Recent topics on Digital Terrestrial TV Broadcasting in Japan

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Today's Topics

- What is DiBEG?
- Update of Digital Terrestrial Television Broadcasting (DTTB) in Japan
- Service Features of DTTB
What is DiBEG?

- The Digital Broadcasting Experts Group (DiBEG) was founded in September 1997 for the key forces to promote the Japanese digital terrestrial broadcasting system ISDB-T and ISDB-T_SB into the world.
- Members are broadcasters, broadcast equipment manufacturers and consumer electronics manufacturers etc.
- DiBEG is now one committee of ARIB (Association of Radio Industries and Businesses).
Update of Digital Terrestrial Television Broadcasting in Japan
Schedule of Digital Broadcasting in Japan

- **Satellite (CS)**: 1996-2001
- **Satellite (BS)**: 2001-2007
- **Cable**: 1996

**End of Analog**
- SDTV: 2007
- HDTV: 2011

**Target of end**: 2011

**Fully digital**: 2011
Digital terrestrial television broadcasting service will begin one after another in all prefectural capitals by Dec. 2006.
On December 1st 2003, Digital Terrestrial TV started in three metropolitan areas (Tokyo, Osaka, Nagoya)

Households Coverage (percentage of the households which can receive DTTB) increases every year as shown below.

- In December 2004: 18.0 million households (38%)
- In December 2005: 28.4 million households (60%)
- In December 2006: 38.5 million households (82%)

(DTTB is available in all the prefectural capitals)

Industry’s target is that every household has more than one DTTB receivers by 2011.
Shipment Volume of DTTB Receivers

TV sets for mobile reception are not included the above graph.
The Cumulative shipments of DTTB Receivers
Targets on Diffusion and Shipment Volume of Digital Terrestrial TV Receivers

As of Dec, 2004
3,162 k set

As of July, 2005
5,431 k set

As of June, 2006
11,902 k set

Numerical targets on number of devices (Roadmap)
Announcement of Terminating Analog Broadcasting
Cellular Phones for One-seg Broadcasting
PCs with DTTB Tuners

One-seg

SONY

SONY

Tuner

FMV

17"

HITACHI
Inspire the Next

32"

NEC

37"

FUJITSU
DTTV Receivers for Car-Navigation Systems

**Tuners**
One-seg /12seg

- MITSUBISHI
- Pioneer
- Panasonic
- ALPINE

**Car-Navigation Systems with DTTB tuner**
One-seg /12seg

- Panasonic
- SANYO
- NISSAN
Portable DVD/SD/CD Player with one-seg receiver

HDD Audio Player with one-seg receiver

127 hours programs recordable

Panasonic

TOSHIBA
PC with DTTB Tuner and Cellular Phone with One-seg Tuner

**PC**
- ~Dec, 2005: 41kset
- Jan～Mar, 2006: 34kset
- Apr～June, 2006: 100kset

**Cellular phone**
- ~June, 2006: 1,187kset
- July, 2006: 310kset
1 Segment Reception and interactive service

**Broadcasting**
- TV program
- Information data

**Mobile operator**
- Streaming data
- Information data

**Link to Internet via Network**
To purchase displayed items
To get detail information, etc.

**Network**

**Video**

**Data**

**Web Contents**
Service Model of One-segment DTTB

Watching TV program on full screen

Watching TV program and reading data on TV

Watching TV program and reading data on Internet

Viewing or reading Internet

New services with One-segment DTTB

Reference: NHK documents
HDTV as thruster of digital TV

High-Definition programs

Pure HDTV: produced by HDTV 1080i format

- NHK provides pure HDTV more than 90% of all programs.
- Commercial Network stations provide pure HDTV more than 50% of all programs
  
  Prime time: more than 60%