

Prospects of Digital Convergence

- The Essential and Expanding Role of Broadcasting -

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HDTV

Television's
Global Standard
for the 21st Century

Broadcasting

Quality Journalism & Culture

on the State of the Art Technology

Live HDTV Coverage of 'Eclipse'

生中継
硫黄島



Fed by High Speed Internet Satellite-WINDS
NHK/NOAJ/NICT/JAXA July 22, 2009

Essential & Universal Role

Unchanging

Enhancing in Digital Era

Digital Broadcasting and The Internet

1. Confliction, Competition
2. Complement, Coexistence
3. Concinnity, Collaboration



‘Earth Rise’ from the Moon

shot by NHK’s on-board HDTV Camera on Lunar Orbiter

The Role of Broadcasting

‘Common’ and ‘Forum’
for Facing Issues

Driving Force for
Advanced Information Society

*Thank You Very Much
for Your Attention...*