



GROUP AND REGION-FOCUSED TRAINING

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 2015***

NO. J15-04416 / ID. 1584582

Course Period in Japan: August 23 to September 12 2015

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

TV broadcasting is one of the most efficient and inexpensive methods of communication, which can convey information equally all across the world. TV broadcasting enables developing countries in particular to efficiently promote knowledge dissemination and public awareness in the field of education, health service, environmental management, peace-building, and consolidation of democracy. Its potency is very much expected as a means of transmitting information where other information media are inefficient or unavailable, such as isolated areas.

The digitization of TV broadcasting has become a global trend, and many developed and developing countries have already started digital broadcasting. ITU, the International Telecommunication Union, and the Broadcasting Union have proposed that all countries should launch terrestrial digital broadcasting by 2015.

Developing countries with diversified cultures (languages, ethnicities) can take advantage of the features of digital broadcasting: Attractive and convenient services available with digital broadcasting, such as 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 their 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 training in Japan would also stimulate their ideas of program planning.

II. Description

1. Title (J-No.):TV Program Production for Digital Terrestrial Broadcasting (J15-04416)

2. Period of Program:

Duration of whole program: July to December, 2015

Preliminary Phase: July to August, 2015

(in the participants' home country)

Core Phase in Japan: August 23 to September 12, 2015

Finalization Phase: September to December, 2015

(in the participants' home country)

3. Target Countries:

Argentina, Brazil, Chile, Maldives, Paraguay, Peru, Philippines, Sri Lanka, Venezuela

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, such as data broadcasting, one-segment broadcasting and multi-language 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 and Contents:

I . To achieve above Program Objective, participants are expected;

(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.

(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 above training contents(1)-(3).

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 11, 2015.**

10. Contents

The program consists of the following components:

(1) Preliminary Phase in participants' home countries (July 20, 2015 to August 22, 2015) <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 2)

* Inception Report: See ANNEX 2 "Inception Report"

(2) Core Phase in Japan (August 23 to September 12, 2015) <i>Participants attend the program implemented in Japan.</i>		
Module		
Output	Program/Details	Method of Guidance
(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.	(i) Features of Japanese digital terrestrial broadcasting system(ISDB-T) and overseas expansion (ii) Rights and protection for contents of broadcasting program	Lectures

(2) To obtain better understanding of the process of program production for digital broadcasting.	<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>	Lecture, observation
(3) To make a TV program plan for the participants' organization based on the training (Output (1)-(3))	Making a TV program plan individually and presenting it.	Presentation of plan

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

(3) Finalization Phase in participants' home countries (September 15, 2015 to December 11, 2015) <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>		
Output	Program/Details	
To share the knowledge and techniques of digital broadcasting planning/operation in his/her organization after returning	<p><u>TV program plan</u> made by participant is shared in the organization and discussed from the standpoint of realization and implementation</p> <p>The compilation of a <u>Final Report</u> and its submission to JICA Tokyo are required by December 11, 2015.</p>	

III. Conditions and Procedures for Application

1. Expectations for the Participating Organizations

- (1) This program is designed primarily for organizations intended to address specific issues or problems identified in their operation. Participating organizations are expected to use this program for these specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in the collaboration with relevant prominent organizations in Japan. These special features enable the program to meet the specific requirements of applying organizations and effectively help them to resolve the issues and problems.
- (3) As this program is designed to help organizations coming up with concrete solutions for their issues, participating organizations are expected to ensure enough time for the participants to carry out the activities of the Preliminary Phase described in section II-10.
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Finalization Phase described in section II-10.

2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications:

- (1) Present position, assignment:
TV producers or directors engaged in designing or editing programs in public/national broadcaster or government organization managing public/national broadcaster.
- (2) Occupational background:
Have 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 training 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:
Be in good health, both physically and mentally, to undergo the training.
- (7) Other prerequisites:
Must not be serving in military service

Note:

Nominees who have previously participated in JICA programs for similar subjects will be given lower priority than those who have never participated in JICA training programs.

3. Required Documents for Application

- (1) Nomination Form (Application Form)
- (2) Job Report (Annex 1)
- (3) 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), please attach it (or a copy) to the application form.

***Pregnancy**

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health.

- ① letter of the participant's consent to bear economic and physical risks
- ② letter of consent from the participant's supervisor
- ③ doctor's letter with agreement of his/her training participation.

Please ask National Staffs in JICA office for the details.

Note:

As "Job Report (Annex 1)" is an important reference for screening nominees, applications that are submitted without it will be disqualified.

4. Procedure for Application and Selection

(1) Submitting Application Documents:

Closing date for application to the JICA Tokyo International Center in JAPAN, which organizes this program: **June 26, 2015**

Note:

Please confirm the preliminary domestic closing date set by the local JICA office or Embassy of Japan in your own country in order to meet the final date in Japan.

(2) Selection

After receiving the document(s) through due administrative procedures in the respective governments, JICA offices (or Embassies of Japan) in respective countries will screening them, and send documents to the JICA Tokyo International Center. Selection will be made by the JICA Tokyo International Center in consultation with the organizations concerned in Japan based on the submitted documents.

The organization with intention to utilize this program will be highly valued in the selection.

(3) Notice of Acceptance

Notification of the results will be made by JICA offices (or Embassies of Japan) in respective countries to the respective Governments by **not later than July 17, 2015.**

5. Document to be submitted by accepted participants:

Inception Report -- to be submitted by August 7, 2015.

On receiving a Notice of Acceptance, accepted participants are required to prepare an Inception Report (detailed information is provided in the ANNEX 2 "Inception Report". The Inception Report should be sent to the JICA Tokyo International Center **by August 7, 2015,** preferably by e-mail to **ticttee@jica.go.jp**

6. 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,
- (6) 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.
- (7) to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA, and
- (8) to participate in the whole program including a preparatory phase prior to the program in Japan.

IV. Administrative Arrangements

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

2. Implementing Partner:

NHK Communications Training Institute (NHK-CTI)

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

TEL: 81-3-3415-7111 FAX: 81-3-3415-1388

(81: country code for Japan, 3: area code)

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 aren't enough rooms at JICA TOKYO, it 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/pdf/welcome.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

For more details, please see p. 8-16 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.

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6. Pre-departure Orientation

A pre-departure orientation will be held at the respective country's JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the program, and other matters.

V. Annexes

Annex 1 Job Report

Annex 2 Inception Report

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, these forms must be submitted with the Nomination Forms.

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)

Annex 2

Inception Report

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).

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:

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