

# Recent topics on Digital Terrestrial TV Broadcasting in Japan

Atsumi SUGIMOTO  
DiBEG Consultant@ ARIB



# Today's Topics

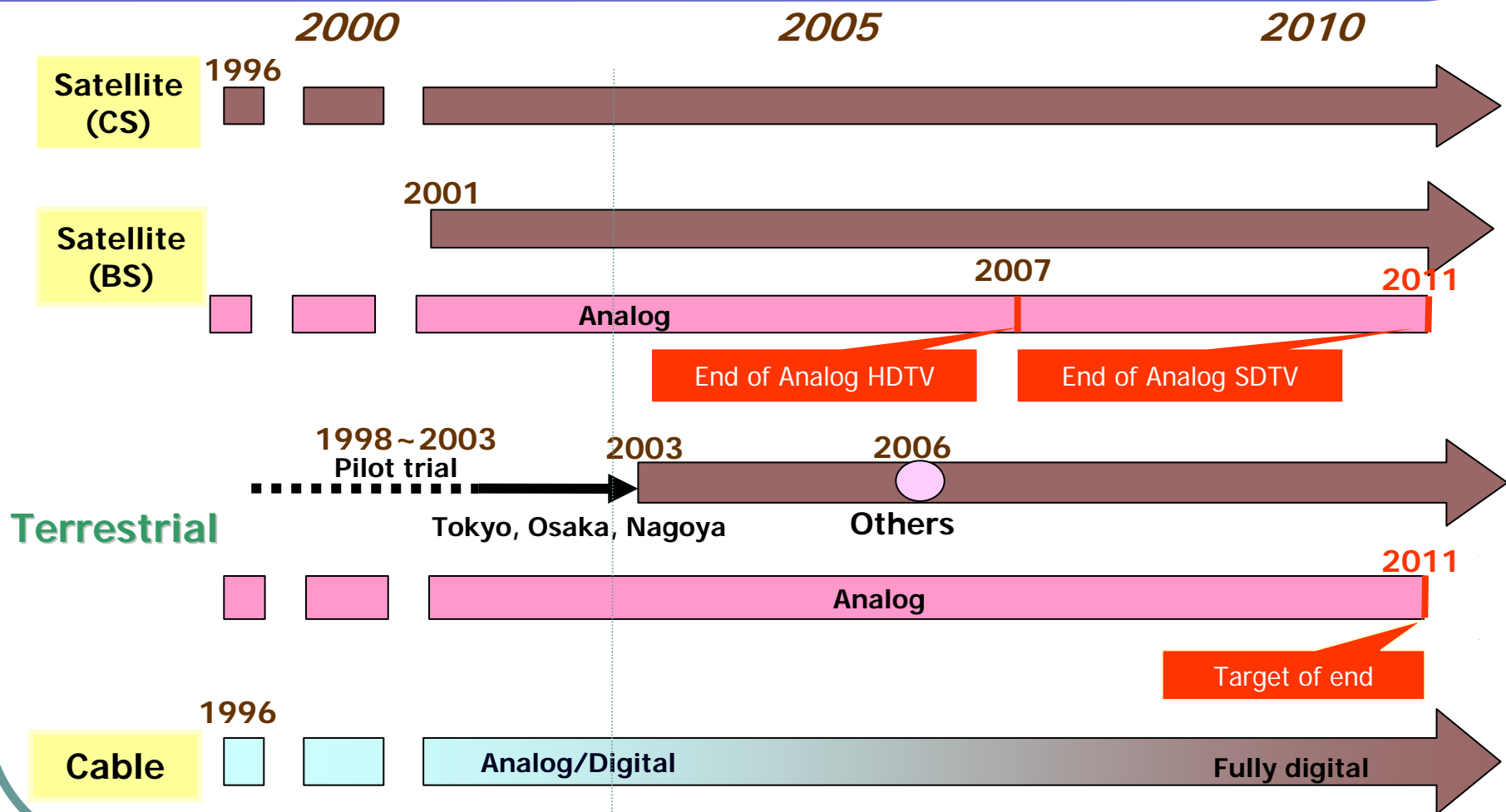
- What is DiBEG?
- Update of Digital Terrestrial Television Broadcasting (DTTB) in Japan
- Service Features of DTTB

# What is DiBEG?

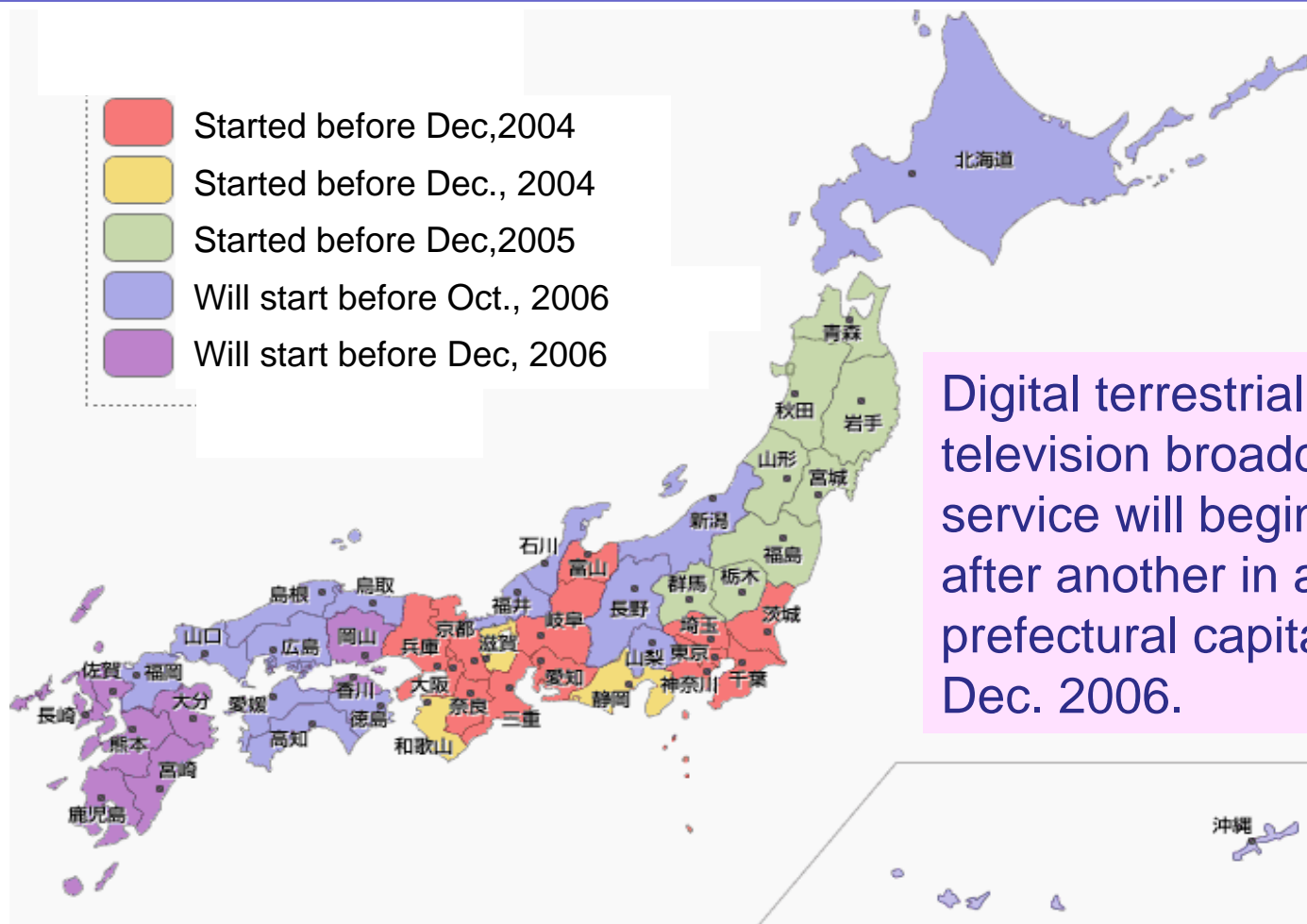
- The Digital Broadcasting Experts Group (DiBEG) was founded in September 1997 for the key forces to promote the Japanese digital terrestrial broadcasting system ISDB-T and ISDB-T<sub>SB</sub> into the world.
- Members are broadcasters, broadcast equipment manufacturers and consumer electronics manufacturers 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



# Expansion Schedule for Digital Terrestrial TV

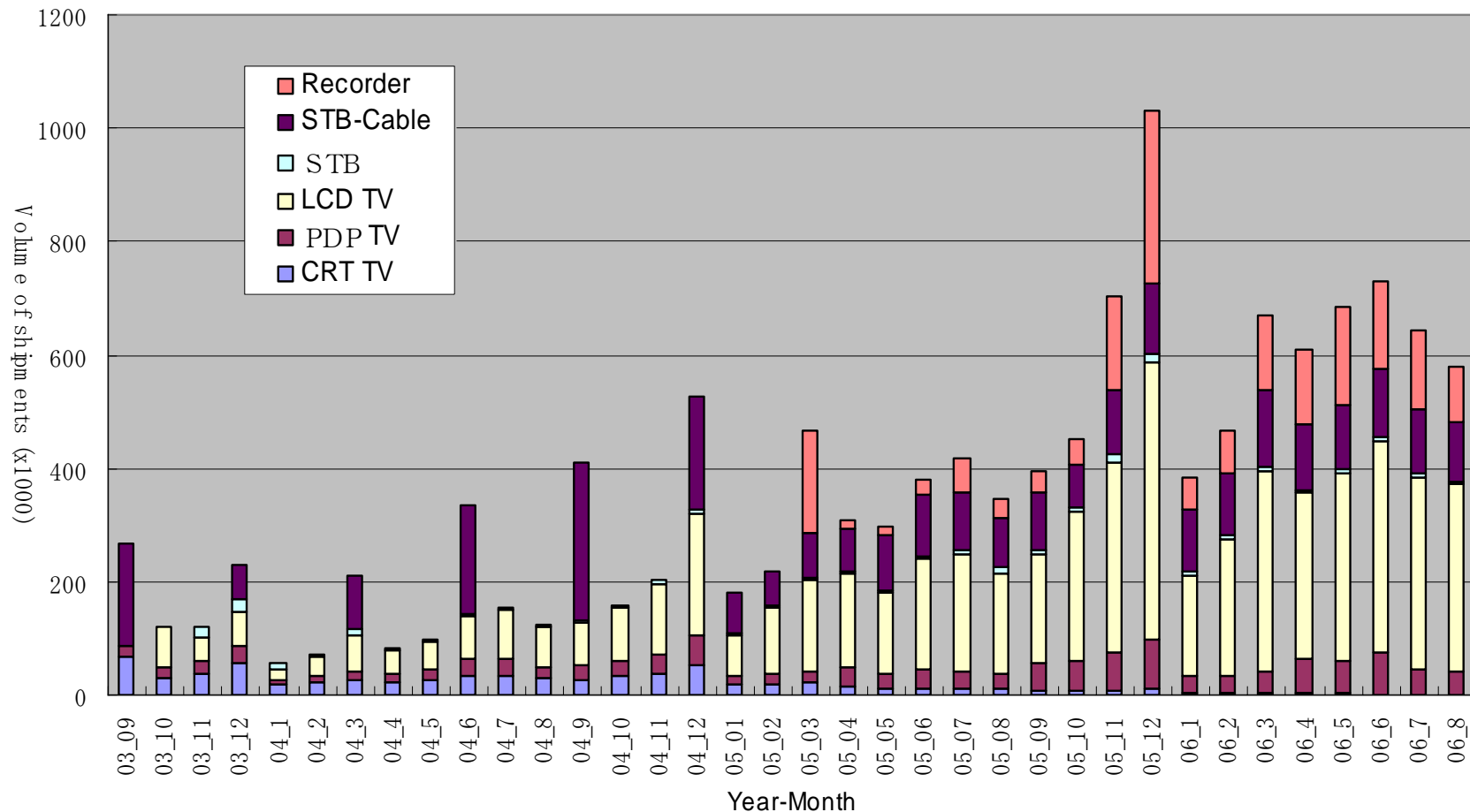


Digital terrestrial television broadcasting service will begin one after another in all prefectural capitals by Dec. 2006.

# Households Coverage

- 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.

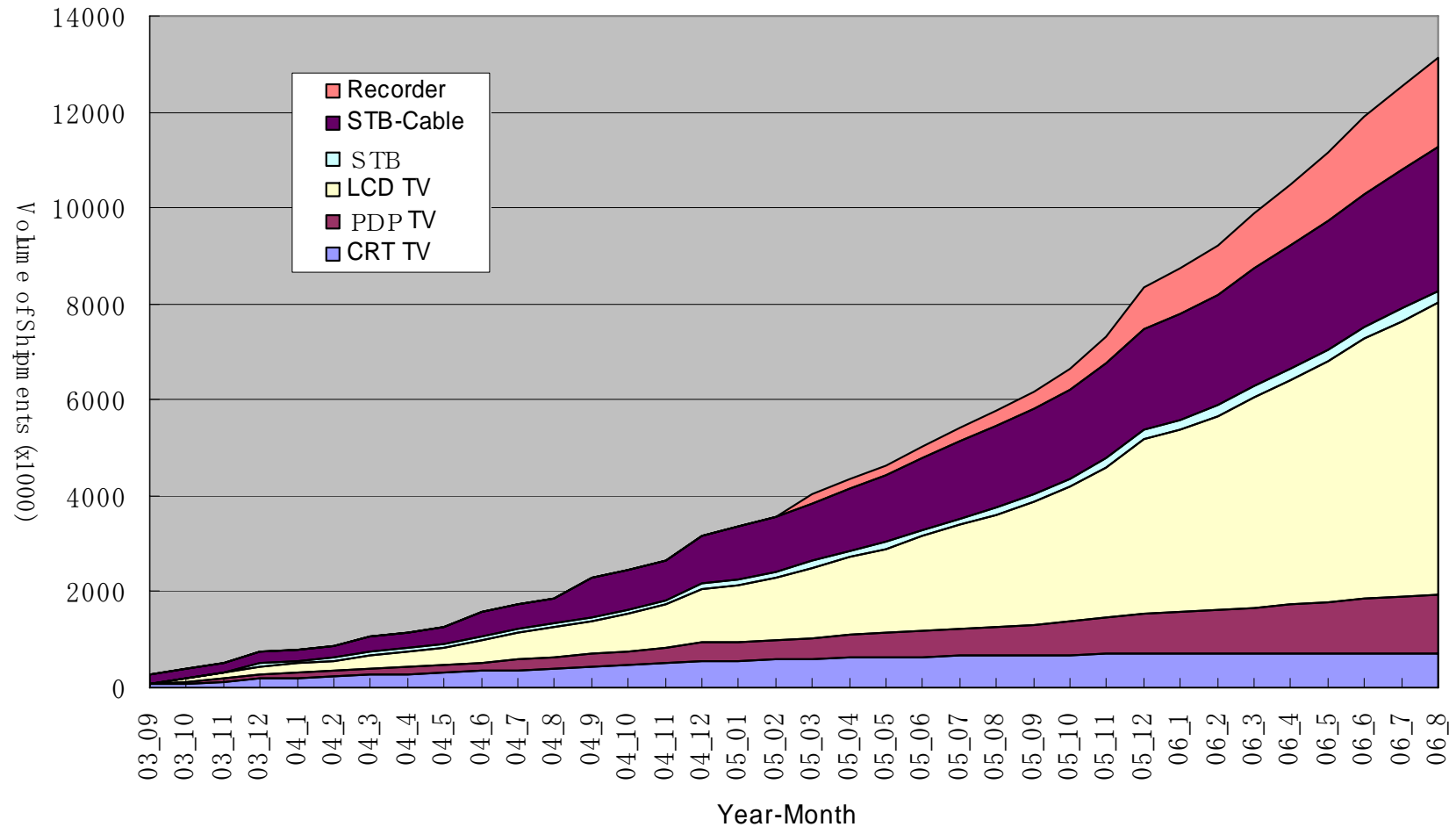
# Shipment Volume of DTTB Receivers



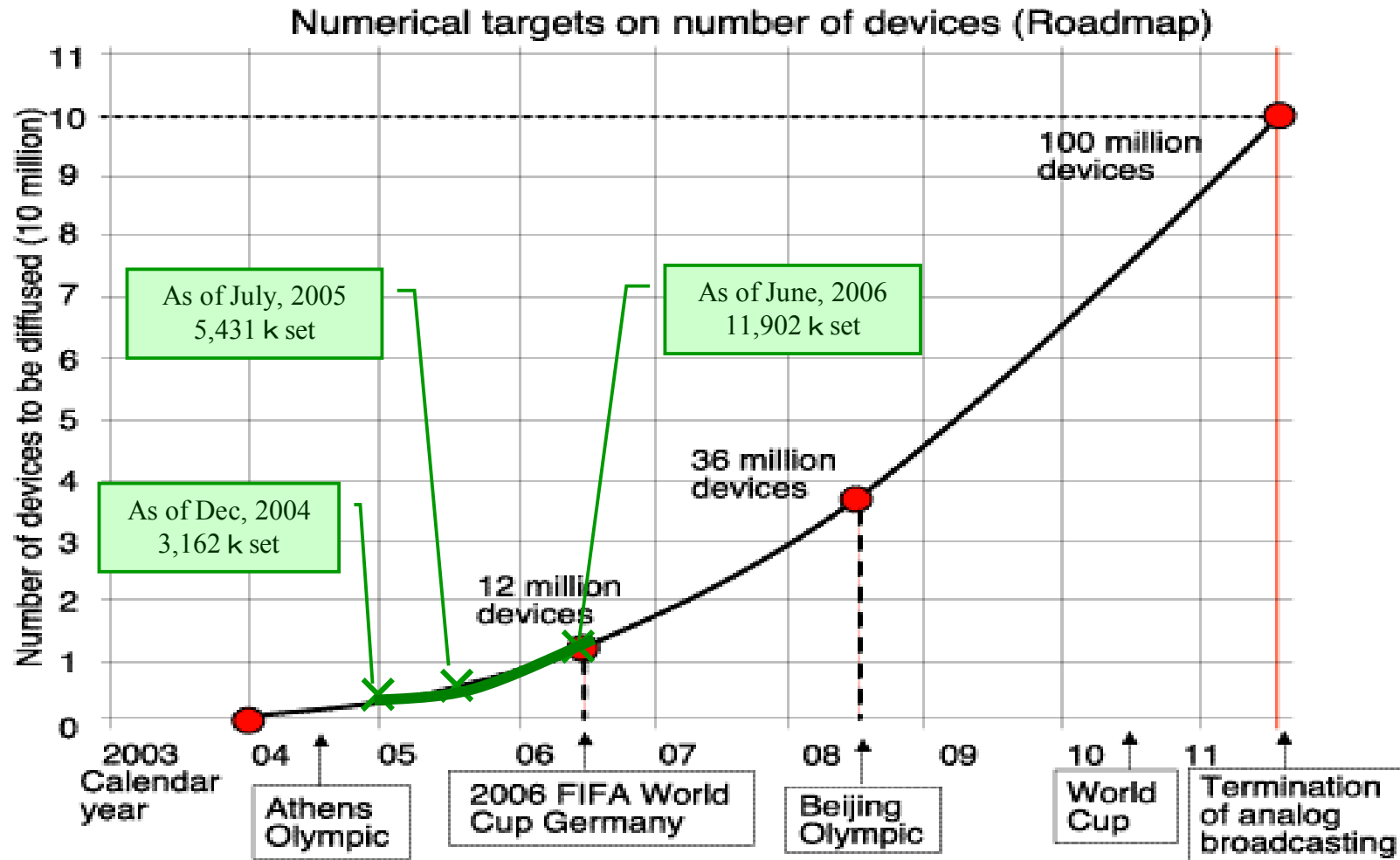
TV sets for mobile reception are not included the above graph.



# The Cumulative shipments of DTTB Receivers



# Targets on Diffusion and Shipment Volume of Digital Terrestrial TV Receivers



# Announcement of Terminating Analog Broadcasting

**2011年** アナログテレビ放送終了  
地上デジタル放送をご視聴いただくには専用チューナーが必要となります。総務省



# Cellular Phones for One-seg Broadcasting



# PCs with DTTB Tuners

## One-seg

**SONY**



※画像はVGN-TX92S

**SONY**



**Tuner**



**FUJITSU**

17"



**HITACHI**  
Inspire the Next

32"



**NEC**



**FUJITSU**

37"



**FUJITSU**

# DTTV Receivers for Car-Navigation Systems

## Tuners One-seg /12seg

**MITSUBISHI**



**Pioneer**



**Panasonic**



**ALPINE**

## Car-Navigation Systems with DTTB tuner

**Panasonic**



One-seg /12seg

**SANYO**

One-seg



**SANYO**



One-seg /12seg

# DVD Players and Audio Players

Portable DVD/SD/CD Player  
with one-seg receiver



HDD Audio Player  
with one-seg receiver



127 hours  
programs  
recordable



**TOSHIBA**

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

## ● PC

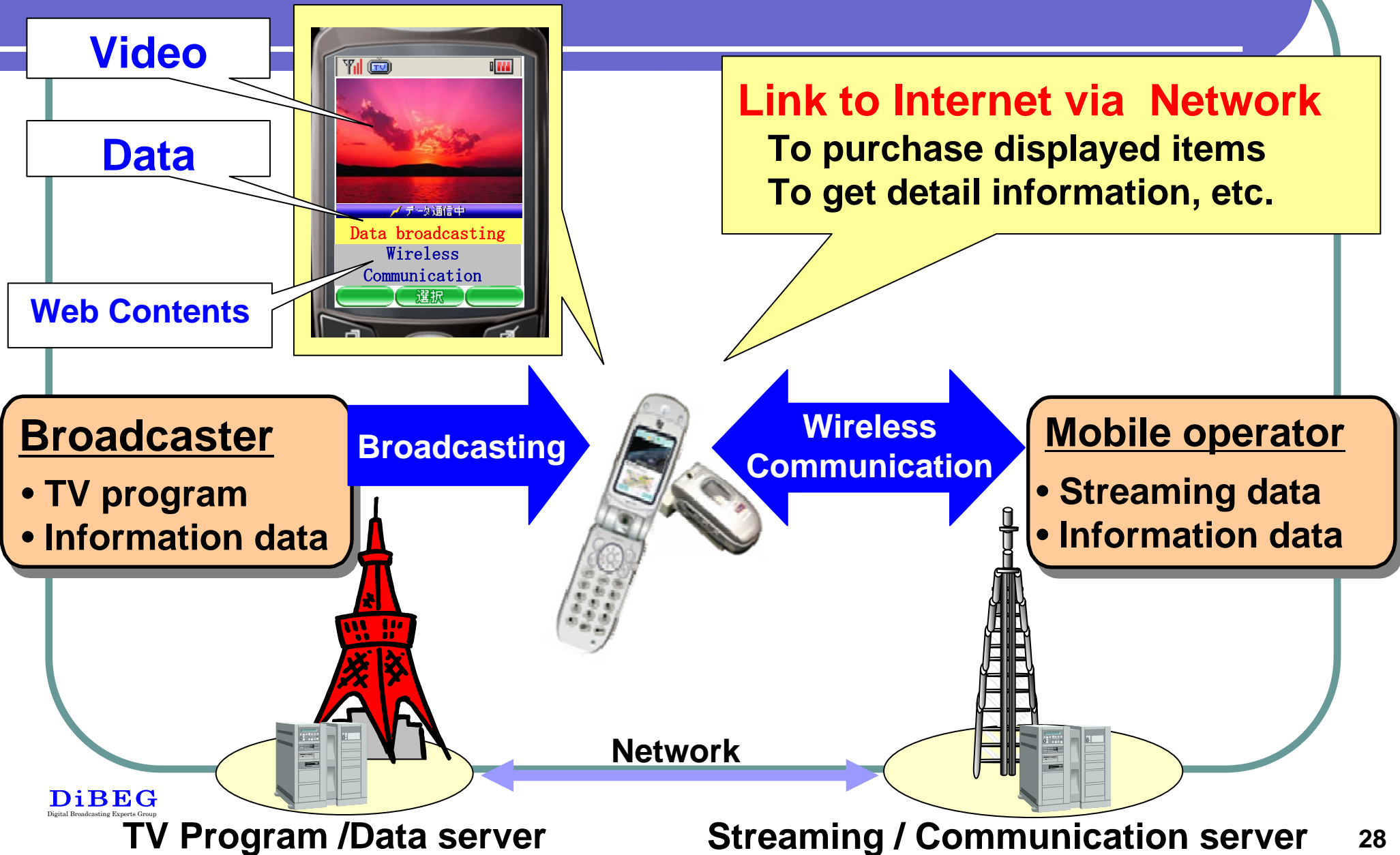
- ~Dec,2005 41kset
- Jan~Mar, 2006 34kset
- Apr~June, 2006 100kset

## ● Cellular phone

- ~June, 2006 1,187kset
- July, 2006 310kset



# 1 Segment Reception and interactive service

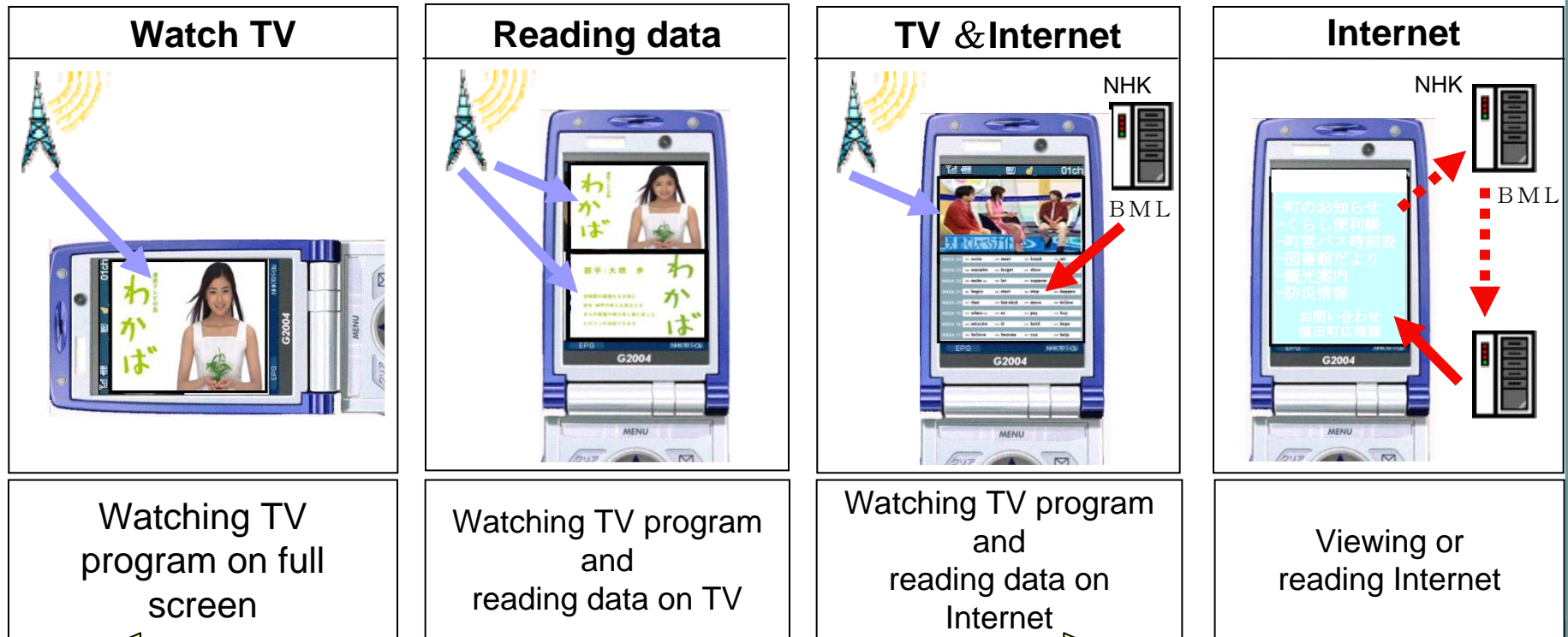


# Service Model of One-segment DTTB

Broadcasting

Convergence

Communication



*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%**