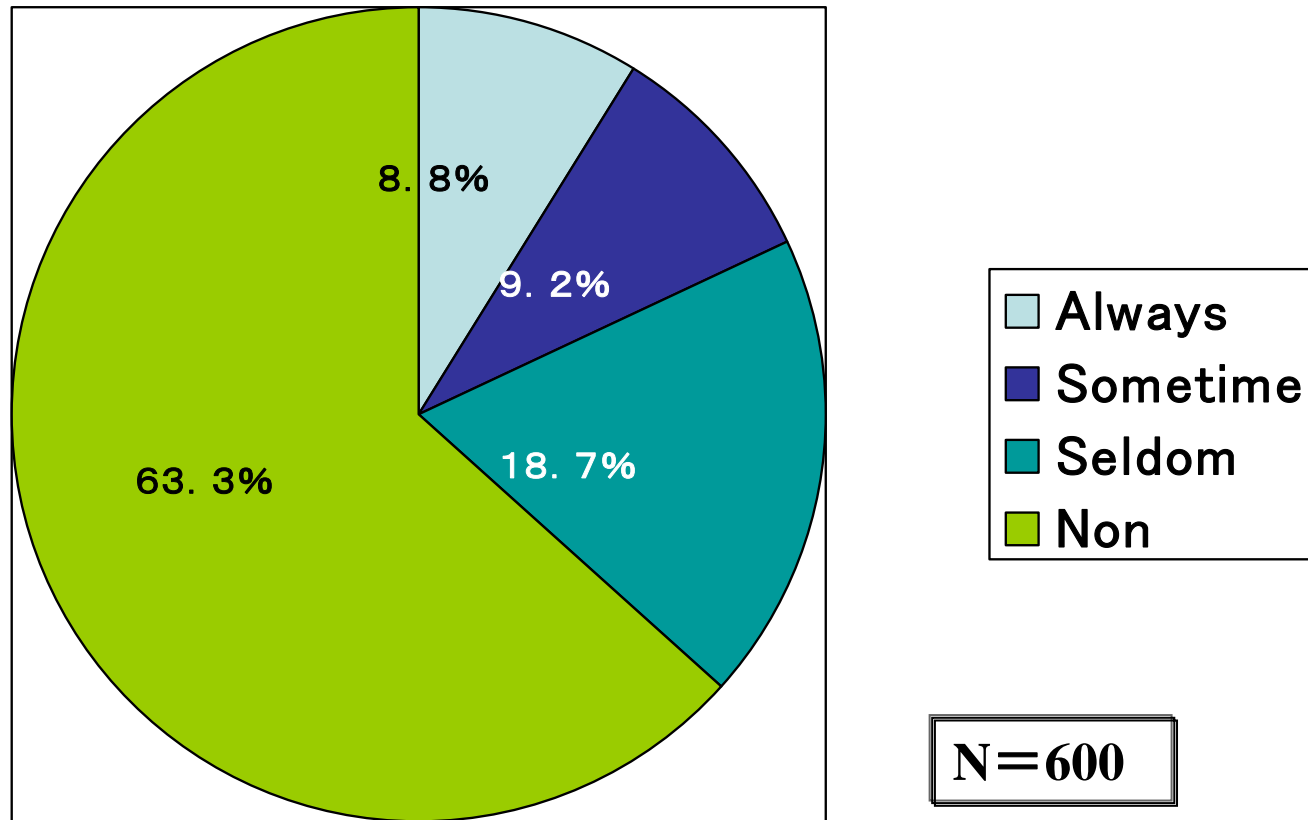
Where do they watching One Seg.



Wants of One Seg Independent Program



Recording with One Seg.



*They don't know how to operate it for Recording
or don't know if it has recording system

Research: Seed Planning Japan

Paradigm shift of Digital Television

Analog

SDTV

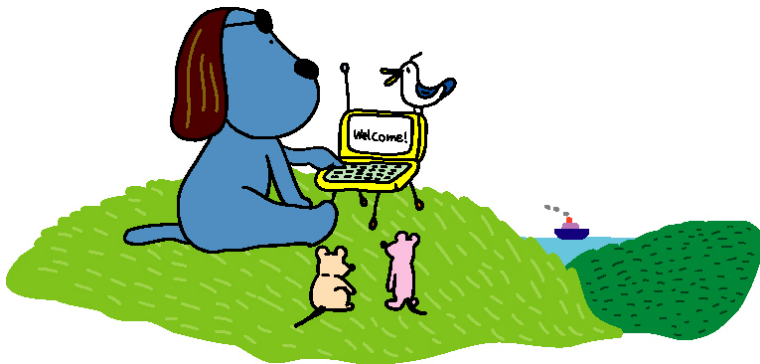
Digital

HDTV

Multi-TV

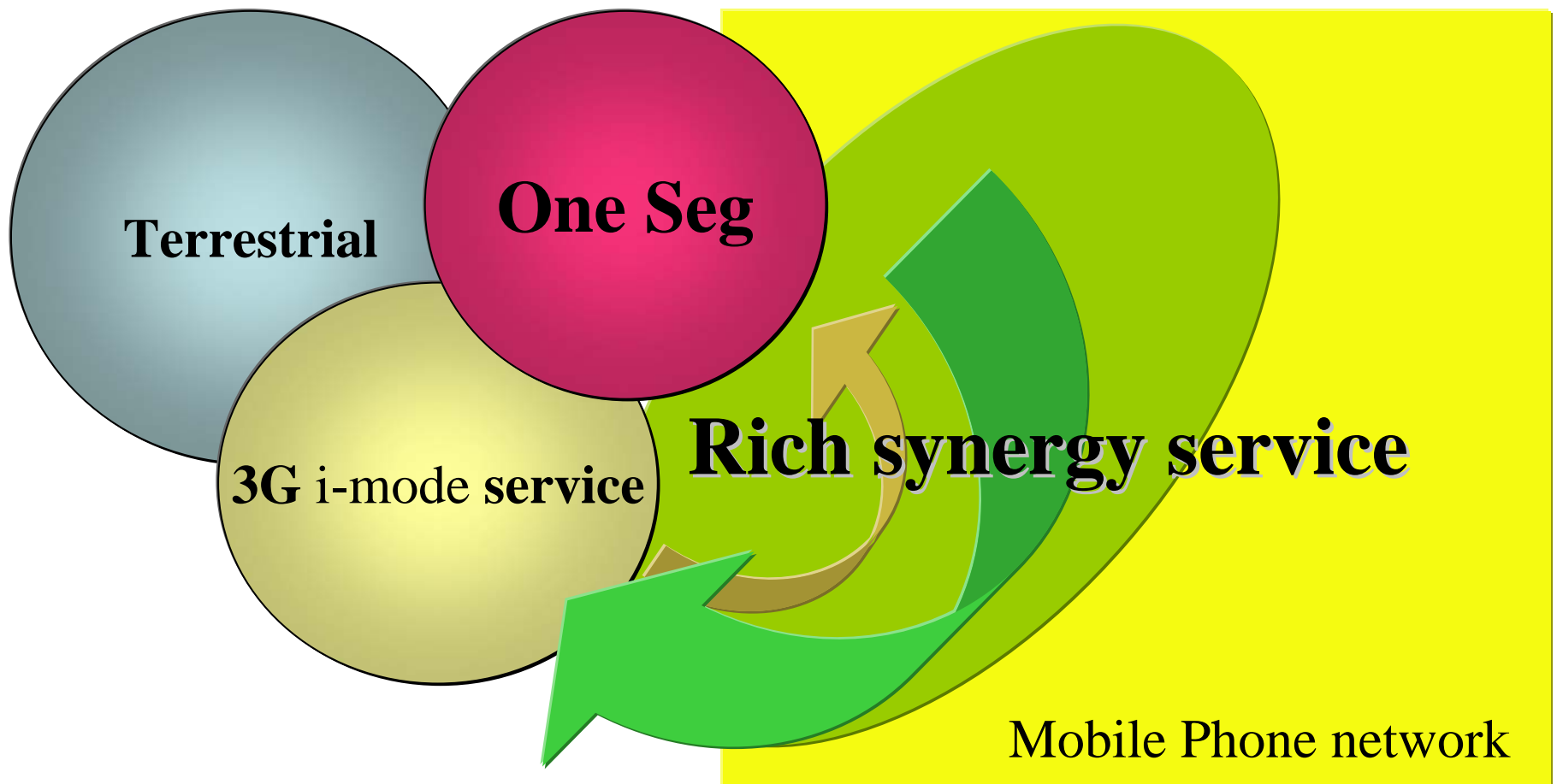
Mobile TV

**High
Potential**



Synergy of Mobile services

- Synergy of ISDB-T, One-seg. , 3G i-mode service



Future Trend of Web Advertisement

2005 / \$ 2,808M (+54. 8%)

2006 / \$ 3,630M (+29. 3%)

2007 / (+14. 6%)

2011 / \$ 7,558M (+9. 6% estimate)

Banner Ad. \$ 4,009M

Mobile \$ 1,284M

Listing Ad. \$ 2,265M

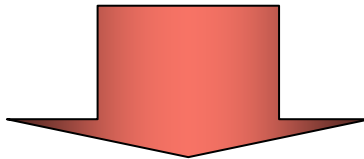
Future Trend of Web Advertisement

Listing Ad. goes to Fixed and Mobile

Obviously, Ad. goes to Mobile

One Seg. Ad. market is not included in this estimation

Also, Packet communication come from One Seg. Ad.



Expectation of Mobile Market Glows

Research: Seed Planning Japan

Progress of Mobile Terminal

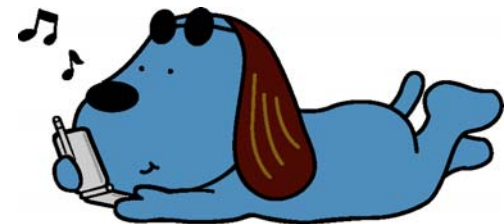
Result of Research concerning Consumer usage (July,2007)

(By Mobile marketing research lab. In Japan)

Average Talk : Don't talk 43.9%

Talking time: Less than 5 minutes 48.9%

Mobile Phone = Personal Digital Assistance ?



Digital TV Interactivity

Connection to Telephone line and Local area network (LAN)

Telephone Line 4.9 %

LAN 3.6 %

Result of NHK Research



One Seg.=100 % !!

Variety of Mobile TV services

Ticketing Channel

Music Down load

Shopping Coupon Service



Shopping Channel



Mobile Magazine Promo.

Gourmet Channel



Gaming Program Promotion & Down load

Pay Movie Pre-Storage Service

Travel Channel



Emergency Alert



Japanese License policy

- HDTV + Mobile TV operation in a 6MHz bandwidth
- DTT License > Conventional Broadcaster only until analog SW over in 2011
- At the beginning of the mobile TV service program should be the same as HDTV's
- The partial independent program broadcasting for mobile TV possible in 2008



Get two birds with one stone !



**Two Business Opportunities with one license;
Fixed Reception / Mobile Reception**

ISDB-T Segmented Structure

HDTV + mobile reception within one 6MHz channel

Video/DATA

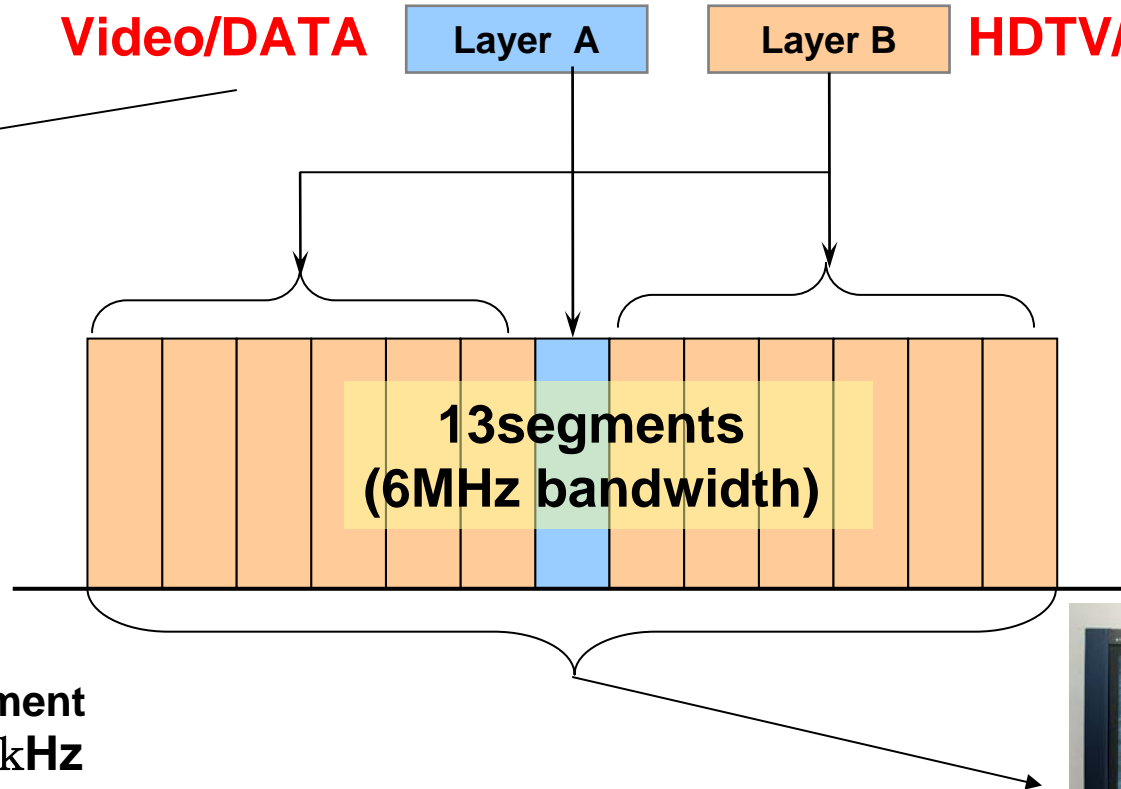
Layer A

Layer B

HDTV/DATA

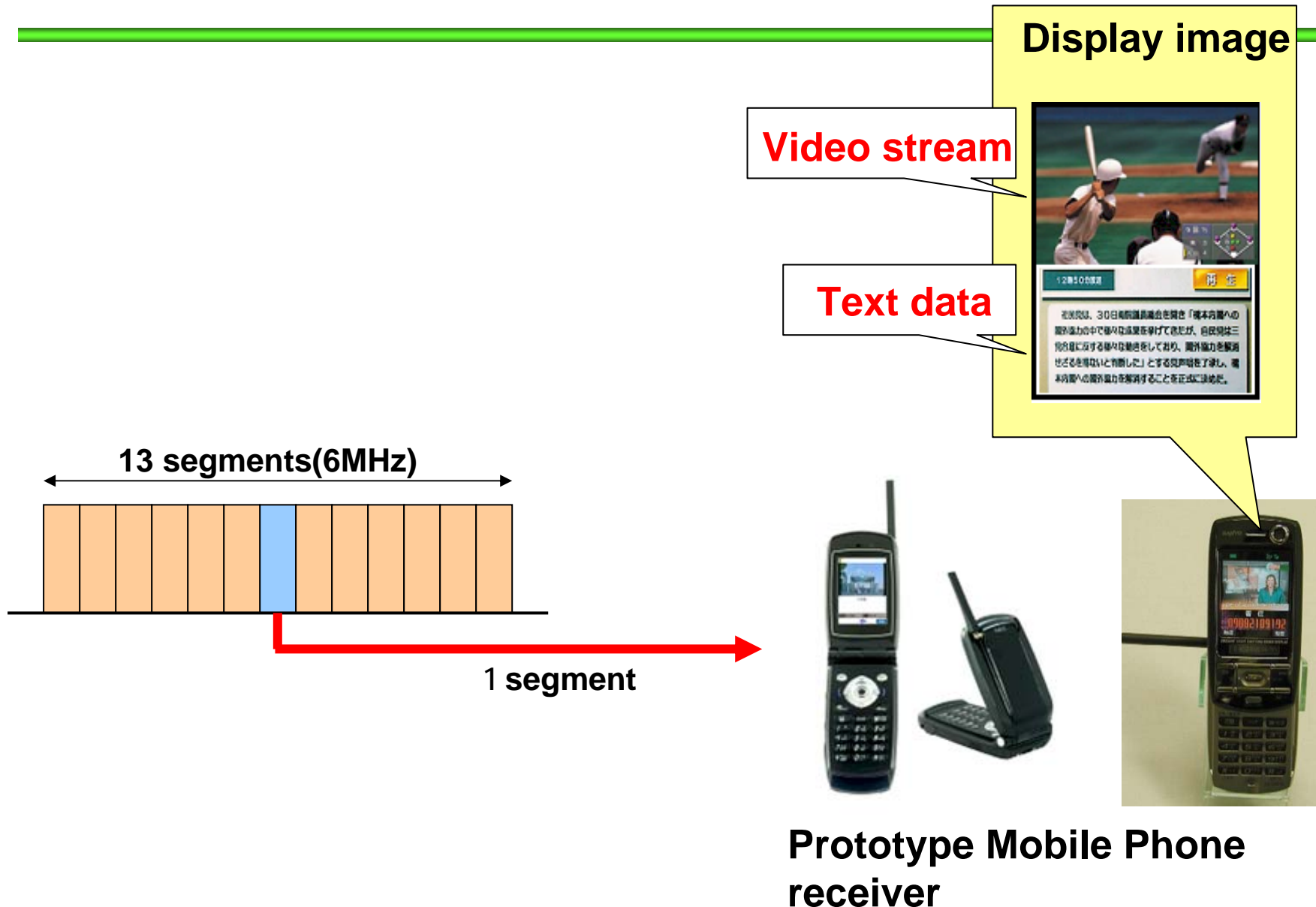


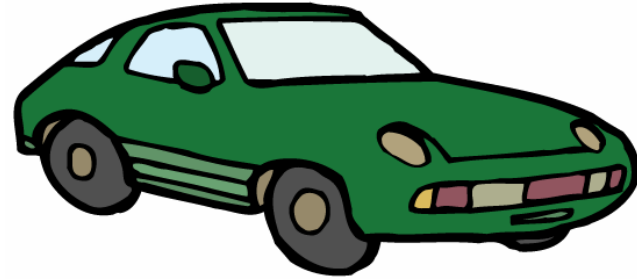
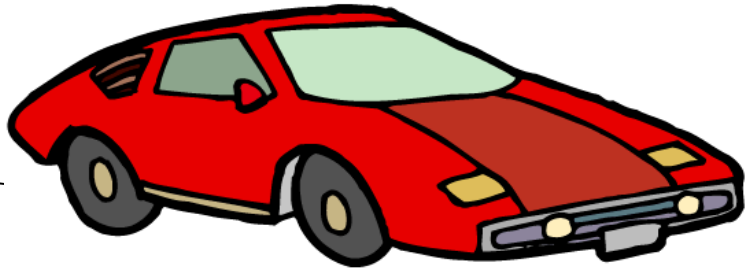
Mobile
reception



HDTV reception

Broadcasting to Mobile Terminals



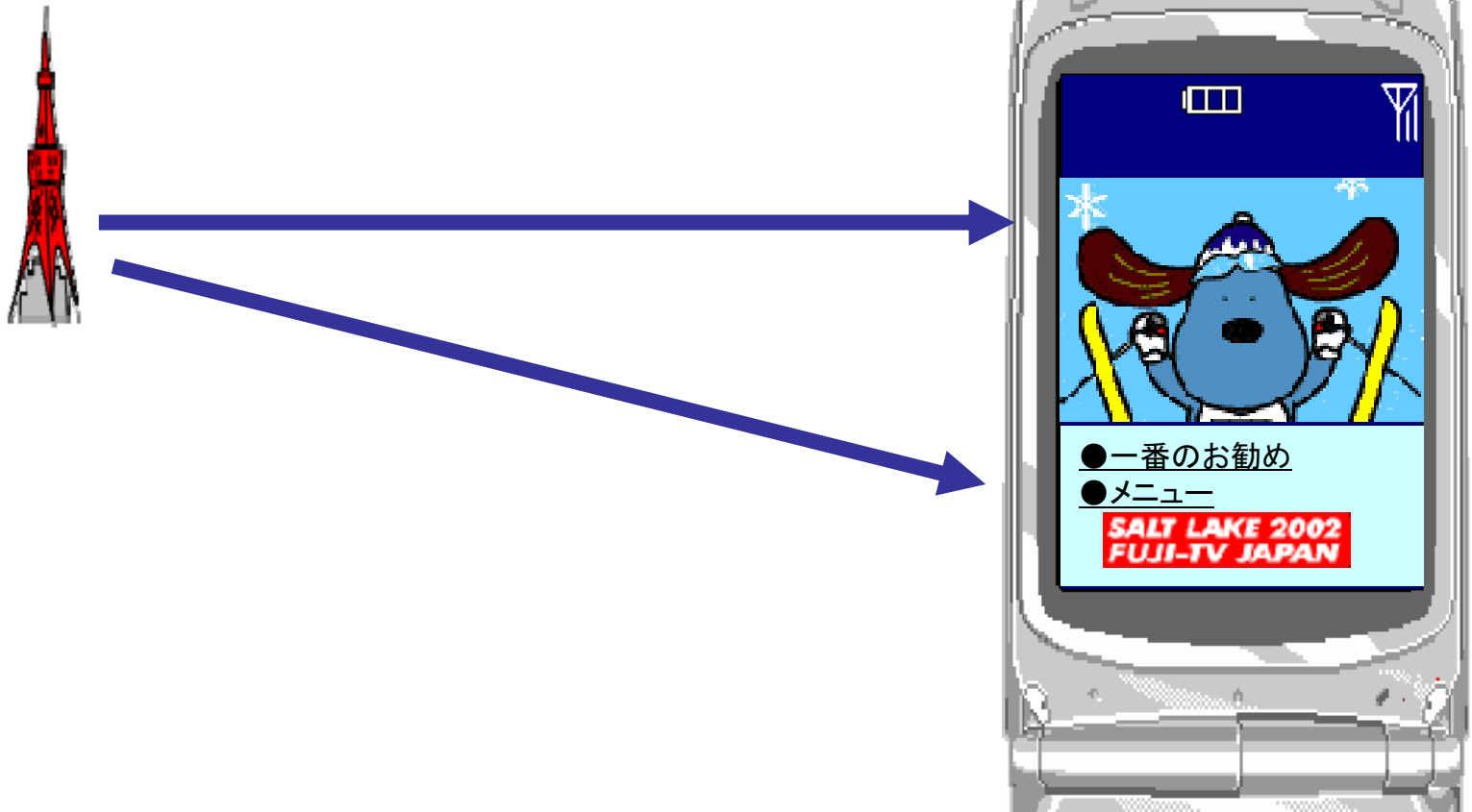


Buy one , Get one free !!

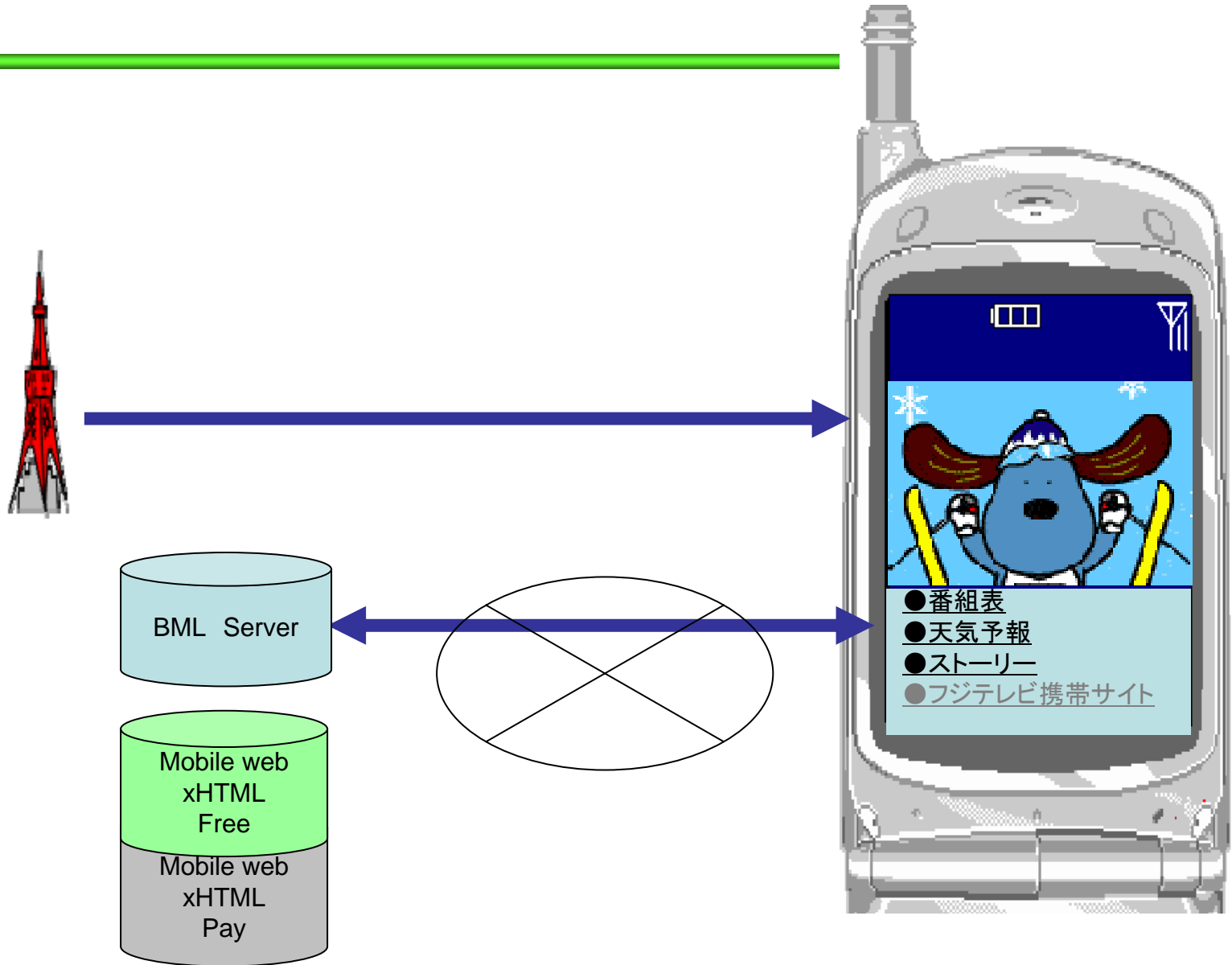
ISDB-T

Fix and Mobile

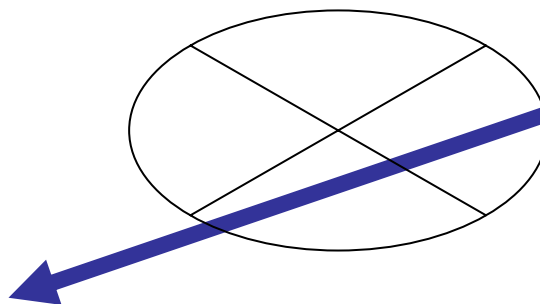
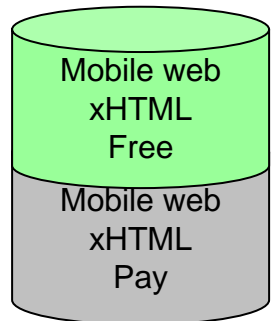
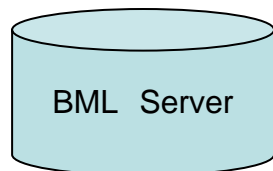
Broadcasting only



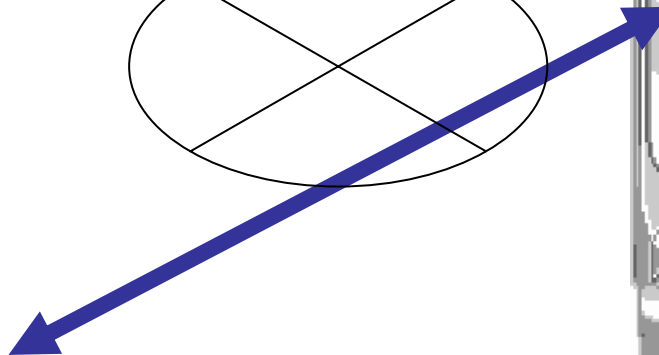
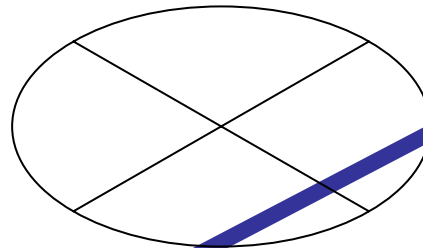
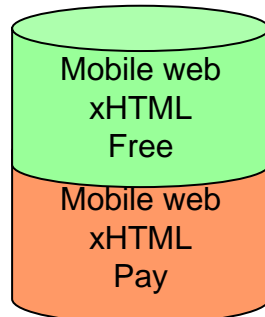
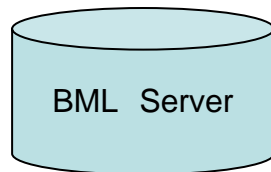
Broadcasting + First link



Secondary link



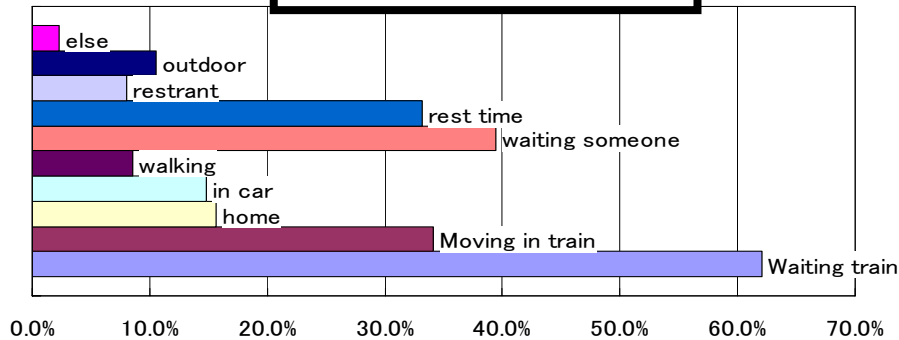
Secondary link pay



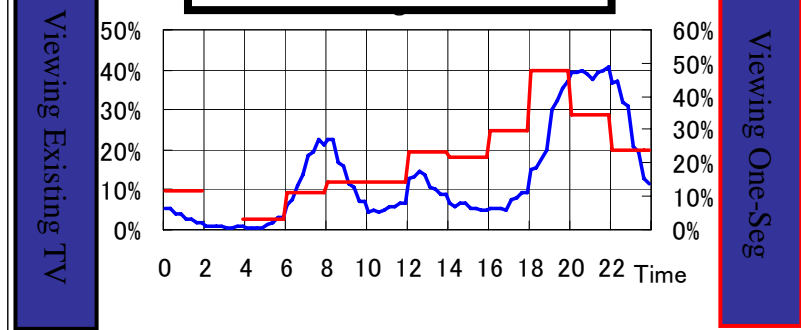
One-Seg Market Research Results



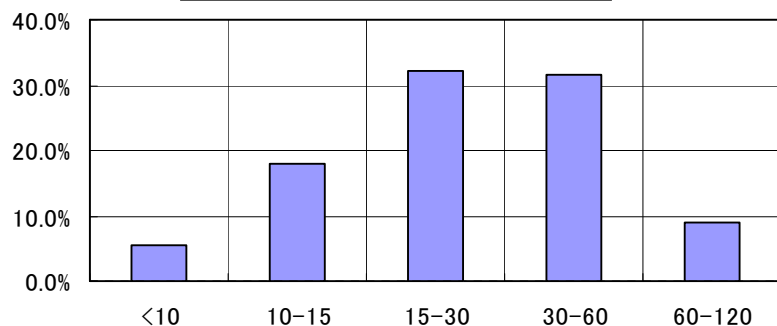
Viewing chance and place



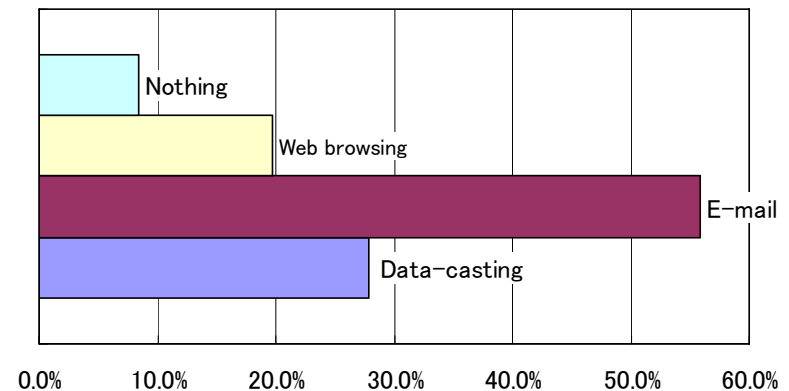
Viewing time zone



Viewing Period



What do you do during watching One-Seg?

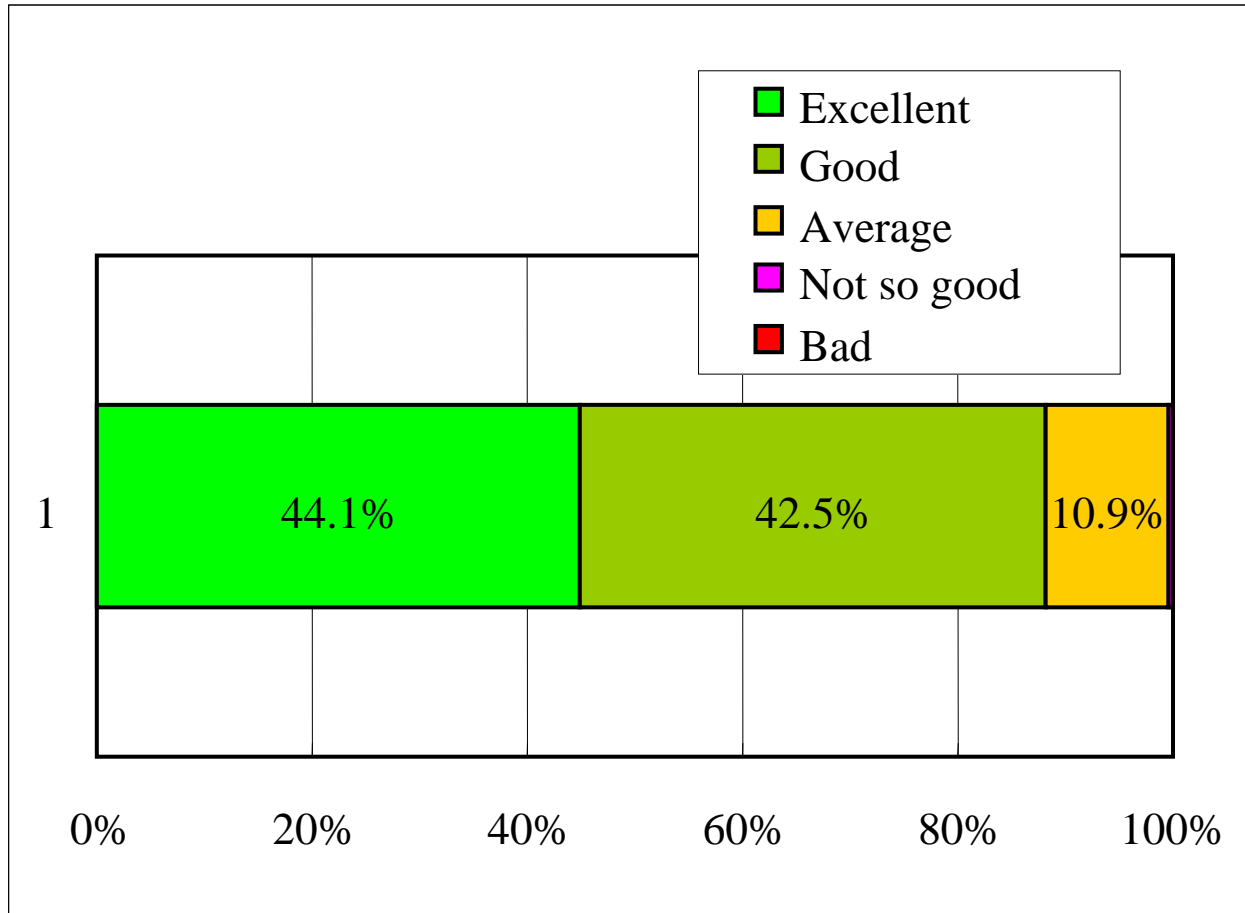


□ Expand Viewing TV time to outdoor

□ Suitable media for interactive services such as voting, shopping which can make TV business expand to E commerce and target marketing.

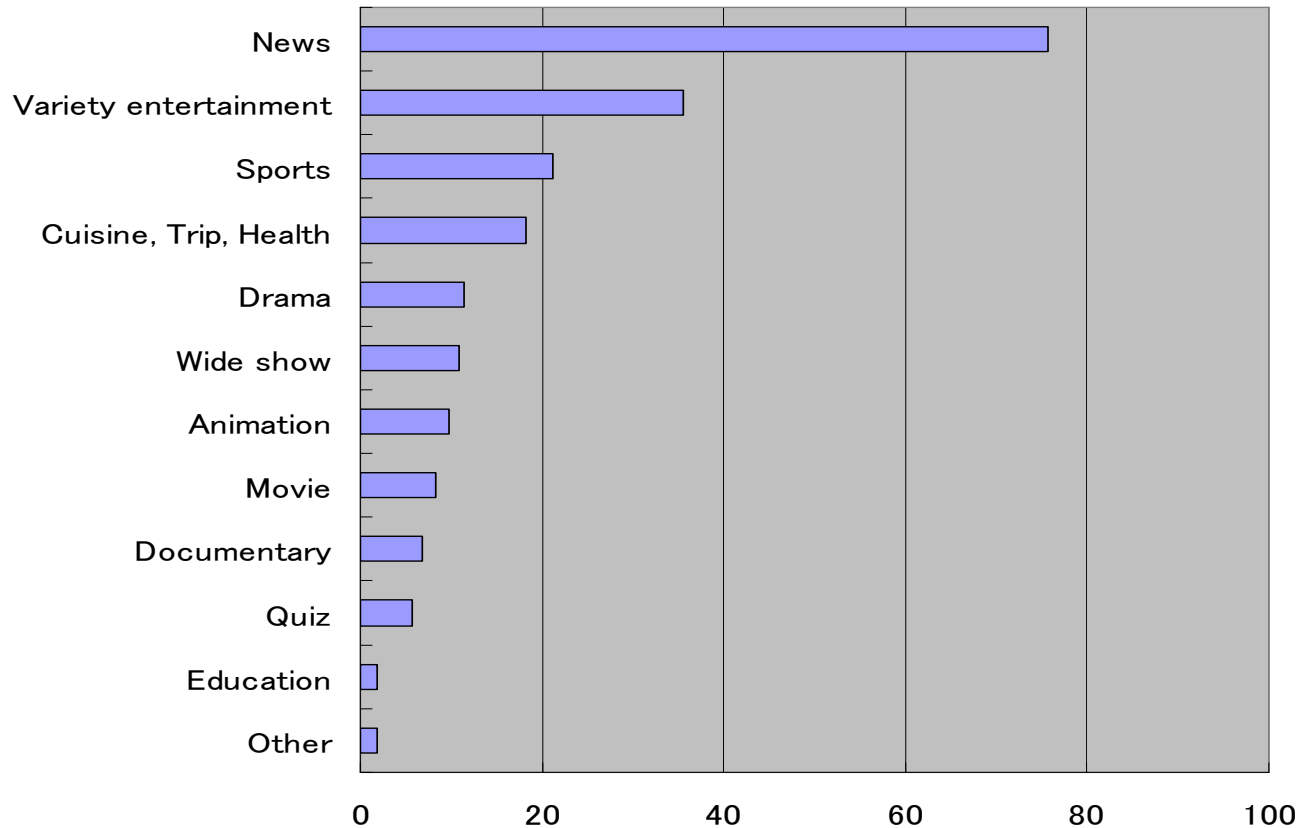
Survey of Mobile broadcasting service

Picture Quality



Survey of Mobile broadcasting service

Favorite Genre



Researched by MACROMILL INC.

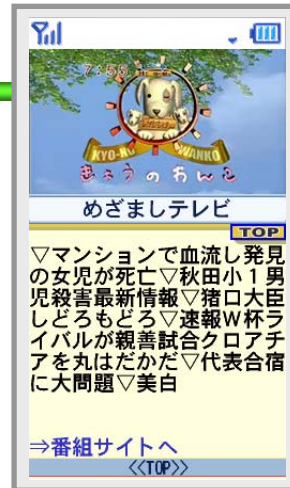
n=279

Program publicity

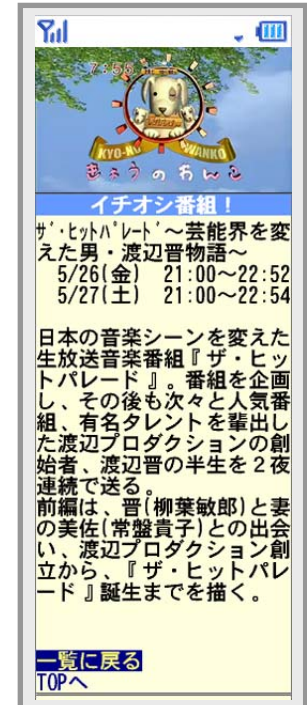
<TOP>



<Current Program Information>



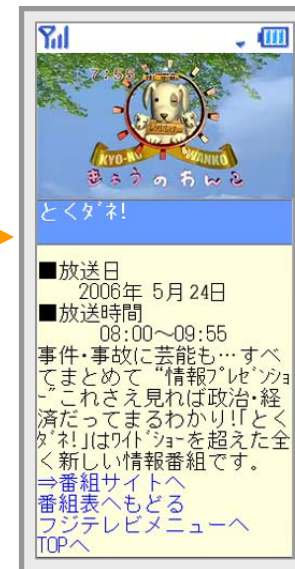
<Top Recommendation>



<Fuji TV EPG>



<Program Information>



Disaster information

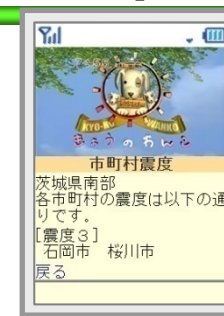
<Disaster TOP>



<Earthquake news flash>



< Local Earthquake news >



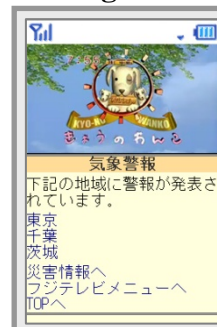
<Tsunami News flash>



<Expecting arrival time and height>



<Meteorological warning>



<Warning and caution>



Emergency broadcasting **Push**

<TOP>



<Evacuation order POP up>



< Evacuation order detail>

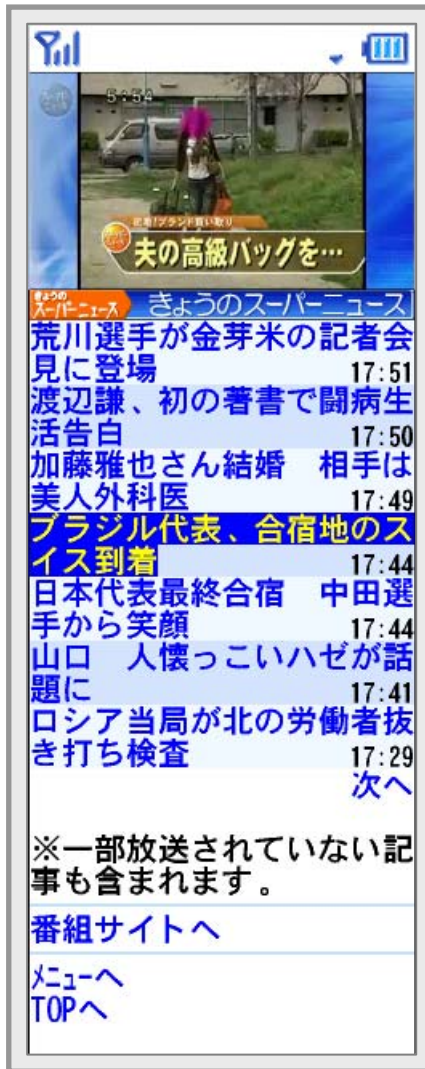


Super News

<TOP>



<Super News Today>



<News summary text>

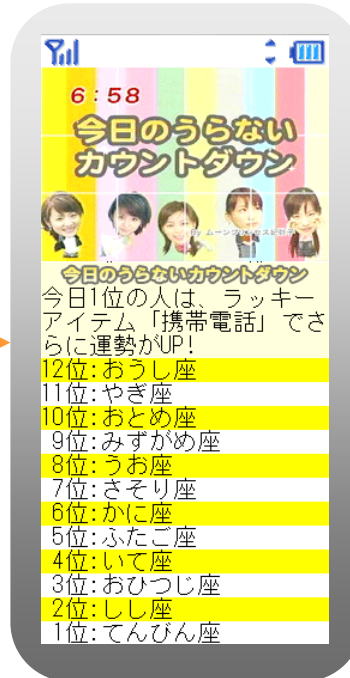


Go to Secondary Link Web server

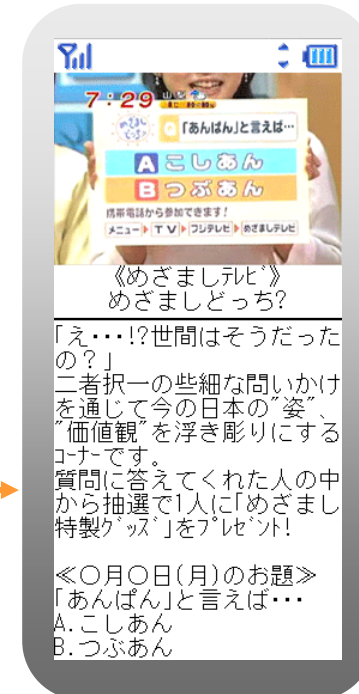
Mezamashi TV (Wake up TV)

<Fortune-telling Today Count Down>

<Mezamashi TV TOP>



<Mezamashi Which?>



<Trip with Toro>



Fountain of trivia voting of “Hee”

< Fountain of trivia TOP >



**Contribution a
seed of Trivia in
secondary link
web site**

< Voting of “Hee” >

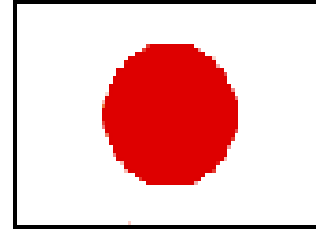
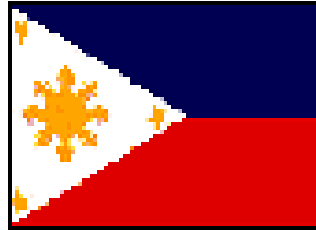


**Voting
the
number
of “Hee”**

< Voting done >



**To see Voting result
in secondary link
web server**



***Thank you for your
attention !***

Salamat po!

Chiharu Kamnise

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