



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 2016

NO. J16-04083 / ID. 1684582

Course Period in Japan: From August 21st, 2016 to September 10th, 2016

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.

I. Concept

Background

TV broadcasting is one of the most efficient and inexpensive methods of communication, which can convey information equally all across the world. It is efficient for promoting knowledge dissemination and public awareness in the fields of education, health service, environmental management, peace building, and consolidation of democracy. Currently promoted Digital Terrestrial TV broadcasting (DTTB) enables transmission of diverse information taking advantage of the technical features. Its potency is very much expected as a means of overcoming challenges, such as multilingual broadcasting in diversified cultures (languages, ethnicities).

The digitization of TV broadcasting has become a global trend through 2015 by which ITU, the International Telecommunication Union, and the Broadcasting Union have proposed that all countries should launch terrestrial digital broadcasting. Many developed and developing countries have already started digital broadcasting and have been promoting diffusion of DTTB. For the diffusion of DTTB, attractive contents which make use of the features of digital broadcasting are needed to make citizens to aspire to watch DTTB.

Attractive and convenient services are available with digital broadcasting. Multilingual broadcasting, text broadcasting, multi-channel services etc. can contribute to the improvement of citizens' quality of life and level of education. Prompt provision of disaster information through data broadcasting and mobile broadcasting can mitigate the impact of natural disasters on the inhabitants.

For what?

This program aims to promote digitization of broadcasting by understanding the new possibilities of digital broadcasting and by improving ability of producing more attractive digital contents with advantages of digital broadcasting, such as data broadcasting, one-segment broadcasting and multi-language broadcasting.

For whom?

This program is offered to broadcasting organizations and related governmental organizations.

How?

Participants shall have opportunities to learn and inspect the process of TV program production for digital broadcasting, such as high definition program making and data broadcasting, which would broaden the possibility of TV program production and would help participants to compile more attractive TV program plan with widened knowledge of TV program production method.

Presenting TV program plans among participants at the end of the Knowledge Co-Creation Program in Japan would also stimulate their ideas of program planning.

II. Description

- 1. Title (J-No.): TV Program Production for Digital Terrestrial Broadcasting (J1604083)**
- 2. Course Period in JAPAN**
August 21 to September 10, 2016
- 3. Target Regions or Countries**
Brazil, Ecuador, Maldives, Peru, Philippines, Sri Lanka
- 4. Eligible / Target Organization**
This program is offered to broadcasting organizations and related governmental organizations
- 5. Course Capacity (Upper limit of Participants)**
12 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**
Participants are expected to gain fundamental knowledge and skills of program production for digital broadcasting, and to improve their ability of producing more attractive digital contents using advantages of digital broadcasting.
- 8. Overall Goal**
To promote and contribute to digitization of broadcasting, such as adaptation of ISDB-T and one-segment broadcasting by improving ability of TV program production for digital broadcasting and of producing attractive digital contents in participating countries

9. Expected Module Output:

- I . To achieve above Course Objective, participants are expected;
- (1) To gain fundamental knowledge and skills of program production for digital broadcasting, and learn rights and protection for the contents.
 - (2) To obtain better understanding of the process of program production for digital broadcasting.
 - (3) To make a TV program plan for the participant's organization based on the knowledge and skills gained through the course.
- II .The TV program plan presentation prepared by the participant is also expected to be used in the participants' home country, and to be shared and discussed within the organization for implementation.
- Participants are asked to prepare a Final Report for submission to JICA Tokyo **by December 9, 2016.**

10. Contents

This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in participants' home countries (July 19, 2016 to August 20, 2016) <i>Participants make required preparation for the Program in the respective countries.</i>	
Modules	Activities
Inception Report	Formulation and submission of Inception Report. (Please see Annex 3 "Inception Report")

(2) Core Phase in Japan (August 21 to September 10, 2016) <i>Participants attend the program implemented in Japan. (Reference: Annex 1 "Course schedule in JFY 2015". There is a possibility that the schedule in JFY 2016 may be modified.)</i>		
Expected Module Output	Program/Details	Methodology
(1) To gain fundamental knowledge and skills (data broadcasting, One-seg broadcasting etc.) of program production for digital broadcasting, and learn rights and protection for the contents.	<ol style="list-style-type: none"> (i) Features of Japanese digital terrestrial broadcasting system(ISDB-T) and overseas expansion (ii) Rights and protection for contents of broadcasting program 	Lectures

<p>(2) To obtain better understanding of the process of program production for digital broadcasting.</p>	<p>(i) Skills of program production for digital terrestrial broadcasting, process of making digital program (combination of one-segment broadcasting and ICT, etc.)</p> <p>(ii) Study visit to broadcast stations, studios and manufacturer, etc.</p>	<p>Lecture, observation</p>
<p>(3) To make a TV program plan for the participants' organization based on the course contents.</p>	<p>Making a TV program plan individually and presenting it.</p>	<p>Presentation of plan</p>

NOTE: The above contents are subjected to minor changes, if necessary

<p>(3) Finalization Phase in participants' home countries (September 11, 2016 to December 9, 2016) <i>Participating organizations produce final output by making use of the results brought back by participants. This phase marks the end of the program.</i></p>		
<p>Output</p>	<p>Program/Details</p>	
<p>To share the knowledge and techniques of digital broadcasting planning/operation in his/her organization after returning</p>	<p>TV program plan made by participant is shared in the organization and discussed from the standpoint of realization and implementation</p> <p>The compilation of a Final Report and its submission to JICA Tokyo are required by December 9, 2016.</p>	

III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications:

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

- (1) Present position, assignment:

TV producers, directors, or TV journalist engaged in designing or editing programs in public/national broadcaster or government organization managing public/national broadcaster.

- (2) Occupational background;

Have a practical experience and fundamental knowledge of planning, editing and producing TV program.

※An applicant is expected to work in the relevant fields/division at least 3 years after completion of this program.

- (3) Academic record:

University graduates or equivalent

- (4) Age:

Under forty-five (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:

Nominees who have previously participated in JICA Knowledge Co-Creation Program for similar subjects will be given lower priority than those who have never participated in JICA Knowledge Co-Creation Program.

3. Required Documents for Application

(1) **Application Form:** The Application Form is available at the **JICA office**.

(2) **Job Report (Annex 2)**

This is important reference for screening nominees, applications that are submitted without it will be disqualified.

(3) **Photocopy of passport:** to be submitted with the application form, 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.

(4) **Nominee's English Score Sheet:** to be submitted with the application form. 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 will send them to **the JICA TOKYO in JAPAN** by June 24, 2016)

(2) **Selection:**

After receiving the documents through proper channels from your government, the JICA office will conduct screenings, and then forward the documents to the JICA TOKYO in Japan. Selection will be made by the JICA TOKYO in consultation with concerned organizations in Japan. **The applying organization 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 July 15, 2016.**

5. Document(s) to be submitted by accepted candidates:

Inception Report -- to be submitted by August 5, 2016:

Before coming to Japan, only accepted candidates are required to prepare an

Inception Report (detailed information is provided in the ANNEX 3 "Inception Report".) The Inception Report should be sent to JICA **by August 5, 2016**, preferably by e-mail to **ticttee@jica.go.jp**

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:

(1) Name: JICA Tokyo International 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 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 JICA TOKYO at its URL,

http://www.jica.go.jp/english/about/organization/domestic/c8h0vm0000023sgf-att/tokyo_facilities.pdf

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 Reference (Course schedule in JFY 2015)

Annex 2 Job Report

Annex 3 Inception Report

Annex 1

Reference(Course schedule in JFY2015)

Date		Curriculum	
Aug.23	Sun		Arrival
Aug.24	Mon	AM	Briefing
		PM	Program Orientation
Aug.25	Tue	AM	Welcome speech
			Policy on Smart TV by MIC
			Hybricast-Advanced Broadcast Service on ISDB
	PM	Overseas Expansion of Broadcast contents	
Program Production by ISDB-T technology			
			Introduction on Nippon TV's Interactive TV Strategy
Aug.26	Wed	AM	Inception Report
		PM	Inception Report
Aug.27	Thu	AM	①Program Production with advantage of digital technology
		PM	Educational Program for DTTB
Aug.28	Fri	AM	Multimedia services of contents and copy right
		PM	Digital Switchover in Japan
Aug.31	Mon	AM	Fundamentals and Outline of Data Broadcasting at NHK
		PM	Operation of Data Broadcasting
Sept.1	Tue	AM	Outline of Data Broadcasting ①
		PM	Outline of Data Broadcasting ②
Sept.2	Wed	AM	EWBS((Emergency Warning Broadcasting System)
		PM	Contents Development
Sept.3	Thu	AM	Observation: SONY
		PM	Observation: NHK-BC
Sept.4	Fri	AM	NHK Archives
		PM	NOTTV
Sept.7	Mon	AM	Program Production by Hi-Technology
		PM	②Program Production with advantage of digital technology
Sept.8	Tue	AM	The Conversion of TV & PC/Mobile
		PM	Observation: NHK-STRL
Sept.9	Wed	AM	Proposal of Program Plan
		PM	
Sept.10	Thu	AM	Presentation of Program Plan
		PM	
Sept.11	Fri	AM	JICA Evaluation Meeting
			Closing Ceremony
Sept.12	Fri		Departure

*MIC: Ministry of Internal Affairs and Communications

*NHK-CTI: NHK Communication Training Institute(Kinuta) *NHK-BC: NHK Broadcasting Center(Shibuya)

*NHK-STRL: NHK Science & Technology Research Laboratories

Annex 2

Job Report

(Name: _____ /Country: _____)

E-mail address: _____

Notice: This report contains very important information and will be used in the selection of participants for the course. Therefore, this must be submitted with the Application Documents.

A. Applicant's Scope of Professional Work

A-a. Please explain your present job in detail (i.e., your position, how many years you have been in the position, and your daily work, etc.), and type of TV program you are particularly interested in.

B. Applicant's Scope of Managerial Work

B-a. Are you responsible for program production in your station, or are you joining a group with such functions? If so, please describe your role in detail.

B-b. Do you have the responsibility of educating/training your junior staff members?

If so, please describe how your education program is carried out (ex. on the job training, seminars and so on). How long and how often do you serve in the role of a trainer?

(End)

Inception Report

After the notice of acceptance from JICA, the selected participants are required to prepare Inception Report providing information on the following contents. The Report should be sent to JICA Tokyo International Center by August 5, 2016, preferably by e-mail to tictree@jica.go.jp.

The participants are also requested to make a presentation (about 20 minutes) with visual material (e.g., MS Power Point) at the beginning of the Program.

1. Name of applicant/ Organization of Applicant/ Country

2. Current Situations of Broadcasting in Applicant's Country

2.1 How many nationwide TV networks and radio networks are there in applicant's country, including both state-owned broadcasters and private broadcasters? Please name them and describe the major purpose of each network. (i.e. general, educational, sports,...)

ex. 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 Please describe the broadcasting system in applicant's country, including related laws, regulations, licenses, and broadcasting administration and supervising ministries.

2.4 Current trends in the broadcasting field and so forth.

3. Applicant's Organization

3.1 Organization chart of applicant's broadcasting station including number of the personnel

3.2 Broadcasting Programs of Applicant's Organization:

Service hours, type of program, timetable, rate of in-house/local production or import, etc.

3.3 Broadcasting History of Applicant's Organization

4. Plan for Digital Terrestrial Television Broadcasting (DTTB) at Applicant's Organization

- 4.1** Current situation of DTTB coverage, prospect for digitization of broadcasting (in detail, such as master planning, presence of DTTB/mobile broadcasting promoting organization, capital investment plan, situation of making digital contents).
- 4.2** What is hindering the launch DTTB or other future plans (ex., problems with human resources, technical level, finance, business priorities)?

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:

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