



**Foundation for  
MultiMedia Communications**

# **Integrated Public Alert Platform**

28 October, 2013

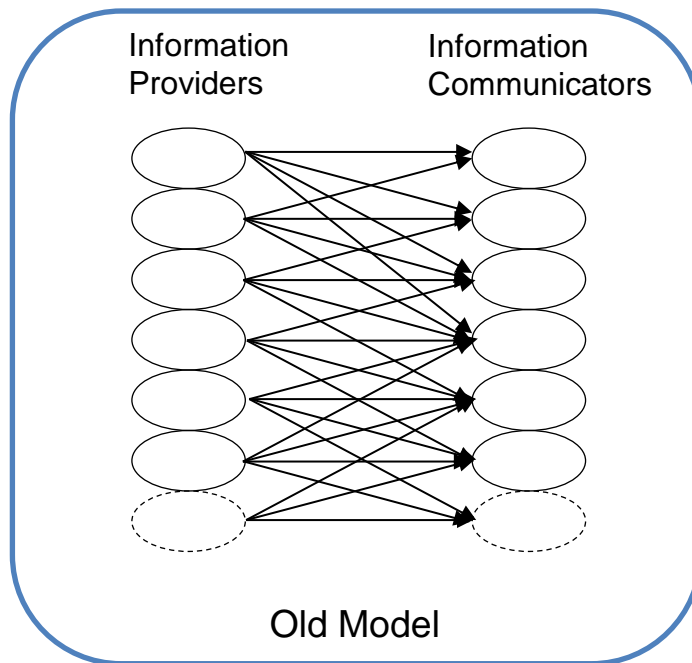
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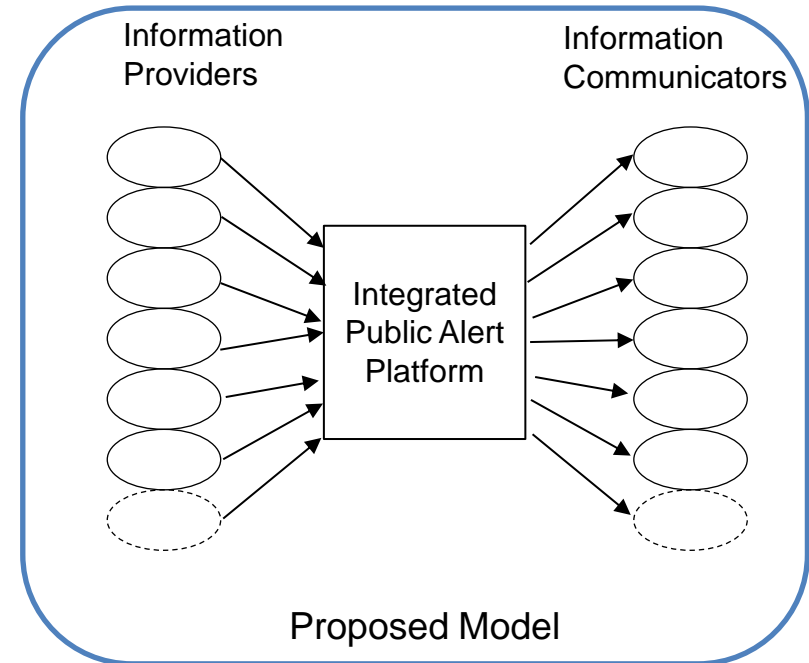
Email: [hiroshige@fmmc.org.uk](mailto:hiroshige@fmmc.org.uk)

# 1. The need for the Integrated Public Alert Platform

1. An efficient method for communications in the event of an emergency
2. A swift provision and update of disaster information
3. An effective use of ICT
4. An integrated method for sharing information within governmental bodies
5. A standardized format of disaster information



Information providers (e.g. local governments) and Information communicators (e.g. broadcasters) create many 1-to-1 systems.

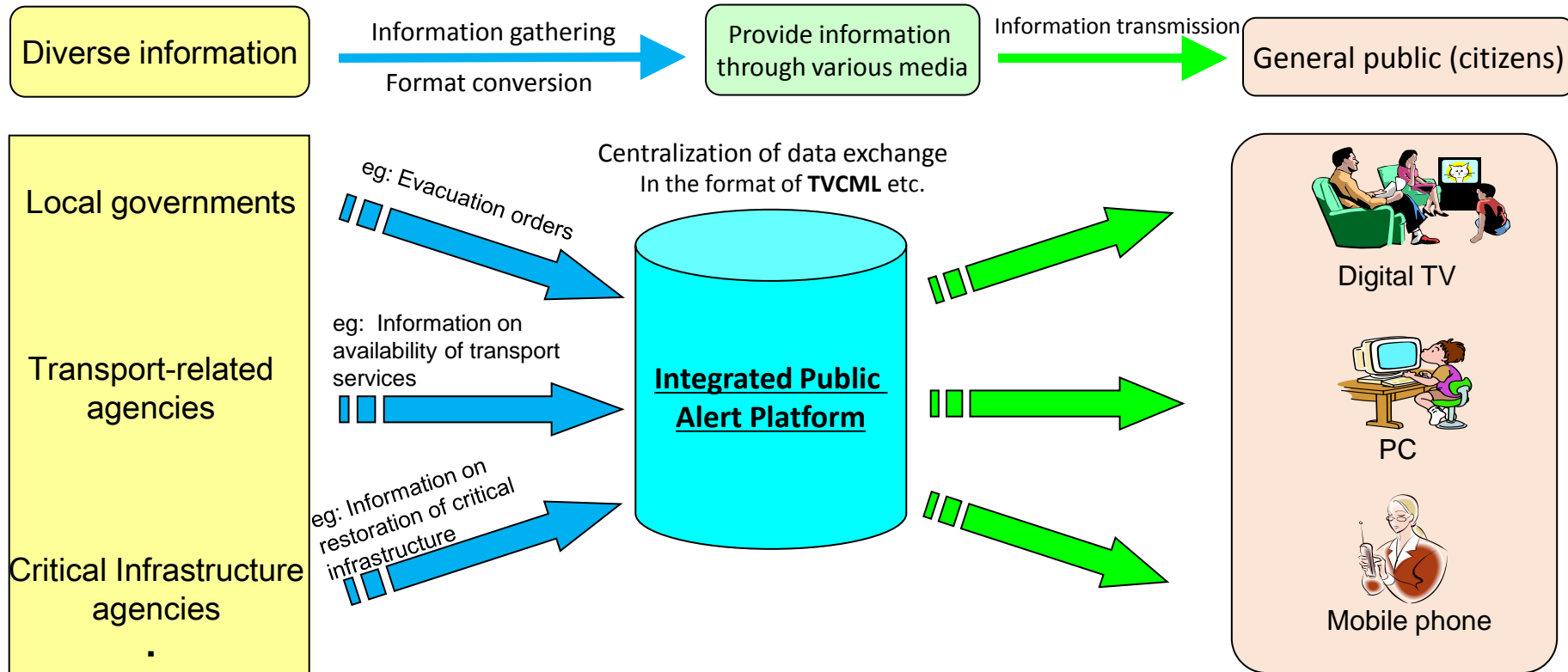


The platform centralizes the exchange of disaster information etc. between Information Providers and Information Communicators.

## 2. The concept of the Integrated Public Alert Platform

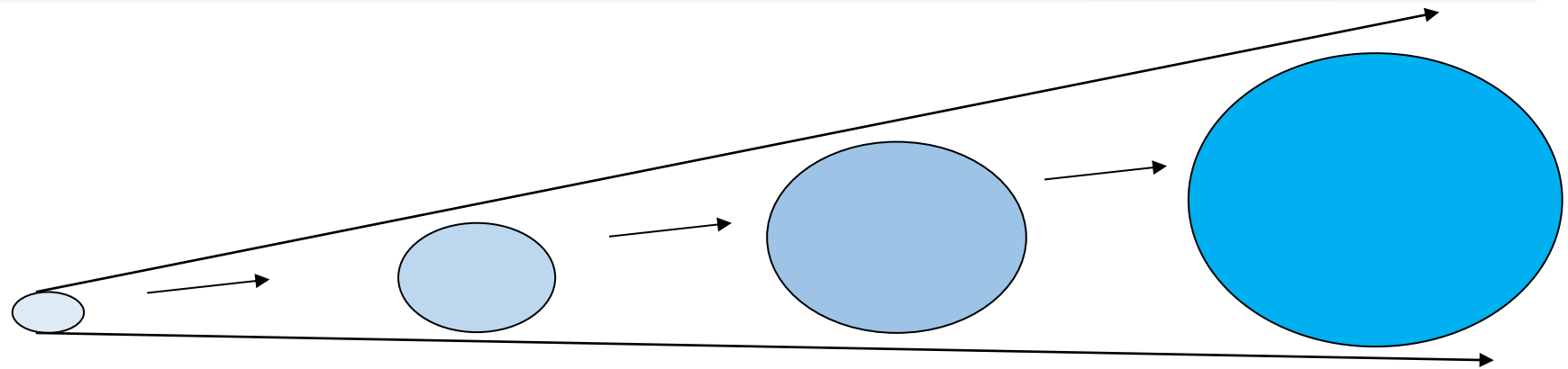
It is an urgent issue to create a common platform of public information which transmits detailed information related to local safety and security by using various media in a prompt and efficient way. This information has an easily understandable format and can be obtained by anyone including senior citizens at any location.

### Simple structure of the “Integrated Public Alert Platform”



Reference: Ministry of Internal Affairs and Communications  
Report of “Research meetings for the local safety and security information platform “ (2 July, 2008)

### 3. History of the Integrated Public Alert Platform



FY 2007

**Concept  
Formation**

Research Meetings  
of the Ministry of  
Internal Affairs and  
Communications

FY 2008

**Trial-run  
demonstration test**

1. Build a system available in a specific area
2. Implement a demonstration test that focuses on the proper functioning of the system

FY 2009

**Full-fledged  
demonstration test**

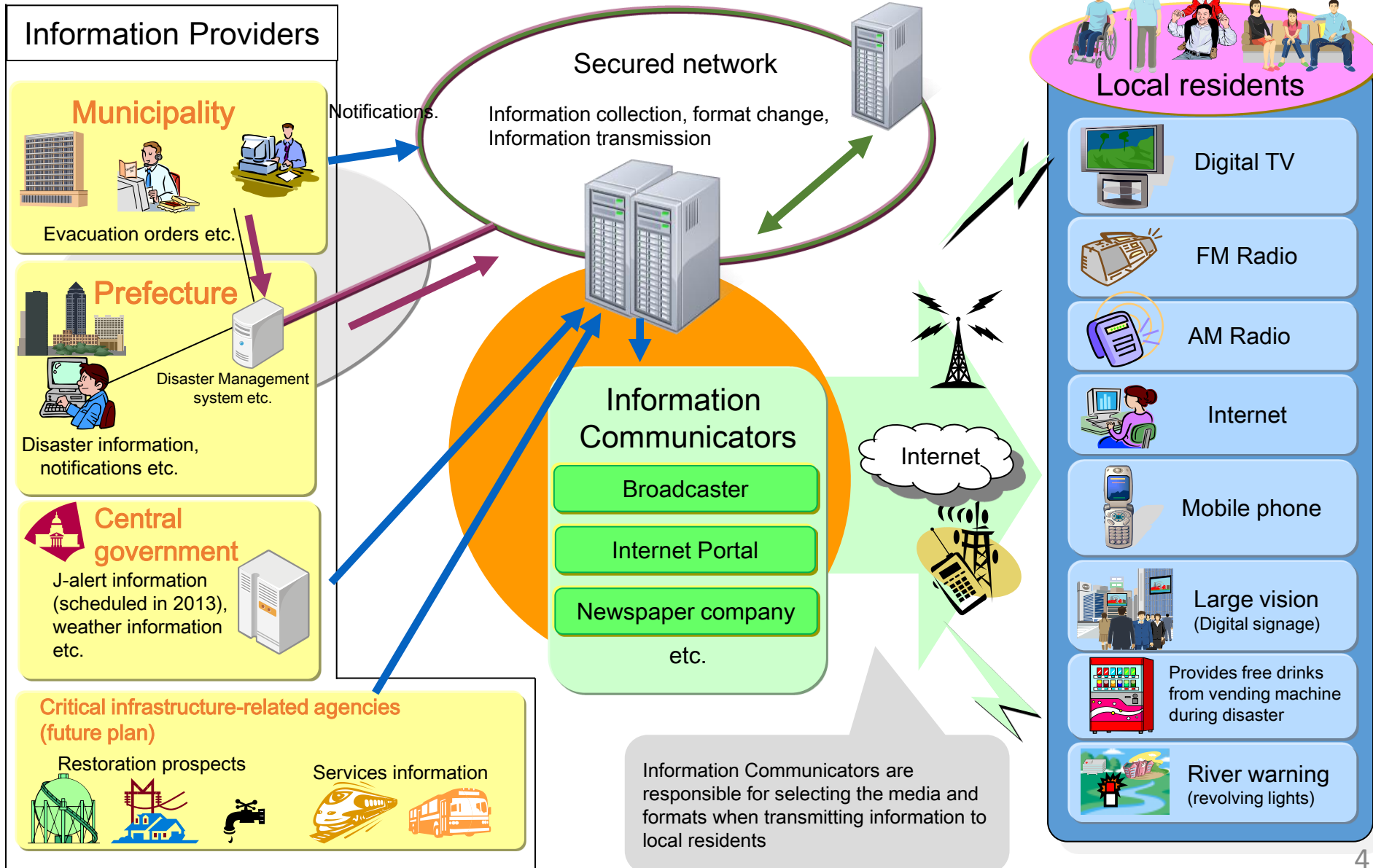
1. Increase the number of areas participating in the demonstration test.
2. Implement a demonstration test that focuses on operational reliability

FY 2011

**Nationwide  
practical use**

1. Build a practical system.
2. Start practical services.

# 4. Operations and usage of the Integrated Public Alert Platform



## 5. Information transmission details and transmission example

### Information transmitted through the Integrated Public Alert Platform

1. Evacuation order / instruction
2. Information on evacuation centre
3. Information on disaster management task force
4. Property damage
5. Public events
6. Notifications
7. Water level in the rivers
8. Information on rainfall
9. Emergency notifications (emails)
10. Weather warning
11. Flood warning
12. Sediment disaster warning

### Data broadcasting screen (Example)



Flood Warning  
Evacuation Order

- Targeted area
- Time of Issue
- Name of issuer

Evacuation Centre

- Location
- Capacity
- Vacancy





## 7. Requirements for operations and usage

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### 1. Operator

- FMMC is operating the Integrated Public Alert Platform in a neutral and fair manner.
- The Advisory Committee is established in order to secure the public interest in operations.

### 2. Qualified Users

- “Information providers” are legal entities such as national and local governments, transport-related agencies, communication companies, critical infrastructure companies etc.
- “Information communicators” are broadcasting companies etc.
- Local residents, who eventually receive the public information through information communicators, are not allowed to access the system directly.

### 3. Fee

- Basic services are free.
- Users have to cover only the costs of data communications.

### 4. Rules

- Users are required to comply with the “Guideline” and the “Service agreement” etc.



## 8. Benefits from using the Integrated Public Alert Platform

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### **Local residents** can:

- obtain accurate information in the event of an emergency.
- receive emergency information no matter where they are.

### **Information providers** (Local governments etc.) can:

- provide emergency information to local residents with certainty.
- minimise their information workload.
- assess the damage across a wide area at the time of disaster.

### **Information communicators** (Broadcasters etc.) can:

- transmit information without delay.
- gather information about a wide area, but transmit localised information to a community.
- expect to reduce the cost of content production.