

Interview

With CEO

Mr. Tetsuo MACHII
President & CEO
Mobile Broadcasting Corporation

Interviewer: Takao Ueda

AIAA JFSC

Biography :



Mr. Tetsuo Machii
President & CEO
Mobile Broadcasting Corp.

Aug.1935 Born in Tochigi Prefecture, JAPAN
Mar.1960 Graduated from the Faculty of Science, Tokyo Univ.
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Mar.1960 Graduated from the Faculty of Science, Tokyo Univ.
Apr. 1960 Joined Toshiba Corp.
June 1994 Appointed Corporate Vice President, Toshiba Corp.
June 1998 Appointed Senior Executive Vice President,
Toshiba Corp.
June 2000 Appointed Senior Advisor, Toshiba Corp.
June 2001 Appointed President & CEO,
Mobile Broadcasting Corp.

Major Activities outside MBC:

June 2001 Appointed President, Japan Rugby Football Union

- Thank you very much for accepting this interview while you are very busy in preparing for the start of new business.



Mr. Machii during interview

First of all, let me ask what kind of system the Mobile Broadcasting is, and how our daily life will be more convenient after Mobile Broadcasting service becomes available.

Machii : Mobile Broadcasting Corp. is aiming the realization of the broadcast of various contents, which can be received and enjoyed any time, and anywhere in the country.

It is the realization of ubiquitous broadcasting, in the recent expression. Mobile Broadcasting is for mobile or individual subscribers, while the present TV is mainly for the family in living rooms.

In another words, we will be able to enjoy TV programs in the car, commuter train and open air, where we cannot watch TV presently, using small handy receiver.

In order to achieve this purpose effectively, our satellite to be launched in Fall, 2003 will be equipped with high power amplifier and 12m diameter large antenna which enables the receiving by small omni-directional antenna. This is the most different point from the existing broadcasting.

Furthermore, Mobile Broadcasting utilizes S-band frequency like 3rd generation cellular phones, while the present BS utilizes Ku-band frequency.

In order to achieve the seamless service for the areas where satellite radio wave cannot be received, such as the street between the tall buildings, shadowed area by mountain

or indoors, repeaters called “Gap Filler (GF)” will be installed on the top of the buildings. This method is key to realize ubiquitous broadcasting.

How about the size or price of the antenna and receiver, which will be installed on our cars?

Machii : Car antenna will be the similar size with the present GPS antenna of about 5cm diameter.

As for receiver, we will prepare two types. One is independent unit type, which can be installed on the car separately. Another is built-in type in the car navigation or car audio units.

Price will be ¥20-30K initially, and possibly cheaper as it comes into wide use.



Mr. Machii talking MBC's views in the future

Considering the combination of space utilization and cars, car navigation system utilizing GPS is the most popular application presently. Are you going to extend this Mobile Broadcasting system in near future by combining with car navigation system to the so called “ITS”, enabling the root control of cars to avoid traffic jam?

Machii : Contribution for ITS should be one important purpose of Mobile Broadcasting as important communication media for cars. It means that we can provide more comfortable environment for drivers.

The service will start from providing various kinds of music channels, amusement TV programs for children, traffic information for drivers, and emergency broadcasting at

the time of disasters. Providing of local area information combined with GPS is being considered, of course.

Many difficulties are usually encountered when you create and establish new business. What kind of obstacles have you overcome? What will be the major challenges you have from now?

Machii : It is unavoidable to encounter difficulties, since we are founding completely new, large-size, venture type business to build large scale infrastructure, which had been only handled by the government in the past. I am feeling rather happy and exciting to challenge for the creation of this world new business.

I have many challenges in front of me. For example, how the contents should be organized in order to highly enhance the characteristics of this unique broadband system, and, to what extent the price of user terminal can be cheaper, and so on.

However, we cannot find the real solution by argument only. It is my belief that only by proceeding, we can find the matters which we could not find before, make change on our environment, and the new pass is found where we did not anticipate to be there before.

How about the possibility that Mobile Broadcasting will be expanded to international collaboration business with neighbouring Asian countries in the future?

Machii : I am sure that our Mobile Broadcasting system has the potential to be utilized in overseas. In actuality, some country has already initiated concrete study to introduce this system. Although it is essential to make success in Japan first, we would like to work very hard so that this system becomes Asian defacto standard.

What is your insight for the unique role of satellite communications including Mobile Broadcasting in the future, under the environment of very rapid growth of broadband technology in terrestrial networks like FTTH?

Machii : Recent growth of broadband communications is remarkable. However, if we recall the discussion made some years ago how rapidly broadband becomes popular, I have the feeling that actual growth speed has not been fast enough compared to the past discussion. It does need such long time to change and develop infrastructures.

Among such situation, satellite communications has been grown for 35 years. Now, it should be the time to have evolution in satellite communications.

Our business is just typical example of such evolution. We should find the other various paths for evolution.

Now, it is really the good opportunity to challenge the creation of new business.

Lastly, I heard that you are at the position of president of Japan Rugby Football Union. Do you spend sometime for that Union? What do you do in your spare time to relax?

Machii : I wish to spend more time for the President of the Union. In actuality, I can spend very limited time, and am fulfilling the duty, being helped by many people.

In the weekend, I go to see rugby game as often as possible, and drop in at Union Headquarters.

I often enjoy playing golf and tennis in my spare time.

Thank you very much for taking your time today.



Mr. Machii & Mr. Ueda talking together