

**Platforms for the Development of Digital Television Broadcasting and the Internet in Japan
(Figures)**

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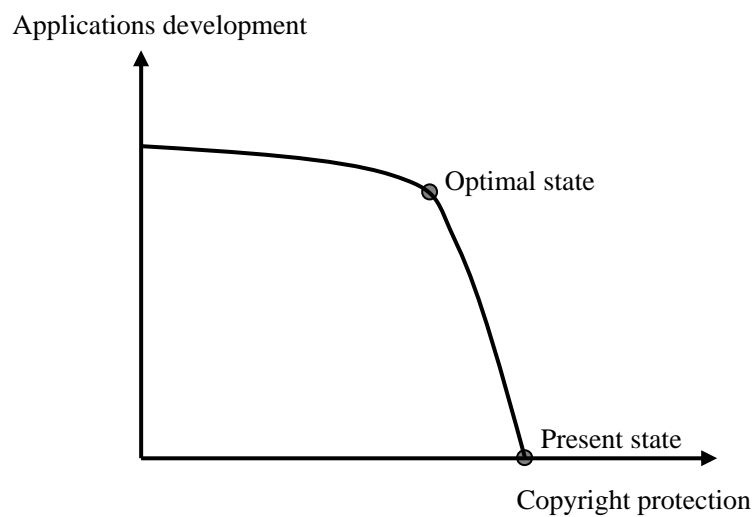


Figure 1: Tradeoff of Copyright Protection and Applications Development

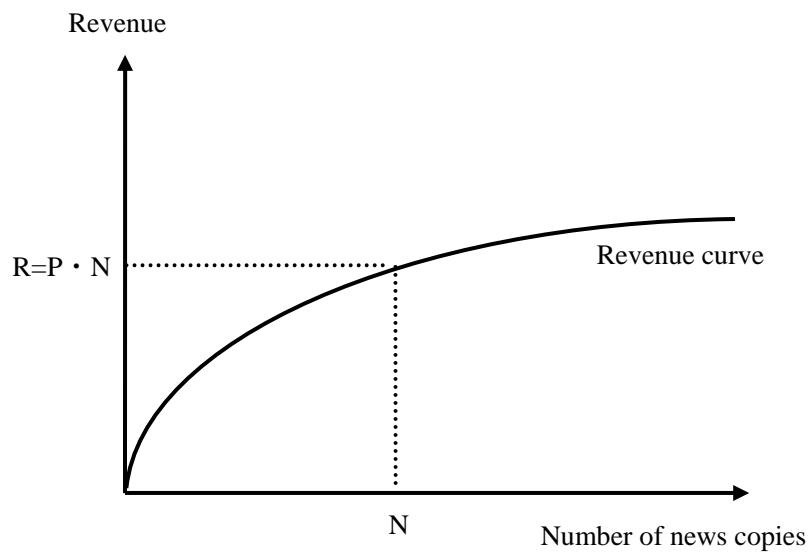
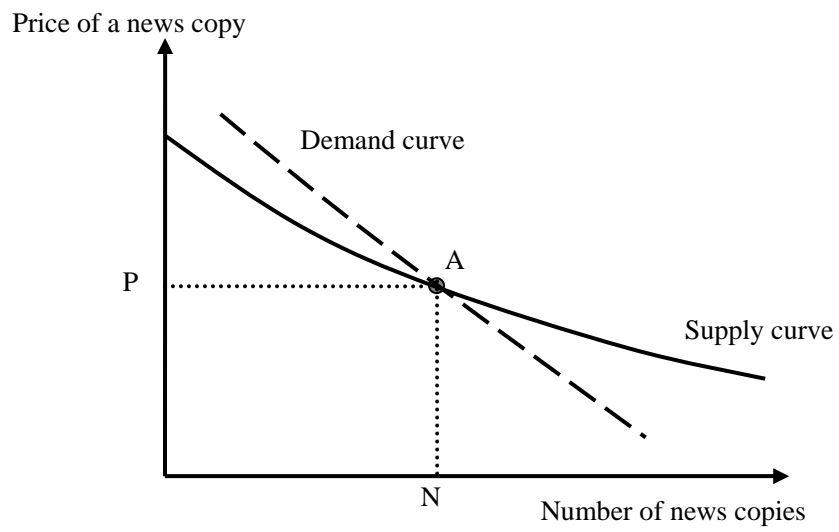


Figure 2a: An Example of Transaction of Copies of DTV News

Descriptor of Video Copy for Transaction

1. Video Characteristics

Title: Morning News Class.: General News
Broadcast by: XYZ Network, Inc. at: Tokyo and other locations
on: 02/15/2005
time: 9:00-10:00AM
duration: 45 min

Commercials: not included

2. Supply-Price Schedule

Price per Copy (yen)	No. of Copies registered for sale
1.000	~5,000
700	~1,000
500	~2,000
310	~5,000
220	~10,000
160	~20,000
100	~50,000
80	50,000~

3. Current Registration for Purchasing a Copy

No. of Copies for Effective Purchase: **2513**
No. of Copies Delivered: **0**
Price Currently Bid: **310 yens**
Closing Time of Current Offer: **Noon, 2/16/2005**

4. Conditions for Copy Utilization

- a.** Must use equipment with B-CAS compliance
- b.** Utilization Type: **A2**
 - (1)** May retain single copy for viewing;
Duplicate copies not allowed.
 - (2)** May cut and use any portion(s) of video, but only one cut is allowed.
Duplicating cut portion(s) not allowed.
Cut portion(s) will be removed from the original video; the original video will be shortened by the (total) length of cut portion(s).
 - (3)** Any video to which cut portion(s) of the original video are pasted may not be duplicated; such shall be used under the copy-once restriction.

Figure 2b: Example of Descriptor of News Video for Sale

<i>Services</i>	Telephony	Internet	Cable TV	Broadcast	<i>Mode of Supply</i>
Contents	(Contents of telephone and fax)	E-mails, Web	Broadcast Contents		Competitive
Networking	Voice Transmission	IP-Packet Transmission	Cable Transmission	Broadcasting	
Media	Electric current, Optical rays			Spectrum	Monopolized
	Twisted and coaxial cables, Optical fibers			(Antennas)	
Equipment Structures and Spaces	Tunnels, Tubes, Poles, etc.			Terrestrial spectrum spaces	
	Terrestrial (physical) spaces				
<i>Infrastructure</i>	Wired			Wireless	

Figure 3: The Layers Structure of the Services for Information Transmission

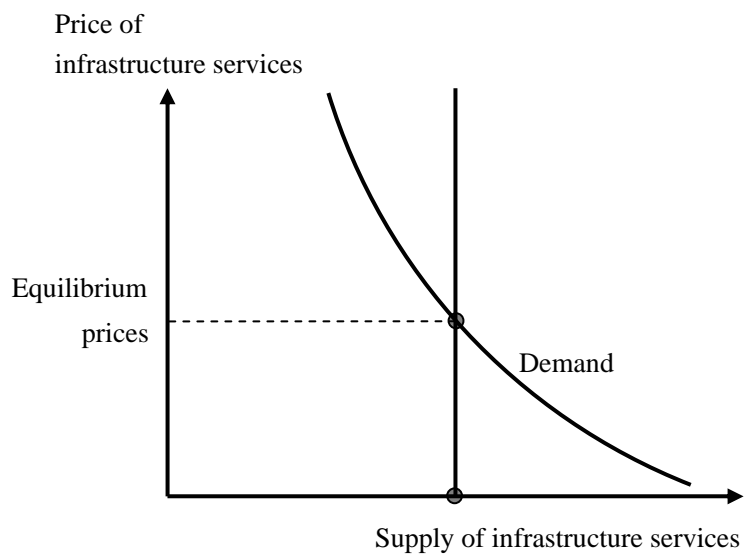


Figure 4: Equilibrium Price of Infrastructure Service

<i>Services</i>	<i>Economic units</i>		<i>Mode of supply</i>
Final demand	Consumers, Firms, Governments, Public entities, etc		Competitive
Content supply	Content suppliers (newspapers, publishers, producers of music and video contents, news agencies, advertising agencies, etc.)	Web, E-mails, and other data	
Information Transmission	Network-service providers (broadcast, telephone, access, backbone, Internet, etc.)		
Infrastructure	Supply of infrastructure for information transmission (wired, wireless)		Monopolized

Figure 5: The Structure of IT Industries under Vertical Separation