

# **The convergence of media, TV and Internet**

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# From Conventional Media to Future Media

Conventional media = one-way

## Changing factors

- Diversity of opinions and ideas: Mass media → Media for the individual
- Development of transportation, various life styles
  - Decreasing of access opportunities to mass media
- Increasing of internet access → Marketing to the individual

Future media = Interactivity

Conventional concept

TV = Broadcasting

PC = Internet

Mobile phone = Communication

Future concept

Broadcasting

Interactivity

Internet

Communication

# Mobility provides interactive media

**Mobile phone = tool for individual**  
+  
**Remarkable feature of ISDB-T is mobile reception**

**ISDB-T is a trigger for Interactive media**

**Mobile phone**

Broadcasting (one-way)

One-Seg

+  
Forward type interactive data

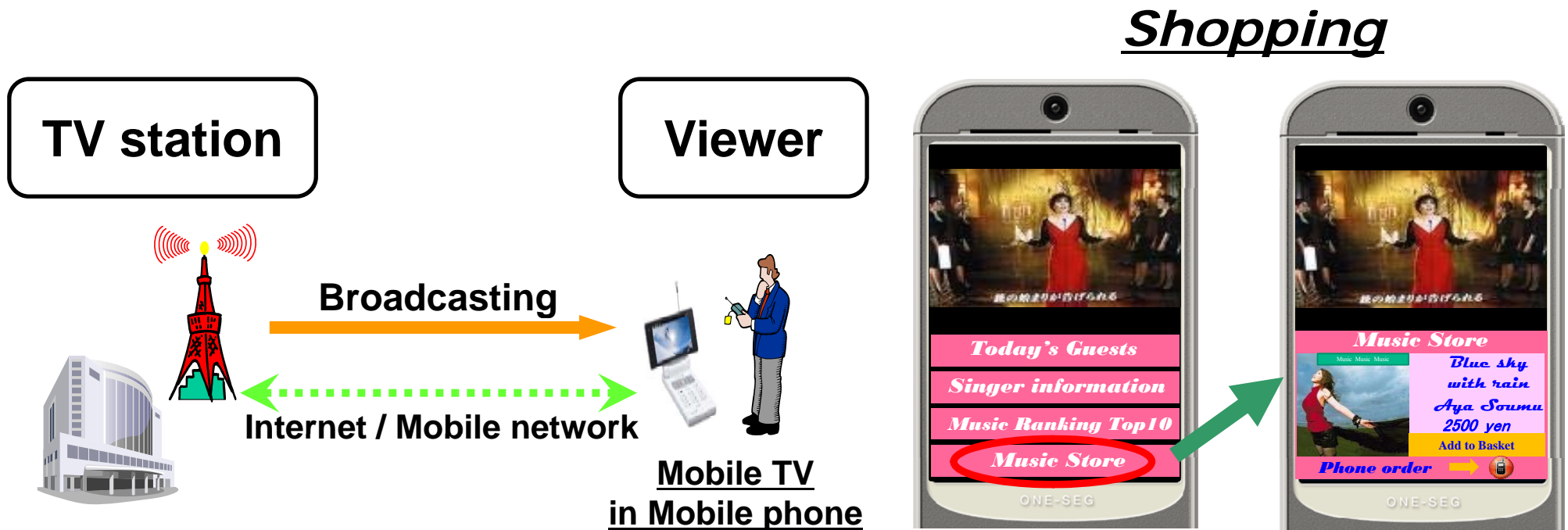


communication (two-way)

Pull type interactive data

→ next, phenomena of Interactivity in Japan.

# Shopping by using ISDB-T including One-Seg Interactive services

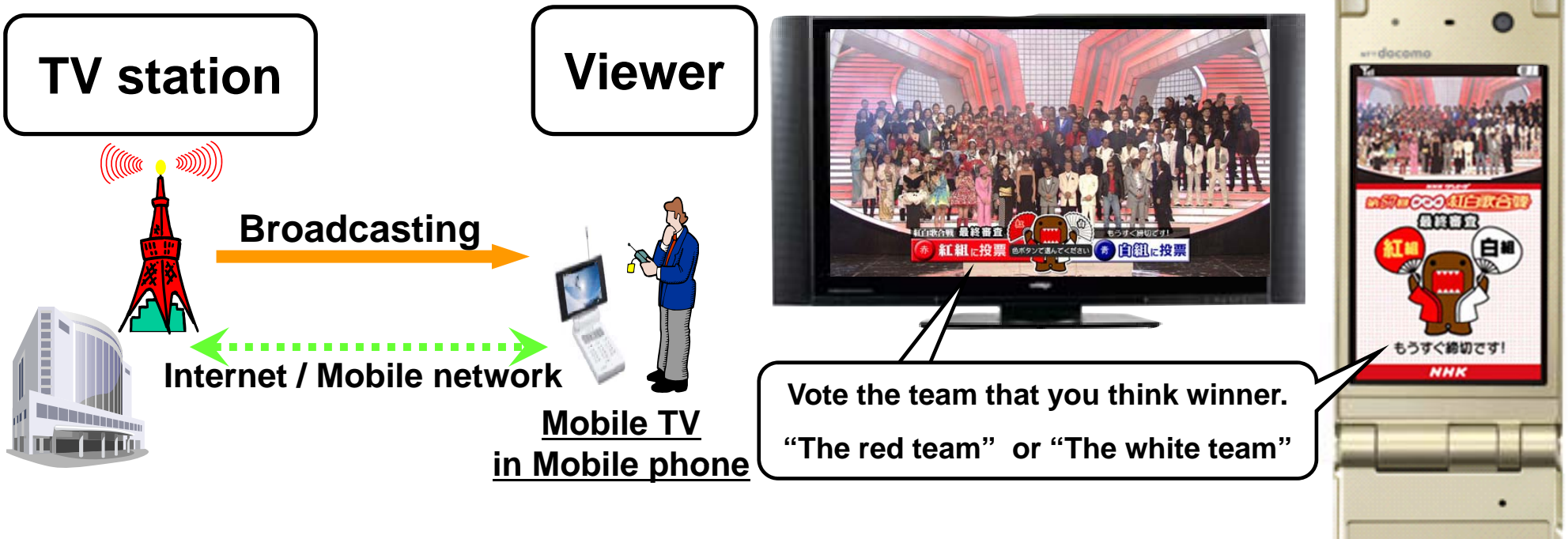


Thanks to interactivity

- Viewer can see the items and buy them directly.
  - Viewer can enjoy shopping anytime, anywhere by using a mobile phone.
- Mobile TV can play a role in marketing to the individual

# Voting by using ISDB-T including One-Seg Interactive services

## Participating in interactive TV programs

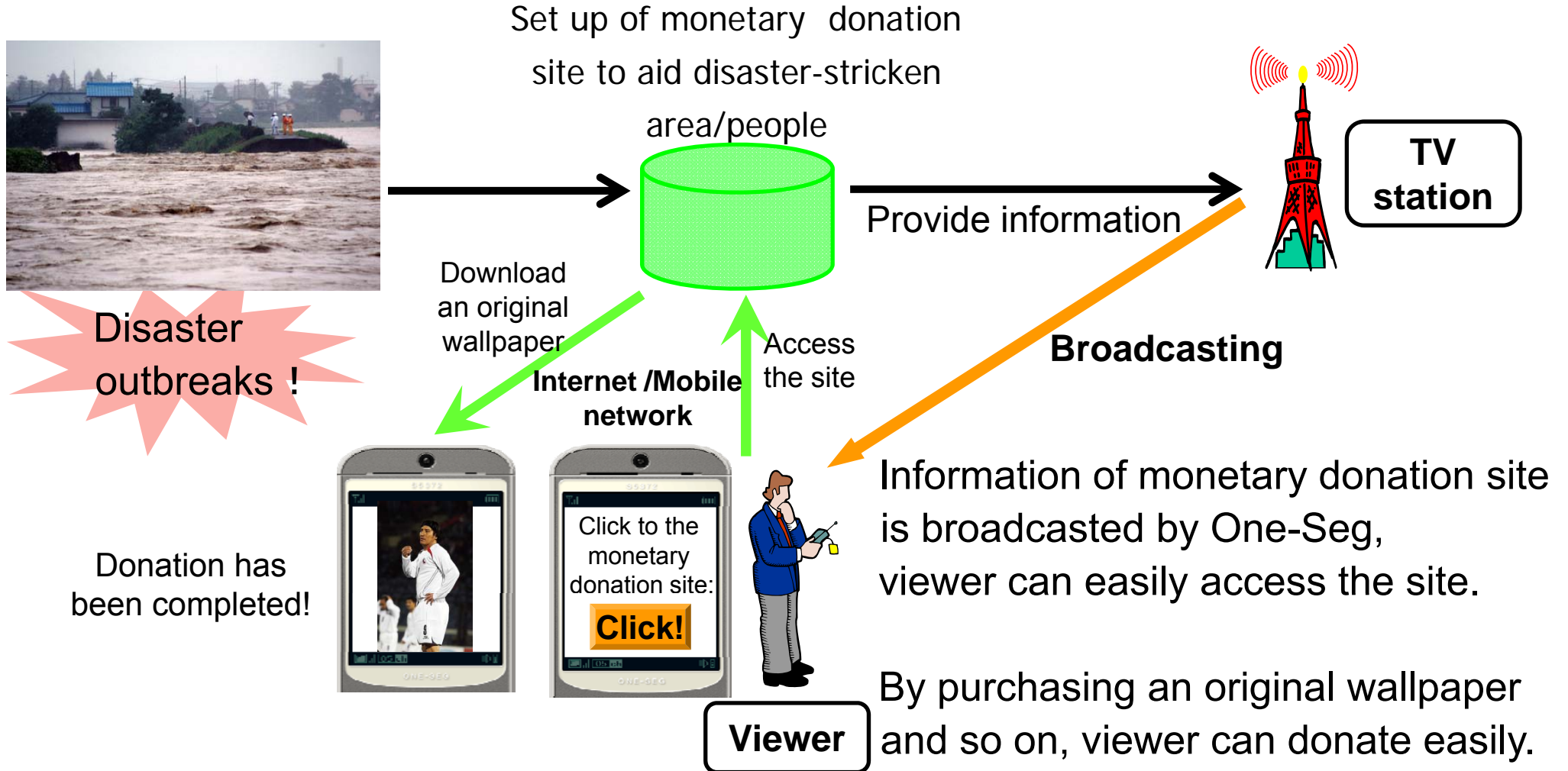


Thanks to interactivity

Viewer can participate in TV programs by voting .

- Mobile TV can play a role as the individual media (like internet)

# Monetary donation by using ISDB-T including One-Seg Interactive services

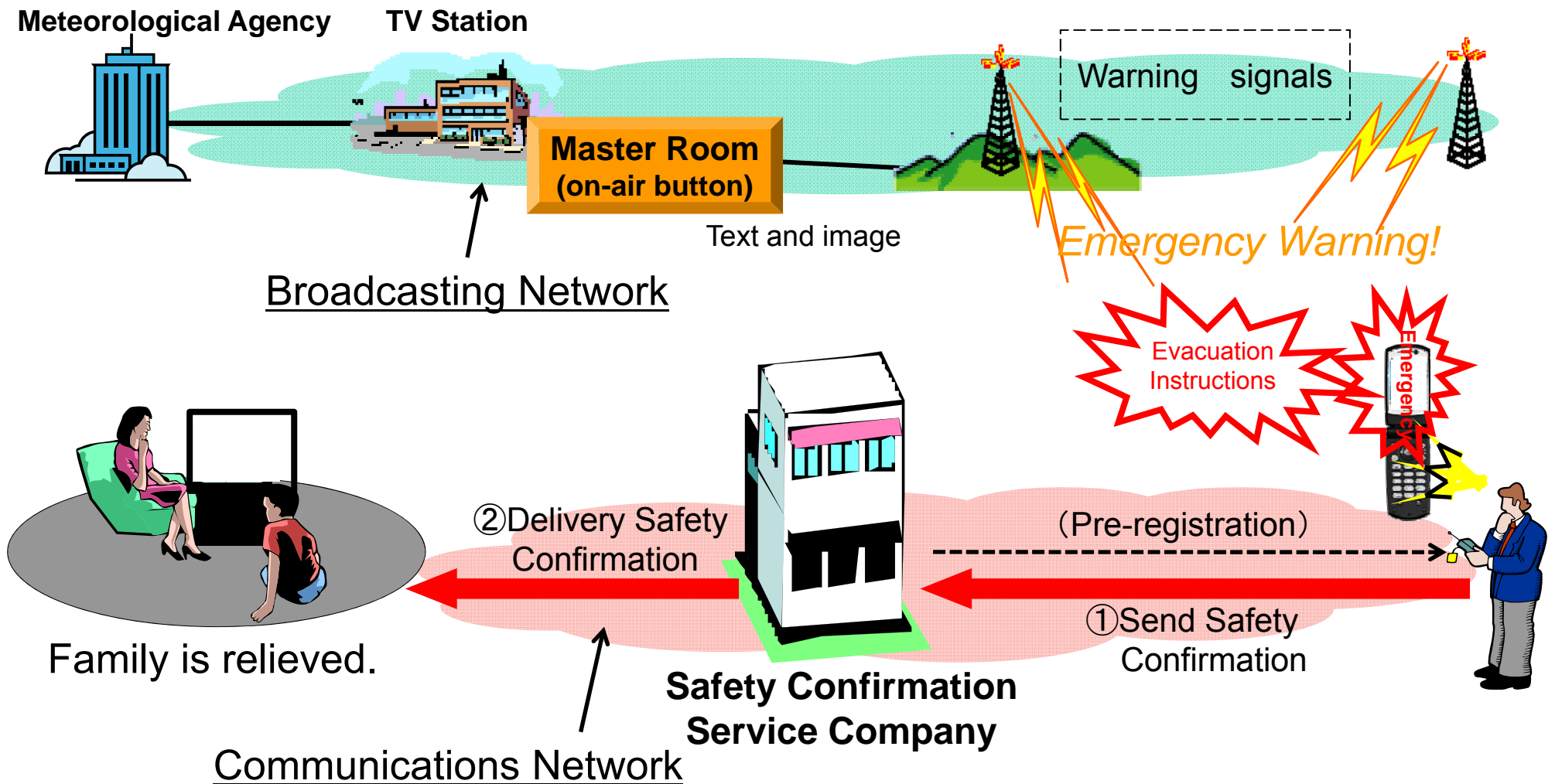


Thanks to interactivity

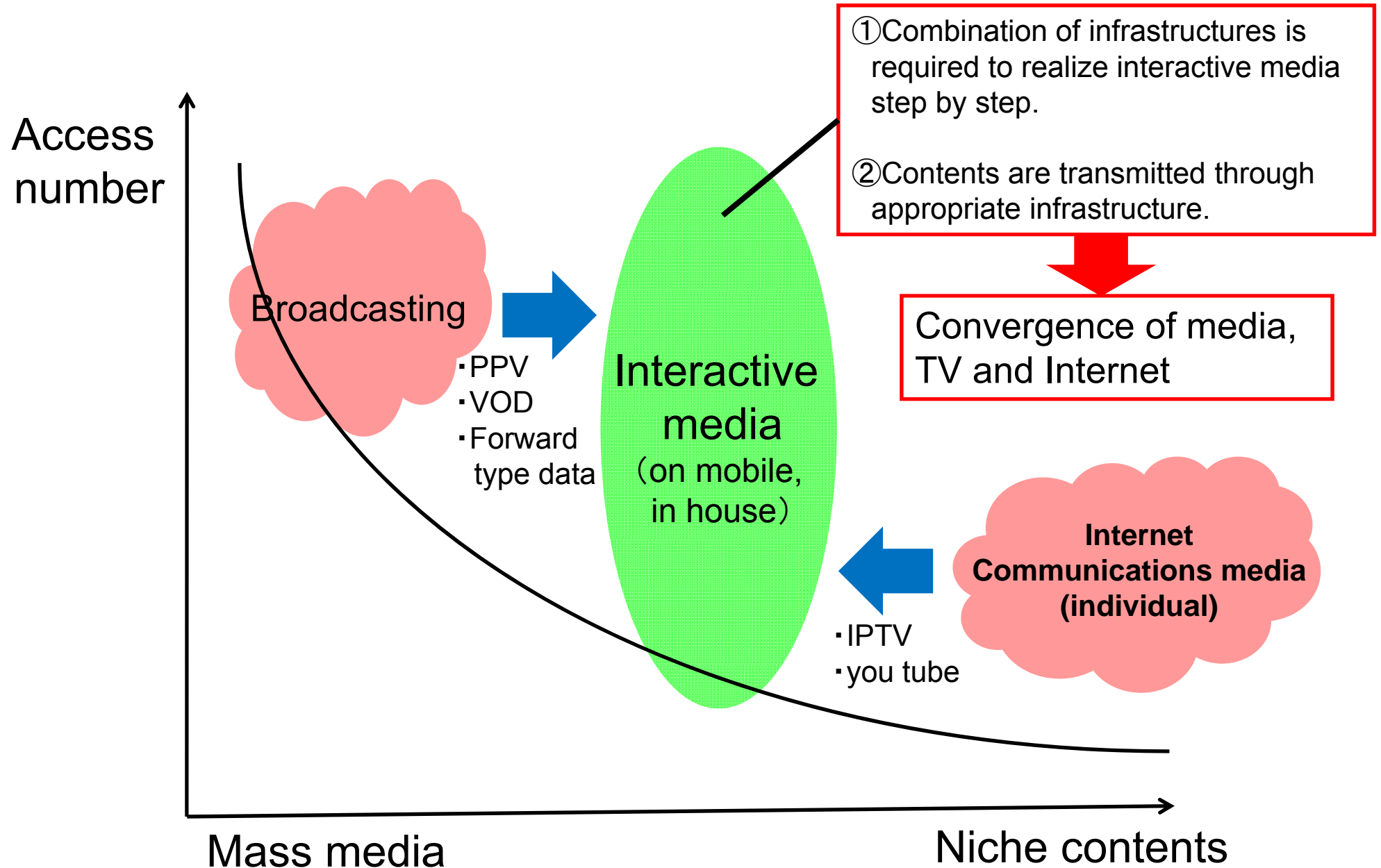
Viewer can make monetary donation simply.

▪ Mobile TV can play a role for public application

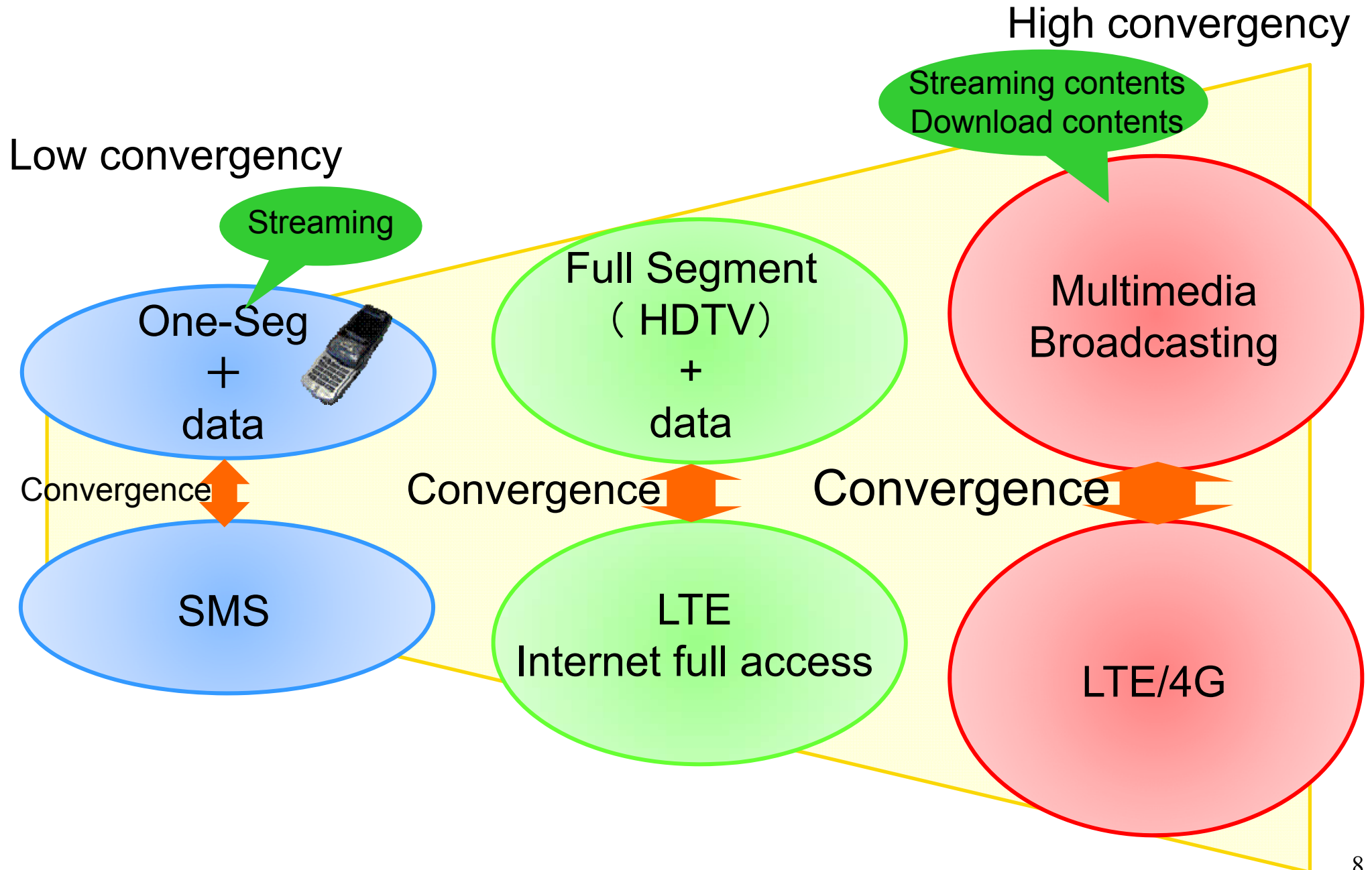
**Through Broadcasting network and Communications network,  
EWBS and Safety Confirmation Service are provided.**



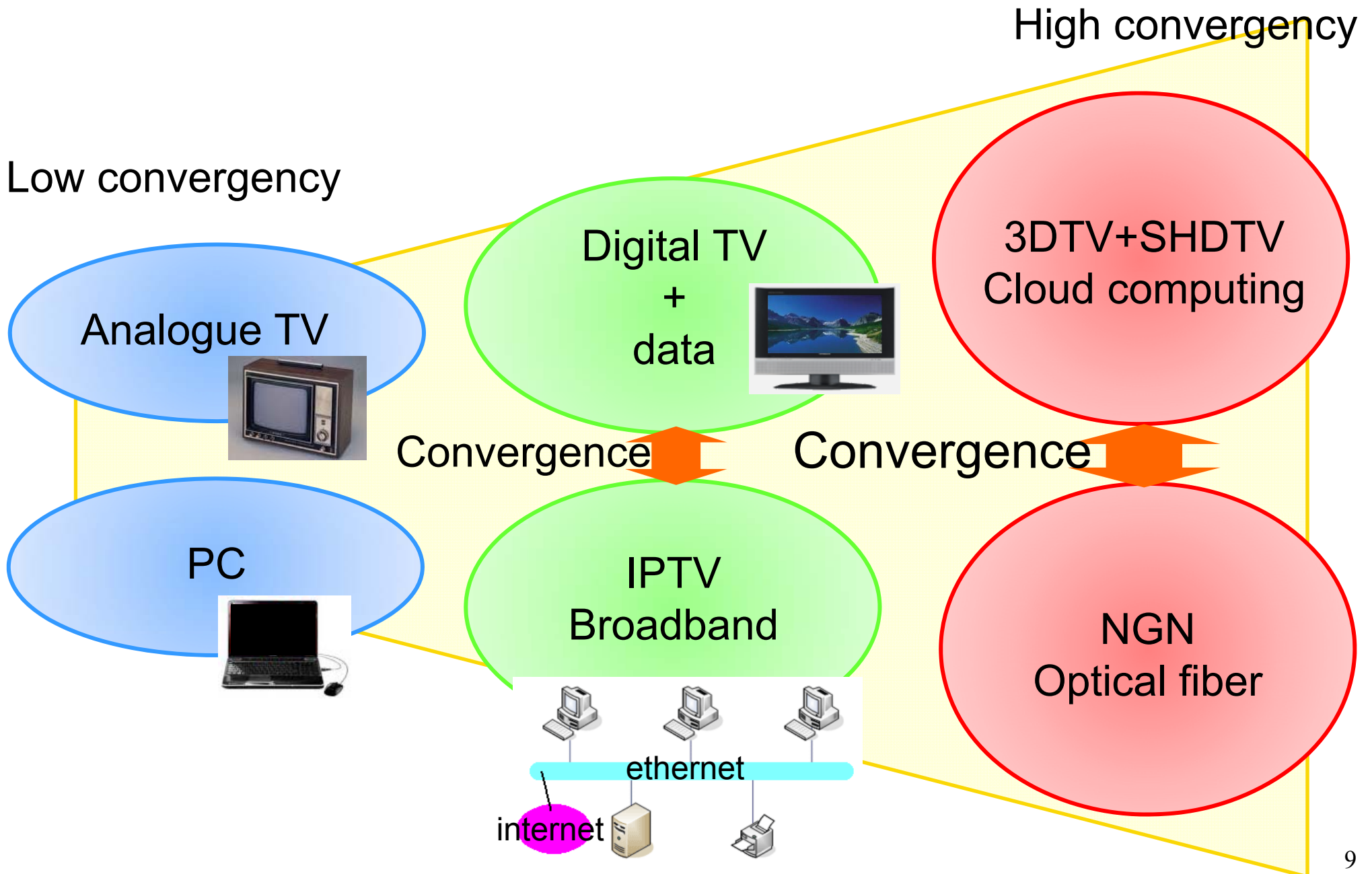
# The Convergence of media, TV and Internet



# Development of Convergence of media in Mobile circumstance

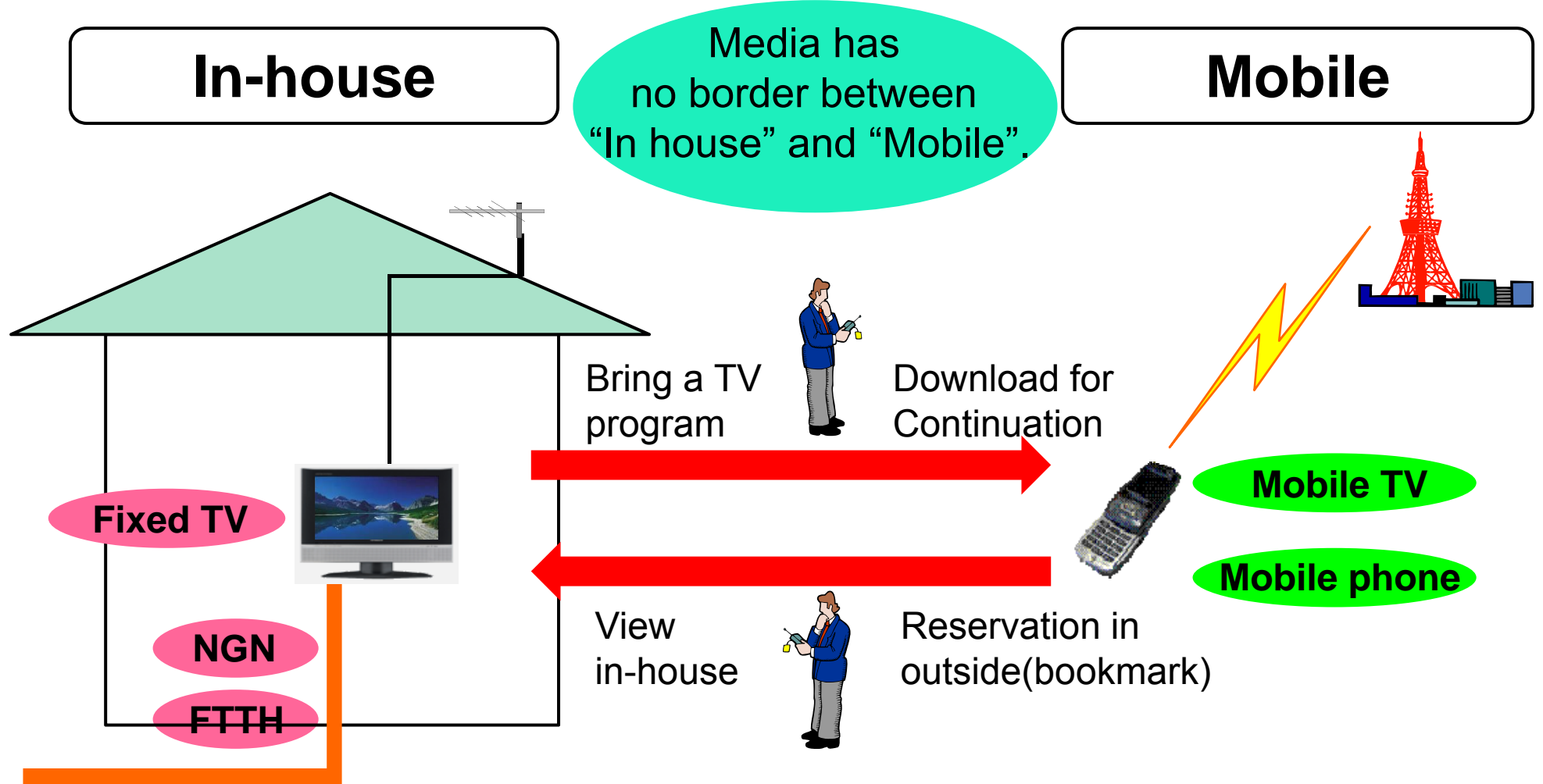


# Development of Convergence of media in In house circumstance





Convergency is occurred on Seamless Infrastructure between "in-house" and "Mobile"



People can access interactive media both "In-house" and "Mobile" circumstances seamlessly.

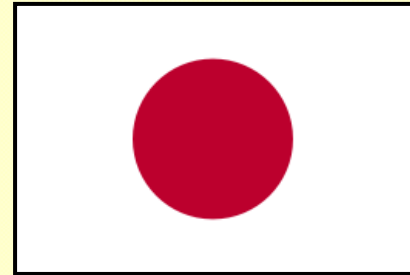
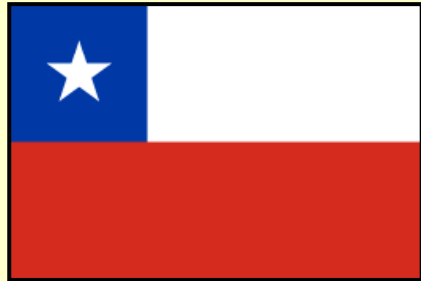


- According to change of Media circumstances, Interactivity is required.
- In Japan, a lot of trials have already started by using ISDB-T mobile reception.
- Combination of Digital infrastructures is required and contents are transmitted through appropriate infrastructure.



**Toward to convergence of media, TV and Internet**

**Please enjoy actual interactive media  
in Chile near future!**



***Thank you for your attention !***

***muchas gracias***

***Ministry of Internal Affairs and  
Communications, Japan***