



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

TV PROGRAM PRODUCTION FOR DIGITAL TERRESTRIAL BROADCASTING 課題別研修「地上デジタルテレビ放送の番組制作」 JFY 2019

NO. J19-04314 / ID. 1984582

Course Period in Japan: From July 28 to August 10, 2019

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) 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.

'JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that *"In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together."* We believe that this 'Knowledge Co-Creation Program' will serve as a center of mutual learning process.

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I. Concept

Background

TV broadcasting is one of the most efficient methods of communication, which can contribute to the improvement of quality of life. People can get useful knowledge and raise public awareness in the field of education, health services, environment, peace-building and consolidation of democracy through it.

Digital Terrestrial TV broadcasting (DTTB) has a lot of advantages over analog broadcasting such as multilingual broadcasting, text broadcasting and multi-channel services. These features will help to deliver diverse information more promptly and effectively to the public. Therefore, the digitalization of TV broadcasting has now become a global trend.

To enjoy its advantages fully, it is important to create attractive contents utilizing its features, as attractive contents will play a significant role to influence the society effectively.

This program is primarily focused on developing human resources for program production with DTTB, through providing knowledge and skills not only about DTTB but also TV production utilizing its advantages. It will eventually contribute to further promotion of DTTB.

For what?

This program aims to provide useful knowledge and skills of program production for digital broadcasting utilizing the features of digital broadcasting, together with rights and protection for digital contents.

For whom?

The target of this program are TV producers, directors and journalists engaged in designing or editing programs at broadcasting organizations or related governmental organizations.

How?

Participants will acquire basic knowledge and skills required for DTTB and the TV program production through the lectures, observations and practices. They also will broaden their ideas and improve their abilities of TV program production through it. At the end of the course, participants will formulate TV program plan in consultation with the Japanese experts.

II. Description

- 1. Title (J-No.)**
TV Program Production for Digital Terrestrial Broadcasting (J19-04314)
- 2. Course Period in JAPAN**
From July 28 to August 10, 2019
- 3. Target Countries**
Botswana, Brazil, Maldives, Nicaragua and Sri Lanka
- 4. Eligible / Target Organization**
Broadcasting organizations or related governmental organizations
- 5. Course Capacity (Upper limit of Participants)**
5 participants
- 6. Language**
English
- 7. Course Objective**
To acquire fundamental knowledge of digital broadcasting and improve the ability of producing more attractive digital contents utilizing the advantages of digital broadcasting.
- 8. Overall Goal**
To promote digitalization of broadcasting such as adaptation of ISDB-T and to improve the ability of TV program production utilizing the features of digital broadcasting in respective countries.
- 9. Expected Module Output**
To achieve above Course Objective, participants are expected;
 - (1) To acquire fundamental knowledge and skills of program production for digital broadcasting and learn rights and protection for digital contents.
 - (2) To foster better understanding of the process of program production for digital broadcasting.
 - (3) To make a TV program plan for participant's organization based on knowledge and skills acquired through the course.

10. Course Contents

This program consists of following components.

(1) Preliminary Phase in home country (Mid-June to July 27, 2019) <i>Participants make required preparation for the Program in the respective countries.</i>	
Modules	Activity
Inception Report	Submission of <u>Inception Report</u> (*Refer to Annex 2) <u>Due date : July 17th (Wed) , 2019</u> To: JICA TOKYO (Udo.Atsumo@jica.go.jp / ticttee@jica.go.jp)

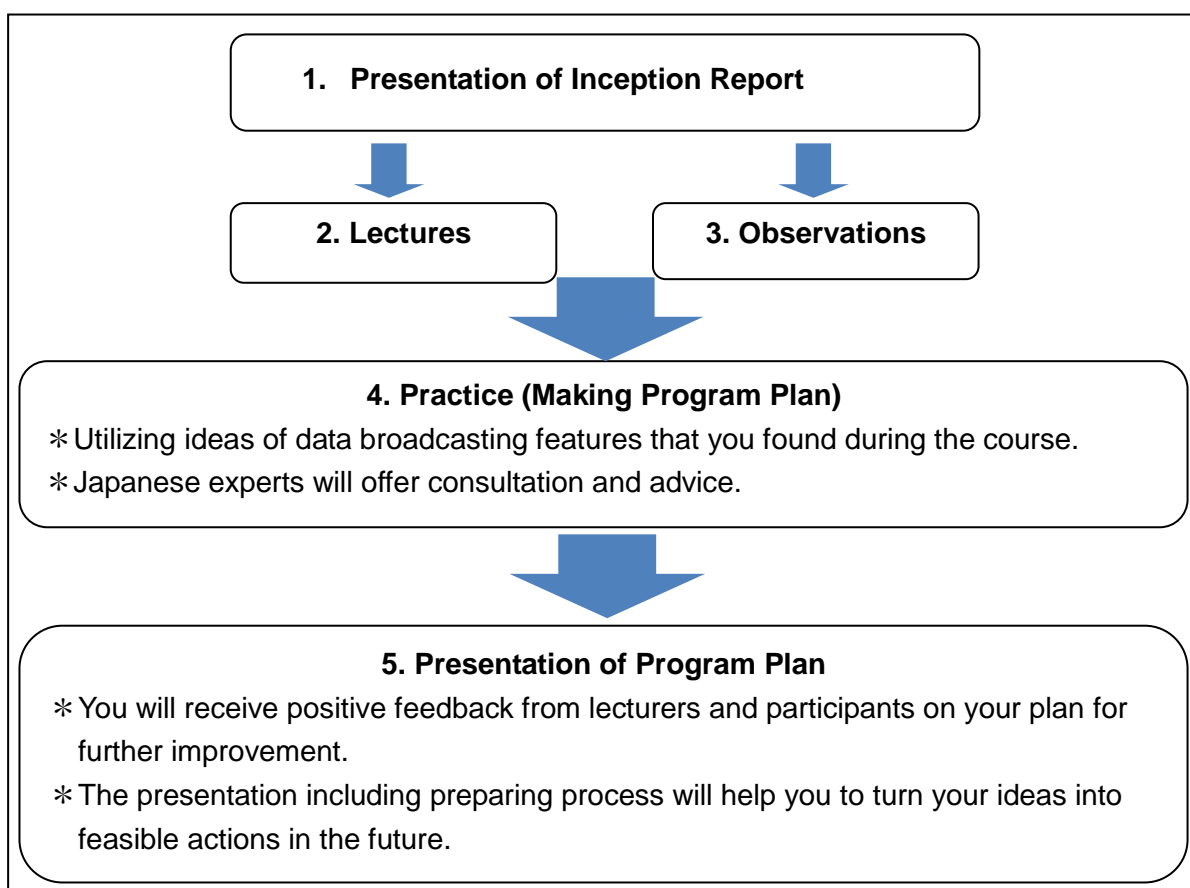
(2) Core Phase in Japan (July 28 to August 10, 2019)	
Expected Module Output	Program Contents
1) To acquire fundamental knowledge and skills of program production for digital broadcasting and learn rights and protection for digital contents.	<u>Presentation & Discussion</u> -Inception Report <u>Lecture</u> -Fundamentals & Outline of Data Broadcasting at NHK -NHK Digital Service -The Conversion of TV & PC/Mobile -Overview of Japanese Broadcast Industry and Market -Success & Challenge of International Co-Production -Broadcast Program Export Association of Japan -Introduction of Emergency Warning Broadcast System <u>Observation</u> -NHK Head Quarter(Studio) -NHK Science & Technology Research Laboratories -NHK Museum of Broadcasting -NHK Archives -Radio Towers (Tokyo Tower, Tokyo Sky Tree)

<p>2) To foster better understanding of the process of program production for digital broadcasting.</p>	<p>Lecture</p> <ul style="list-style-type: none"> -NHK's Disaster Broadcasting -Reaction TV - Interactive Program -Educational Program -Nature Documentary -Studio Variety -International Co-Production of Documentary Program
<p>3) To make a TV program plan for the participant's organization based on the knowledge and skills gained through the course.</p>	<p>Practice & Presentation</p> <p>Formulating Individual TV program plan</p>

**Participants are highly expected to share the lessons learned through this program in the organizations after their return.*

**Contents may be subject to minor changes.*

« Structure of the Course in Japan »



III. Conditions and Procedures for Application

1. Expectations to the Participating Organizations:

- (1) This program is designed primarily for organizations which intend to address the digitalization of TV broadcasting. In order to help participating organizations to accomplish this task effectively, this program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. Therefore, participating organizations are expected to utilize this program for effective digitalization in respective countries.
- (2) As this program is designed to facilitate participating organizations to come up with concrete solutions for promoting effective digitalization of TV broadcasting, participating organizations are expected to help the participants to make required preparation at Preliminary Phase, as shown in Section II-10, even before sending them to Japan.
- (3) Participating organizations are also expected to make the best use of the knowledge and skills acquired by the participants through the program after their return.

2. Nominee Qualifications:

Applying Organizations are expected to select the most qualified nominees who meet the following qualifications.

- (1) Current position and duties:
TV producers, directors or journalists engaged in designing or editing programs at broadcasting organizations or related governmental organizations.
- (2) Occupational background:
Have a practical experience and fundamental knowledge of planning, editing and producing TV program.
** In principle, participants are expected to work in the relevant fields/divisions at least 3 years after the completion of this program.*
- (3) Academic record:
University graduates or equivalent
- (4) Age:
Under 45 years of age, in principle
- (5) Language:
Proficiency in spoken and written English
- (6) Health:
Must be in good health, both physically and mentally to participate in the program in Japan. Pregnant applicants are not recommended to apply

due to the potential risk of health and life issues of mother and fetus.

Note:

**Gender Consideration: JICA is promoting Gender equality. Women are encouraged to apply for the program.*

3. Required Documents for Application

(1) **Application Form:** available at the JICA office (or the Embassy of Japan) in respective countries.

** If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History(1-(d)) of the Application Form. It may allow us to prepare better logistics or alternatives.*

(2) **Attachments:** to be submitted with the Application Form

1) Job Report (Annex 1)

Fill in Annex 1 of the General Information.

2) Photocopy of passport:

Attach the photocopy, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

**Photocopy should include the followings:*

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

3) Nominee's English Score Sheet:

Attach the photocopy, if you have any official documentation of English ability. (e.g. TOEFL, TOEIC, IELTS)

4. Procedures for Application and Selection

(1) Submission of the Application Documents:

Closing date for applications: Please inquire to the JICA office.

(After receiving applications, the JICA office in respective countries will send them to JICA TOKYO **by May 27th (Mon), 2019**)

(2) Selection:

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applicants with the best intention to utilize the opportunity of this program will be highly valued in the selection.* Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other

relevant information in a comprehensive manner.

(3) **Notice of Acceptance:**

Notification of results will be made by the JICA office **not later than June 19th (Wed), 2019.**

5. <For accepted candidates only>

Preparation for Inception Report Presentation

(1) **Instruction:** (See Annex 2 for details)

At the beginning of the program, all the participants are required to deliver a 20-minutes presentation on Inception Report.

The soft data of said Power Point presentation should be sent to the JICA Center in Japan (Udo.Atsuko@jica.go.jp / ticttee@jica.go.jp) **by July 17 (Wed), 2019**, preferably by e-mail.

(2) **Recommendation:**

It would be very much welcomed if you bring **short films (3~5 minute-video)** you worked on, as well.

6. Conditions for Attendance

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to extend the period of stay in Japan.
- (4) not to be accompanied by family members during the program.
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

JICA Tokyo Center (JICA TOKYO)

2. Implementing Partner:

Under Planning

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: Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

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

JICA Tokyo Center (JICA TOKYO)

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

TEL: 81-3-3485-7652 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 JICA TOKYO at its [URL](#) and [Movie](#).

5. Expenses:

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

(1) Allowances for accommodation, meals, 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

For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

6. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country’s JICA office, to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. ANNEX:

Annex 1 Job Report (For All Applicants)

Annex 2 Inception Report Presentation (For Accepted Candidates only)

For **ALL Applicants**

Annex 1

Job Report

Please fill the contents below and **submit with Application Form.**

Name:
Country:
Organization / Your position:
E-mail address:

1. Current situation of the digitization of TV broadcasting in your country:

(1) Please mention the current situation or transmission stage of the Digital TV Broadcasting Switchover from the Analog. Please mention the specific TV programs or new services utilizing the features of Digital Broadcasting, if any.

(2) Is there any simultaneous broadcasting system of TV and Internet? Indicate the program contents produced with collaboration of TV Broadcasting and Internet, if any.

(3) Please indicate the coverage ratio of smartphones (percentage of persons owning a smartphone) in your country.

(4) In Japan, young people tend to prefer using smartphones to watching TV in order to get various information and videos.

Are there any similar situation or trend in your country?

2. Applicant's Scope of Professional Work:

(1) Your current duties or responsibilities in your organization.

(2) Your engagement (including specific responsibilities and contributions) in TV program production in the past.

(3) Your engagement in the digital broadcasting related works in your organization.

(4) Your specific interests or concerns (e.g. type of TV program to make) about utilizing the advantages of digital broadcasting.

(5) Your plan to share your achievement or outcome of this program in your organization. Please describe when, to whom and how.

1. **Inception Report**

Please follow the instruction below for your **Inception Report**.

1. Contents: Please cover the contents shown below.
2. Volume: within 20 slides
3. Format: MS Power Point
4. Submission: to Atsuko UDO (Ms.) (Udo.Atsuko@jica.go.jp / ticttee@jica.go.jp)
by **July 17th (Wed), 2019**
5. Note:
 - *Visual aids (graphics, photos, etc.) are encouraged.
 - *If your organization has more than one participants, you may make your report jointly.

All the accepted candidates who receive the notification of acceptance are requested to prepare and submit "Inception Report".

(1) Objective

To share each country's situation and trends of broadcasting among participants and Japanese concerned parties.

(2) Contents to be included

- 1) Introduction of yourself and your organization
 - 1-1. Organization chart of the broadcasting station including number of the staffs.
 - 1-2. Broadcasting programs: Service hours, type of programs, timetable, rate of in-house/ local production or import, etc.
- 2) Current situation of broadcasting in your country
 - 2-1. The number of nationwide TV networks & radio networks in your country including both state-owned and private broadcasters.
Also please describe the major purpose of each network.
(e.g. TV Terrestrial(1 general and 1 educational channel both in analog and digital), Satellite(TV1 and TV2), Radio (AM1, AM2, and FM)...)
 - 2-2. Percentage of country-wide TV holders, and number of viewers and audience/coverage rate of each network: terrestrial, satellite and cable network.

- 2-3. Broadcasting system in your country including related laws, regulations, licenses, broadcasting administration and supervising ministries.
- 2-4. Current trends in the broadcasting field and so forth.
- 3) Plan for Digital Terrestrial Television Broadcasting (DTTB) at your organization
 - 3-1. Current situation of DTTB coverage, prospect for digitization of broadcasting (e.g. master planning, presence of DTTB/mobile broadcasting promoting organization, capital investment plan, situation of making digital content, etc.).
 - 3-2. Hindrance of launching DTTB or other future plans (e.g. problems with human resources, technical level, finance, business priorities, etc.

2. Inception Report Presentation

At the beginning of the program, all participants are required to deliver a presentation based on their Inception Reports (20minutes for presentation and 10 minutes for Q&A).

*** *Recommendation:***

Apart from your Inception Report, it would be very much welcomed if you bring **short films (3~5 minute-video)** such as programs you have worked on, in order to share your professional experiences and interest among participants and Japanese concerned parties.

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.

Further, address correspondence to:

JICA Tokyo Center (JICA TOKYO)

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

TEL: +81-3-3485-7052 FAX: +81-3-3485-7904