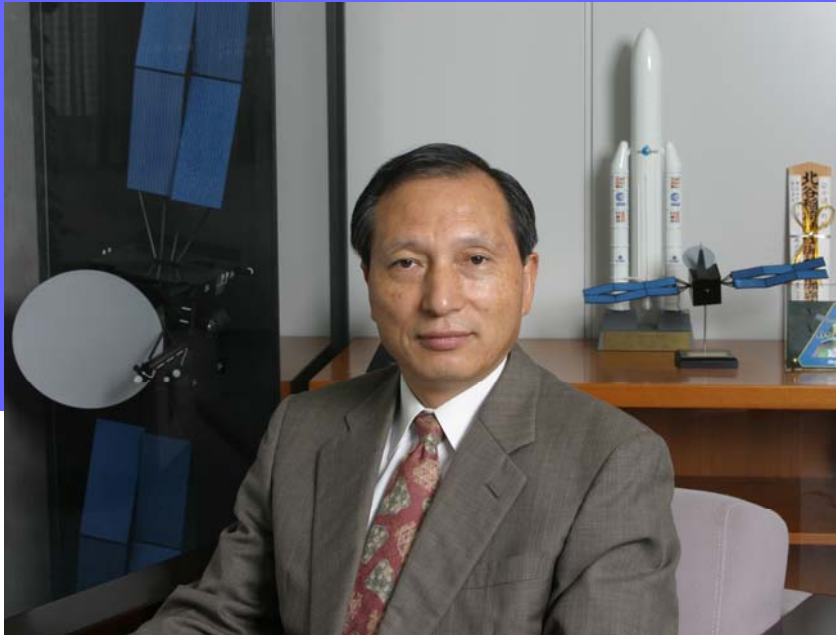


## Interview with CEO



**Tatsuo Gunji**  
President  
Broadcasting Satellite System Corporation



### Biography:

Apr. 1968	Joined Japan Broadcasting Corporation (NHK)
Jun. 1990	Production Director of Program Production Department (Science Program), NHK
Jun. 1997	Director of Satellite Broadcasting Department (Satellite #2), NHK
Jun. 1998	Director of Satellite Broadcasting Department (Hi-Vision), NHK
Jun. 1999	Production Controller of Program Production Department, NHK
Jun. 2001	Director-General of Satellite & Hi-Vision Broadcasting Department, NHK
Jun. 2003	President of Broadcasting Satellite System Corporation (B-SAT).

(Interviewer: Dr. Kazuyoshi Shogen, the AIAA-JFSC editing member)

*---- First of all, I would like to ask you about your company's aggressive efforts toward ensuring that satellite broadcasting services can be offered reliably.*

Stable operation of the broadcasting satellites is the most important issue for B-SAT, because it shoulders the heavy responsibility for stable BS analog and BS digital broadcasting as the only BS broadcasting infrastructure enterprise in Japan. At present, B-SAT is controlling and managing five satellites (BSAT-1a and 1b, BSAT-2a and 2c, and

BS-3N) and is transmitting program signals to BSAT-2c. I think that we should make efforts in two aspects in order to operate these broadcasting satellites stably.

One is to have additional reliable satellites and ground equipment. It is important to make doubly sure, that is, to have a backup, as well as to procure highly reliable individual equipment. In other words, it is important that there are some redundant transponders on board the satellite, a back-up satellite is launched as well as the main satellite, and the satellite control and uplink earth stations are each duplicated (i.e., a primary and secondary station for each). We have made efforts to procure hardware systems with high reliability.

The second is related to the equipment operators. The operators must have high-level expertise and experience in controlling the satellites. Fortunately, B-SAT inherited the control technology from the Telecommunication Advancement Organization of Japan (TAO) that had been accumulated since BS broadcasts began. I think it is important to utilize TAO technology and develop it for stable operation.



Kawaguchi Satellite Control Center (control room)

In case a satellite experiences any trouble, a manual for quickly starting up the backup satellite and switching transponders and so on is maintained to minimize interruptions in broadcasting. In addition, a “crisis management manual” has been distributed to all employees, and I have asked everyone to thoroughly understand its contents. I have also requested them to make daily provisions for crisis management.



*---- How do you think about your company's role in the satellite broadcasting service?*

The number of households receiving BS broadcasts, which includes BS analog and BS digital reception, was about 16.51 million at the end of March 2003. And the number of households receiving BS digital broadcasts was more than 6 million at the end of June 2004. The most important role for B-SAT as a BS broadcasting infrastructure enterprise is to control and manage the five broadcasting satellites and to uplink digital programs stably, so that a huge number of people can receive BS broadcasting programs without any interruptions. If any trouble should occur in the BS satellite system, we must quickly and accurately explain the problem and report our investigation results and measures to prevent reoccurrence to program-supplying broadcasters and related organizations. We cannot function without the trust of customers, both BS broadcasters and viewers. I always tell employees to keep this in mind and to cope with the stress.

*---- Tell me about your ambitions as B-SAT's third president, a post you assumed in June 2003.*

Besides stable daily operation of the satellites and ground stations and crisis management, it is important that B-SAT provides broadcasters with a BS broadcasting infrastructure at a low price. To achieve this, we will do our best to procure reliable satellites at a low cost and reduce the expense of satellite control and uplink operations by establishing a more efficient operation system.

*---- B-SAT celebrated its tenth anniversary last year. What do you think about its achievements to date and its business from now on?*



We are now in our twelfth year of business, because B-SAT was established in April 1993. Since B-SAT was established, the number of households receiving BS broadcast has been increasing favorably. I think that one of the reasons about increasing is our daily efforts to operate the satellite and ground stations stably and procure the reliable satellite.

For BS analog broadcasting, B-SAT procured two satellites (BSAT-1a and BSAT-1b) by

international competitive bidding. BSAT-1a took over BS analog broadcast services from BS-3 stably on August 1, 1997. BS digital broadcast service started on December 1, 2000. This service was provided by BSAT-1b, the backup satellite for BS analog service, because the launch of satellite BSAT-2a was postponed. After the successful launch of BSAT-2a and 2c, BS digital broadcast service is now provided by the main satellite BSAT-2c and its backup satellite BSAT-2a.

For satellite control, B-SAT completed the Kawaguchi Satellite Control Center and Kimitsu Satellite Control Station and started operational control of BSAT-1a and 1b in April 1997. B-SAT also started operational control of BS-3N in November 1998. The Uplink Center for BS digital broadcast was completed in November 2000 and uplink operations started in December 2000.

Looking to the future, B-SAT will operate the replacement for BSAT-1a. On June 9, 2004, we received a preliminary license for commissioned broadcast operations of "BSAT-3a", the post BSAT-1a satellite. Since the design life of BSAT-1a will end in 2007, we have been steadily preparing to procure the satellite and ground equipment for BSAT-3a's launch in 2007.



Ceremony for receiving the preliminary license for operating BSAT-3a

*---- Finally, how do you spend your leisure time away from work?*

I try to find time to see movies, exhibitions, and other things that are popular among young people. My second son just reached adulthood recently and my eldest daughter will next year. I may be influenced by living with them. I saw the animated film "Innocence" recently. And I usually spend the weekend reading classical literature, taking some exercise, and so on.

*---- Thank you very much.*