



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

Broadcasting Executives' Seminar

集団研修「放送幹部セミナー」

JFY 2010

<Type: International Dialogue / 類型 : 国際対話型>

NO. J10-00646 / ID. 1080952

From November 7, 2010 to November 19, 2010

This information pertains to one of the Training and Dialogue Programs of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

I. Concept

Background

Technical renovation in Information and Communication Technologies (ICT) is ever-improving and Informatization is concurrently proceeding as a world trend. It is a well-known fact that Information and Communication industry is expected to develop as a leading industry, especially broadcasting industry has high permeability and great impact on both economic activity and social activity.

It goes to the point where to consider what digitalization of broadcasting can bring in and how the “broadcasting” should play a public role in digital era. Hence, it is necessary to clarify the responsibility of the broadcast administration and the role of broadcasting industry.

In addition to the existing issues such as provision of stable services, expansion of reception area, consideration to the demands for educational aims and multicultural programs in variety of languages,

The broadcasting sector is now challenged with the following problems and required to deal with administrative and legal matters and management of broadcasting stations from a new standpoint.

1. Provision of services of high-quality and high-functions by incorporating new technologies such as digitization and needs
2. Roles of broadcasting at the time of disaster and urgency
3. How to implement R&D to enable the abovementioned issues

For what?

This program aims to assist executive officials of the TV broadcasting organizations and the competent authorities in the participating countries to contend with their own problems through discussions among the participants after studying the current situation of administration and operation of TV broadcasting in Japan.

For whom?

This program is offered to directors general or above who are engaged in policy making in the TV broadcasting sector, or executive managers of public broadcasting organizations.

II. Description

1. **Title (J-No.): Broadcasting Executives' Seminar (J10-00646)**
2. **Period of program: November 7 to November 19, 2010**

3. Target Countries:

Argentina, Bolivia, Botswana, Brazil, Ecuador, India, Myanmar, Oman ,Paraguay, Peru, Venezuela, Vietnam,

4. Eligible / Target Organization:

This program is designed for governmental organizations in charge of policy making in the TV broadcasting sector, or public broadcasting organizations

5. Total Number of Participants:

15

6. Language to be used in this program:

English

7. Program Objective:

Participants will deepen their understanding of the roles of public broadcasting, diversification of the broadcast industry (e.g., digitalization of terrestrial television, convergency with communications, etc.), and trends affecting the industry’s management frameworks and development of policies and laws as a result of diversification, and organize relevant issues and approaches in their own countries.

8. Expected Output:

Regarding the current situation of administration and business matters of Japanese TV broadcasting and technological trend in the area, the participants will:

- (1) To enhance their understanding of current policy, administration, legal systems, etc., in Japanese broadcasting as well as the history behind them,
- (2) To gain understanding of Japan’s policies and methods pertaining to introduction of terrestrial digital TV broadcasting, the characteristics of Japan’s terrestrial digital TV broadcasting system, and technical development trends with focus on TV broadcasting,
- (3) To enhance their understanding of the current conditions and future prospects of Japan’s broadcast industry and broadcaster management,
- (4) To enhance their understanding of radio regulation policies that guarantee the legality of radio wave use, including TV broadcasting facilities improvement and broadcasting, and
- (5) To organize solutions to issues in their own countries through discussion and then prepare individual reports.

9. Contents

This program consists of the following components.

Please aware that main content is focused on “Japan’s terrestrial digital TV broadcasting system (ISDB-T)” in this program.

(1) Lectures

- Development of TV broadcasting in Japan
- Current situation and issues of TV broadcasting administration in Japan
- Digitalization of terrestrial TV broadcasting in Japan
- One-segment broadcasting service for mobile devices
- ISDB-T (Technology)
- Efforts made by Telecommunication Bureau, MIC for promotion of terrestrial digital TV broadcasting

(2) Site Visit

- NHK Science & Technical Research Laboratories
- NHK and Commercial TV Broadcaster in Tokyo
- Transmission facilities and/or Factories
- Inter-BEE 2010 (Exhibition of International Broadcasting Equipment)

(3) Discussion

- Discussion with Japanese experts in the related organizations

* The above contents are subject to minor changes.

III. Conditions and Procedures for Application

1. Expectations for the Participating Organizations

- (1) This program is designed primarily for organizations intend to address specific issues or problems identified in their operation. Participating organizations are expected to use this Program for those specific purposes.
- (2) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section III-2 below.
- (3) Applying organizations are also expected to make use of knowledge acquired by the nominees for the said purpose.

2. Nominee Qualifications

Applying Organizations are expected to adequately select nominees. Nominees must fulfill the following:

(1) Present position, assignment:

Directors general or above who are engaged in policy making in the TV broadcasting sector, or executive managers of public broadcasting organizations, or their equivalent, in principle,

(2) Age:

30 - 50 years of age, in principle,

- (3) Language:
Proficiency in spoken and written English,
(be able to actively discuss and write a thesis/report on the subject of this seminar in English)
- (4) Health:
Must be in good health, both physically and mentally, to participate in this seminar
- (5) Other Condition:
Must not be serving in any form of military services

3. Required Documents for Application

(1) Application Form

The Application Form is available at the respective country's JICA office or the Embassy of Japan.

(2) Country Report (Annex 1)

Each nominee is required to prepare the Country Report, which will be used for screening the nominees, should be submitted with the Application Form.

(3) Chart of the Organization

The nominee's position should be described on the organization chart of the department to which nominee belongs **in order to show that the nominee's position is equivalent to the level of a executive official (e.g. director, director general)**. The organization chart should be submitted together with the Application Form.

(4) Nominee's English Score Sheet

If nominees have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS), please attach it (or a copy) to the Application Form.

4. Procedure for Application and Selection

(1) Submitting the Application Documents:

Closing date for application to the JICA Tokyo International Center in JAPAN, which organizes this program: **September 24, 2010**

Note: Please confirm the closing date set by the respective countries' JICA offices or Embassies of Japan of your countries to meet the closing date in Japan.

(2) Selection

After receiving the document(s) through due administrative procedures in the respective governments, the respective countries' JICA offices (or Embassies of Japan) shall conduct screenings, and send the documents to the JICA Tokyo International Center. Selection shall be made by the JICA Tokyo International Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications. The organization with intention to utilize the opportunity of this program will be highly valued in the selection.

(3) Notice of Acceptance

Notification of results shall be made by the respective countries' JICA offices (or Embassies of Japan) to the respective Governments by **not later than October 8, 2010.**

5. Conditions for Attendance:

- (1) to observe the schedule of the program,
- (2) not to change the program subjects or extend the period of stay in Japan,
- (3) not to bring any members of their family,
- (4) to return to their home countries at the end of the program in Japan according to the travel schedule designated by JICA,
- (5) to refrain from engaging in political activities, or any form of employment for profit or gain, and
- (6) to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA

IV. Administrative Arrangements

1. Organizer: JICA Tokyo International Center (JICA TOKYO)

2. Implementing Partner:

Ministry of Internal Affairs and Communications (MIC)

International Cooperation Division, International Affairs Department, Telecommunications Bureau, MIC

Address: 1-2 Kasumigaseki, 2-Chome, Chiyoda-ku, Tokyo, 100-8926, Japan

NHK Communications Training Institute (NHK-CTI)

Address: 1-10-11 Kinuta, Setagaya-ku, Tokyo 157-8520, Japan

3. Travel to Japan

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
- (2) **Travel Insurance:** Term of Insurance: From arrival to departure in Japan. *the traveling time outside Japan shall not be covered.

4. Accommodation in Japan

JICA will arrange the following accommodations for the participants in Japan:

JICA Tokyo International Center (JICA TOKYO)

Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan

TEL: 81-3-3485-7051 FAX: 81-3-3485-7904

(where "81" is the country code for Japan, and "3" is the local area code)

If there is no vacancy at JICA TOKYO, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of TIC at its URL:
<http://www.jica.go.jp/english/contact/pdf/tic.pdf>

5. Expenses

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, living expenses, outfit, and shipping
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)
- (4) Expenses for program implementation, including materials
- (5) For more details, please see p. 9-16 of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given to the selected participants before (or at the time of) the pre-departure orientation.

6. Pre-departure Orientation

A pre-departure orientation will be held at the respective countries' JICA offices (or Embassies of Japan), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Annex 1: Country Report Form

Broadcasting Executives' Seminar (JFY 2010) Country Report

The nominees are required to prepare Country Reports providing the information on the following subjects. The Report should be typewritten and submitted together with the Application Form.

Part I Personal Profile

1. Your Name / Nationality
2. Name of your organization and organizational type
(Ministry/Agency, Public Company, Privatized Company)
3. Organization Chart

Note: It is requested to attach an organization chart indicating the position you hold. Please start from a section of the lowest level of your organization and **circle the section to which you belong.**

Part II Country Profile

- Population (Year 2009)
- Area Km²
- GNP
- GNP per capita

Part III Present Broadcasting Situation

1. Administration

- (1) Administration in charge of technical supervision such as frequency allocation
 - Name of Administration Body
 - Name of Representative of Organization
 - Type of Organization
 - Present Status (major laws enacted etc.)
- (2) Administration in charge of broadcasting/mass media supervision such as Broadcasting /Media Commission, if any
 - Name of Administration Body
 - Name of Representative of Organization
 - Type of Organization
 - Present Status (major laws enacted etc.)

2. Services

(1) General Information on the Present Status

(2) TV Broadcasting

A) Public Broadcasting

- Name of Operation Body
- Type of Organization
- Present Status (source of revenue etc.)

B) Commercial Broadcasting

- Number of Operation Bodies
- Name of Operation Body (up to three major operation bodies)
- Type of Organizations
- Present Status (source of revenue etc.)

C) Cable TV

- Number of Operation Bodies
- Name of Operation Body (up to three major operation bodies)
- Type of Organization
- Present Status (source of revenue etc.)

D) Satellite Broadcasting

- Number of Operation Bodies
- Name of Operation Body (up to three major operation bodies)
- Type of Organization
- Present Status (source of revenue etc.)
- Name of Satellite in use/Platform

(3) Radio Broadcasting

- Number of Public Operation Body for MW transmission
- Number of Public Operation Body for SW transmission
- Number of Public Operation Body for FM transmission

- Number of Commercial Operation Body for MW transmission
- Number of Commercial Operation Body for SW transmission
- Number of Commercial Operation Body for FM transmission

- Name of Public Operation Body (up to three major operation bodies)
- Type of Organization
- Present Status (source of revenue etc.)

- Name of Commercial Operation Body (up to three major operation bodies)
- Type of Organization
- Present Status (source of revenue etc.)

3. Formation of Systems

(1) Restriction of foreign capital investment in the broadcasting operation bodies

(2) Measures by the broadcasting operation bodies in case of emergency, natural disasters etc. such as to run a telop

4. Statistical Figures

- Coverage by TV Broadcasting:
 - Percentage by the national population
 - Percentage by the national land area
- Coverage by Radio Broadcasting:
 - Percentage by the national population
 - Percentage by the national land area
- Number of Television Receivers
- Number of Radio Receivers

5. Schedule for digitalization of terrestrial broadcasting

- Future schedule regarding adoption of Digital Broadcasting System (Formulation of guideline for digitization, hearing of public comments, etc)
- Timing for decision of Digital Broadcasting System
- Commencing time of Digital Broadcasting
- Schedule for establishment of Broadcasting backbone and relay Stations
- Period of Analog TV Broadcasting shutdown

6. Adoption of Digital Broadcasting System

- Organization responsible for adoption (decision) of Digital Broadcasting System
- Contact person of the organization responsible for adoption (decision) of Digital Broadcasting System
- Other influential organizations for adoption of Digital Broadcasting System
- Activities carried out so far for the system adoption
 - Note: Have you compared three different systems, ISDB-T (Japan's system), DVB-T (European system) and ATSC (U.S system)?
- Items which are considered important for the system adoption (e.g. HDTV, Mobile reception services, Multi-channel broadcasting, Bidirectional communication, price of digital TV receivers, etc.)
- Number of backbone stations and relay stations of Analog TV broadcasting

PART IV Difficulties and Issues to be Solved in Broadcasting

- Note: 1) Part IV should represent particular issues to be discussed in the country report presentation session in Japan.
2) The applicable measures should be made into the form of individual report before the program in Japan concludes as required in the ESSENTIAL FACTS.

PART V Future Program of Broadcasting Development

PART VI International Assistance in the Field of Broadcasting

Note: Year, Names of Aid Agencies, Budget, Nature of the Aid Project, etc.

- Completed Projects (-year 2009)
- Ongoing Projects
- Scheduled Projects

PART VII Your Past Experience and Future Prospect

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “adopt and adapt” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “adoption and adaptation” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

Tokyo International Center,
Japan International Cooperation Agency
(JICA TOKYO)

Address: 2-49-5, Nishihara, Shibuya-ku, Tokyo 151-0066, Japan

TEL: 81-3-3485-7051 FAX: 81-3-3485-7904