

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 2018

NO. J18-04141 / ID. 1884582

Course Period in Japan: From July 29 to August 11, 2018

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 divers information more promptly and effectively. Therefore, introducing or promoting DTTB is needed.

Once DTTB is introduced, it is important to produce attractive contents with utilizing its features. Attractive contents will play a significant role to receive people's attention, and it will eventually contribute to further promotion of DTTB.

Thus, acquiring knowledge and skills not only about DTTB, but also TV production utilizing its advantages is important.

For what?

This program aims to achieve two goals as shown below;

1. To promote digitization of broadcasting by understanding the fundamentals and outline of digital broadcasting.
2. To improve the ability of producing more attractive digital contents utilizing the advantages of digital broadcasting such as data broadcasting, text broadcasting, multi-language broadcasting and interactive program.

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 (especially ISDB-T) and the TV program production through the lectures, site visits 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 with consultation by the Japanese experts.

II. Description

- 1. Title (J-No.)**
TV Program Production for Digital Terrestrial Broadcasting (J18-04141)
- 2. Course Period in JAPAN**
From July 29 to August 11, 2018
- 3. Target Countries**
Botswana, Brazil, Honduras, Indonesia, Nigeria, Peru, Philippines and Sri Lanka
- 4. Eligible / Target Organization**
Broadcasting organizations or related governmental organizations.
- 5. Course Capacity (Upper limit of Participants)**
12 participants
- 6. Language to be used in this program**
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 digitization 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) Preparation in the respective countries (For accepted participants only) | |
|---|---|
| Modules | Activity |
| To acquire the work- related issues and concerns on digital broadcasting | Submission of <u>Inception Report</u> (*Refer to Annex 2) <u>Due date : July 6th (Fri) , 2018</u> To: tictree@jica.go.jp |

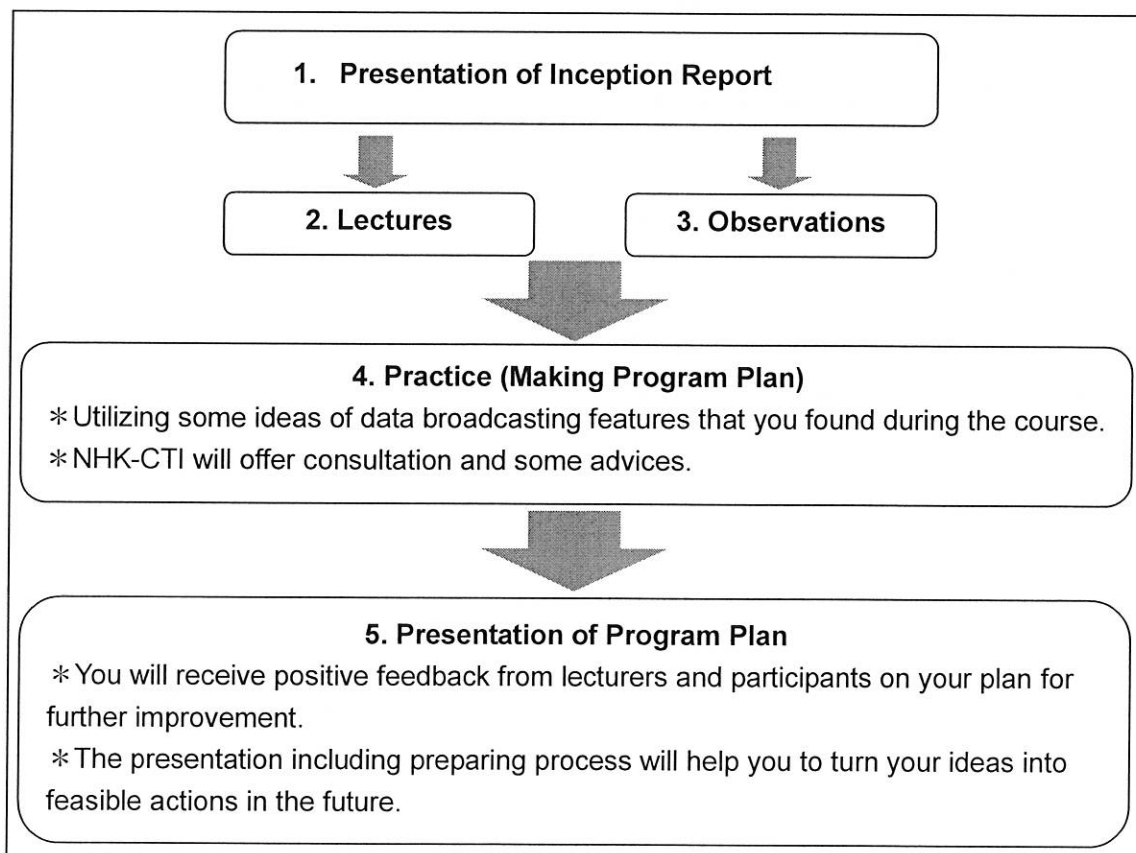
| (2) Core Phase in Japan (July 29 to August 11, 2018) <i>Program is subject to change.</i> | |
|---|---|
| Expected Module Output | Program Contents |
| 1) To acquire fundamental knowledge and skills of program production for digital broadcasting and learn rights and protection for digital contents. | <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) |

| | |
|--|--|
| 2) To foster better understanding of the process of program production for digital broadcasting. | Lecture -NHK's Disaster Broadcasting -Reaction TV - Interactive Program -Educational Program -Nature Documentary -Studio Variety -International Co-Production of Documentary Program |
| 3) To make a TV program plan for the participant's organization based on the knowledge and skills gained through the course. | Practice & Presentation Formulating Individual TV program plan |

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

*Contents may be subject to minor changes (please refer to Annex 1).

《Structure of the Course in Japan》



III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed for organizations which intend to address the digitalization of TV broadcasting primarily. 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 digitalization in respective countries.
- (2) In order to digitalize TV broadcasting effectively in respective organization after this program finishes, they are expected to help the participants to complete required preparation before the program starts in Japan (p4: "Preparation in the respective countries").
- (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 is required
- (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.

3. Required Documents for Application

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

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

1) Job Report (Annex 1)

*Applications without Job Report will be disqualified.

2) Photocopy of passport: 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: 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 25th (Fri.) , 2018**)

(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 JICA TOKYO through 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 June 15th (Fri.) , 2018**.

5. <For accepted participants only>

Preparation for Inception Report Presentation

See Annex 2 for the details.

※Submission of report required.

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 International Center (JICA TOKYO)

2. Implementing Partner:

NHK Communications Training Institute

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: 81-3-3485-7652 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, <https://www.jica.go.jp/tokyo/english/office/index.html>

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 (All the applicants)

Annex 2 Inception Report Presentation (Accepted participants only)

Job Report: For ALL Candidates

Annex 1

Please follow the instruction below for your Job Report.

1. Contents: Please fill the contents shown below.
2. Length: 1 to 2 pages
3. Data Format: Microsoft Word
4. Submission: May 25th(Fri.) , 2018 with your Application Form.

=====

Job Report

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

1. Current situation of the digitization of TV broadcasting in your country
Please answer the following questions as far as you know.

(1)Please mention the current situation or transmission stage of the Digital TV Broadcasting Switchover from the Analog. (If you answer "Switchover is now proceeding or already completed" at the above question,) 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? Besides that, please mention the program contents which are produced under the collaboration between TV Broadcasting and Internet, if any.

(3)Please indicate the coverage ratio of smartphones (percentage of persons owing a smartphone) as far as you can tell.

(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 in TV program making or production in the past including responsibilities and contributions on it.
- (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.

Inception Report: For accepted Participants ONLY

Annex 2

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

1. Contents: Please include the contents shown below.
2. Format:
 - (1) Data format: MS Power Point
 - (2) Number of slides: Maximum 10 ~ 15 (preferable)
 - * PowerPoint Slide should be simple with limited text, utilizing graphics (photos, tables and charts)
3. Length of presentation: 10 minutes
4. Submission:
 - (1)Deadline: July 13(Fri.), 2018
 - (2)Send to: ticttee@jica.go.jp
5. Note:

If your organization has more than one accepted participants, you may make your report jointly. In that case, only representative should submit your report and notify us when you send your report via E-mail.
6. Inquiry:

Tatsuaki INOUE (Mr.): Inoue.Tatsuaki@jica.go.jp

*** Inception Report Presentation**

At the beginning of the core phase in Japan, each participant is supposed to deliver an presentation. Purpose of the presentation is to share each country's situation of broadcasting among participants, implementing partner (NHK-CTI) and JICA.

*** *Recommendation on Short Films**

Apart from the Inception Report Presentation, it would be very much welcomed if you bring short films (3~5 minute-video) such as programs you have worked on, for possible presentation during lectures, in order to share your professional experiences and concerns among participants, lecturers, implementing organization and JICA.

Inception Report Presentation

Please cover the items written below as much as possible.

1. Introduction of yourself and your organization

- (1) Organization chart of the broadcasting station including number of the staffs.
- (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

- (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) Percentage of country-wide TV holders, and number of viewers and audience/coverage rate of each network: terrestrial, satellite and cable network.
- (3) Broadcasting system in your country including related laws, regulations, licenses, broadcasting administration and supervising ministries.
- (4) Current trends in the broadcasting field and so forth.

3. Plan for Digital Terrestrial Television Broadcasting (DTTB) at your organization

- (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.).
- (2) Hindrance of launching DTTB or other future plans (e.g. problems with human resources, technical level, finance, business priorities, etc.)

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 International Center (JICA TOKYO)

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

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