

第131回議事録

日時:2023年10月29日 日曜日 20:00-21:00

参加者:うえしい、オカちゃん、シュガー、Michiyo(バスの中より短時間の参加) 議事録作成:シュガー

お知らせ:11月、12月は会はお休みになります。

ミニスピーチ

1. オカちゃん モンゴル旅行

Title: Mongolia Travel

2023年の3回目の短期海外旅行には、8月下旬にモンゴルへ行った。約10日間で、主に首都ウランバートル滞在だったが、地方にも行った。特に期待せずに、どこかへ旅行しようと考えて選んだ行き先だった。観光的には、想定していた通り大したことがなかったが、初めての国ということもあって、まあ楽しく過ごせて、行って良かったと思う。

In late August, I had the third overseas travelling in 2023. The first one was in January to Thailand and the second one was in May to Taiwan.

My daily and weekly life is generally busy but in late July I found it possible to make my time for short period of overseas travelling in late August. So, I considered where I should go. As my available time may be 10 days or less, I thought it difficult to go far overseas country. I first listed four destinations which were east Korea, inland China, northwest India and Mongolia. Then I selected Mongolia after comparing with the other three countries. It seemed to be rainy season in east Korea and it seemed to be difficult to get a tourist visa of China. Then I thought that India is too hot in summer. That is, Mongolia was a country remained after deletion of the other 3 countries.

I have been to more than 100 countries in the past. But Mongolia was my first country to visit. I started to make a plan of my travelling in early August. A tourist guidebook (Chikyuu no Arukikata) of Mongolia was useful but the information seemed to be too old as the book was published before Corona infection has started. So, I tried to find the latest information for travelling by website. I could get some latest information but it was limited and not enough especially for transportation

I first tried to find a JAL flight as I had a special membership card with some benefits if I use JAL. But I decided to use Mongolia airline of which airfare is nearly 40 thousand yen cheaper than JAL.

It took 5 or 6 hours from Narita airport to Ulaanbaatar new airport and the flight was comfortable. After arrival to the airport, I tried to find an economical way to my accommodation in the city center as the airport was nearly 50 km away from the city center. It was informed that only taxi was available at night but I did not like to use expensive taxi. Fortunately I saw a Japanese lady with whom I could talk in the same flight. She was together with her daughter who has been studying abroad in Mongolia and came to welcome her mother at the airport. I could share the taxi with them.

In Mongolia, I mainly stayed in Ulaanbaatar. I walked around the city everyday and I occasionally used public bus which was not so difficult at least for some destinations. There were not so many remarkable tourist destinations in the city but I could try to visit temples, museums, shopping stores, local market, good view hill, the central square, etc. And I visited a tourist information office three times in total as I could enjoy talking with office staff. One lady could speak Japanese. They are kind and helpful.

Then I visited local tourist destinations as well. First one was Harhorin where a world heritage site (Erdene Zuu monastery) was located. I took a long-distance bus from a bus terminal of Ulaanbaatar. It took longer than 8 hours from Ulaanbaatar city center to the local small town. I could stay overnight in a ger (traditional house in Mongolia). Then I visited a Terelzi (?) located 50km east from Ulaanbaatar. There was a large turtle

shape rock there.

I could stay three guesthouses in Mongolia and it was very enjoyable time at every place. It was easy for me to talk with the other tourists and the guest-house staff as well. In addition, I could have chances to meet some other people during my walking time in the city. I could make more than 20 temporary friends for enjoying talk although it was difficult to keep friendship after my travelling was over. But I could communicate with some people even after coming back to Japan.

There are some other interesting stories of my travelling to Mongolia, but I have to omit to tell you the detail in this speech. Travelling in Mongolia will remain as a pleasant memory.

(End)

質疑・補足説明

- 海外での出会いの作り方(話すきっかけの作り方は？(シュガー)→その場と状況によって違うが、安宿では気楽に話す場がしやすい。外では、良くあるのが、カメラのシャッターを押してもらうのを頼んだときなど、話すきっかけになる。他にも、何かきっかけを探すといい。時には、他の人から話しかけられることもある。例えば、地方都市市の長距離バスの休憩場所で、高校生の男の子に話しかけられた。その後、向こうについてから、彼とその仲間と一緒に散歩したりした。
- シュガーはもう何年も海外に出ていないという。またなかなか気力が出ないという。→(オカちゃんからのコメント)私は気楽に海外に出て楽しんでいるように見られているが、実際には毎回、(個人旅行の場合)準備中も旅行中もそして帰国してからも、かなりの作業がある。また、結果的に楽しいやりがいのある旅行になるが、旅行に出てすぐに、帰国してからの快適な生活が楽しみに感じることもある。普段同じような生活をしていると、人生に変化が乏しくなるので、その点旅は刺激になり思い出つくりにもなる。面倒がらずに、思い切って出かけてほしい。
- 今回のフライトについて(うえい)→往路は直行で、復路は韓国の仁川空港経由だった。直行より時間はかかるが、乗り継ぎの空港での散歩を楽しめる。モンゴル航空を使ったのだが、往復で約10.5万円だった。コロナ前だともっと安かった。もしJAL 便で予約すると、14~15万円になるのだが、モンゴ航空のコードシェア便で同じになる。また、私の場合、成田空港でのフライトの出発時刻と到着時刻が重要。田舎町の駅なので、千葉駅でうまく接続する列車は少なく、空港と地元の駅との往復についても考慮する。
- フライトはどうやって探すのか、ネットでやるのか？(シュガー)→フライト探しは、ネットから、Skyscanner、Sky ticket、エアトリなどから、必要情報を入れて検索する。同じ日の同じ行き先でも、多くのフライトがリストアップされてくるので、そこから選ぶのだが、その先に代理店のリストと料金も出てくるので、そこでも選択が必要。また、航空会社から直接買う場合の方も比較のためにチェックした方がいい。その方が安い場合もありうる。宿の方もネットから探して予約する。もしシュガーが海外旅行に行く気になって、必要なら、お手伝いします。



(End)

2. シュガー title: My husband and I #2

要旨:

行ったことのないスカイツリーへ上って景色を見たいと思い、夫と行くことになった。夫はネットで入場券11時 を買ったが茂原からの行き方がわかっていないので、私が調べ、無事に着くことができた。富士山は見えなかったが、天気がよかったので良く見えた。その後浅草で昼食をとり、仲見世を見、浅草寺をお参りした。多くの外国人でにぎわっており、着物、袴の若いカップルがたくさんいた。夕食は品川駅前つばめグリルで食べたが、おいしかった。

Title: Traveling to Tokyo

My husband and I decided to travel to Tokyo to visit the Sky Tree which I had never visited before. He said, "We should take 7:20 train because I reserved the ticket to climb the tower at 11." I did not want to leave home so early. I checked the train time on the internet. 8:39 train is early enough to arrive at 10:30 at the tower.

Then I checked the way to go there. I found the way from Kinshicho station to to go to the subway station on Hanzomon-line with pictures on the internet. I transferred the information to my smartphone, I also drew some pictures in the paper.

We arrived there before 10:30 and we took pictures and kill the time. There were many foreign people, black people, white people and many Koreans. If I had been alone I could have talked to them. It was a shame.

After the Sky Tree we went to Asakusa Kaminarimon. We could use the subway. It was almost noon and my husband wanted to have lunch at the famous restaurant but there was a long line of waiting people. About 10 people were there. He soon gave up and we walked around and found a restaurant. Luckily there were two empty seats. We were hungry, so we got the seats and ordered nabeyaki-udon. It was good and inexpensive.

After eating we walked around and paid a visit to Sensouji temple. It was crowded and there were foreigners. Many young people wore kimono and Hakama, both men and a women. I thought there were some places to help them wear kimono with some charge. I heard that there were many foreign people in Asakusa, but I really saw them.

We found a nice restaurant for dinner and we enjoyed hamburger, vegetables and jacket potatoes. It was good. I had a glass of white wine. We enjoyed dinner at a restaurant named Tsubame grill.

スピーチのあと写真を共有したが、銀座のビルソニーの1階のニッサンの電気自動車と、レーシカーの写真がでた。以前ソニービルの跡が更地になっていたが？(オカちゃん)そこへ今のビルが建ったようで、あたりがすっかり変わっていた。銀座も少しみてから宿泊地の品川へ行った。夫と旅行したのは本当に久しぶりだった。外国へはとてもしけないと思った。(シュガー)

3. うえじい About Commercial

要旨

1. コマーシャルについて疑問
2. 民間放送連盟によるコマーシャルの時間量とは
3. テレビ CM の長さはどう決める？
4. テレビ CM の放映期間はどう決める？
5. テレビ CM の放送時間帯はどう決める？

1. I had a question about the commercial.

I've been watching a lot of online dramas lately. There are no commercials so I can concentrate on the drama. However, when I watch a drama on TV, commercials come on and the drama is interrupted, which is not fun.

So I decided to find out how long commercials run. Also, what is a commercial?

I also tried to find out what it is.

2. What is the amount of commercial time according to the Commercial Broadcasting Federation?

Commercials are limited to 18% of the broadcast time.

The standard amount of commercial time during prime time is as follows:

Within 20 minutes per hour for 3 hours from 19:00 to 22:00

Within 15 minutes per hour for 1 hour from 10:00 p.m. to 11:00 p.m.

Within 10 minutes per hour for 6 hours from 11:00 p.m. to 5:00 the next day

How to decide the broadcast time, period, and time zone of TV commercials!

Various types of commercials are broadcast, from short commercials to long commercials.

How are commercials that are broadcast only during specific programs or commercials that are limited to specific time periods determined?

Now, let's take a look at the relationship between the length of TV commercials and their airing period.

3. How do you decide the length of a TV commercial?

The basic unit of radio commercials is 20 seconds, and TV commercials are said to have similar numbers, such as 15 or 30 seconds. In other words, in addition to being the length that people are used to in the first place, it is also a length that makes it easy to divide one minute into smaller pieces.

Commercials that are longer than 60 seconds are often called "infomercials." Infomercial is a coined word that combines "information" and "commercial" and refers to commercials that contain a large amount of information.

For example, many commercials during lunchtime are in the form of "infomercials".

The commercial contains plenty of information such as "Call here" and "Call within 30 minutes to get this price."

Without having a physical store, it is necessary to lead to immediate purchasing behavior on the spot, and it is important to convey as much information as efficiently and effectively as possible.

In summary, it is best to choose the length as follows.

If you want to raise awareness...

→ Run a lot of impressive 15-second and 30-second commercials

If you want to connect to product purchasing behavior...

→ Run an infomercial with more than 60 seconds of information

4. How do you decide when to air a TV commercial??

Spot commercials can be purchased for a period of about one week, but time commercials can be purchased for a period of time that matches the broadcast period of the program.

Since TV programming is scheduled in April and October every year, it is common for time commercials to be purchased for a six-month broadcast period.

It would be a good idea to choose the broadcast period as follows.

- New stores, new products, etc.

- Run many commercials in a short period of time

- Attracting customers for events, etc.

- We will actively run commercials until the event date and time. Increase the number of spots by increasing the number of spots just before

- Increase awareness

- Continue to flow little by little over a long period of time

5. How do you decide when to air a TV commercial?

Broadcast time is very important for TV commercials. There's no point in getting your target to see it anyway. Select broadcast times based on the target audience of your product or service.

Target housewives → Daytime hours

Target office workers → Morning preparation time and evening time

Targeted at children → Time slots where popular anime is played

Prices for both time commercials and spot commercials vary greatly depending on the program's audience rating, broadcast area, classification of offer display, and other factors.

Create a TV commercial according to the target group you want to reach and your budget.

Q&A

見ているドラマはコマーシャルが無いと言っていたが？どこのも見ているのですか(シュガー)

U-NEXT(ユーネクスト)と契約しています。有料会員は2023年9月末時点で400万人で、国産の[VODサービス](#)としては最大手です。以前はParavi(パラビ)を見ていたのですがU-Nextに統合されました。お陰で月額料金は1,000円が2,000円になってしまいました。

無料のTVerを見ているが、コマーシャル付きです。(シュガー)

無料ではコマーシャルなどはいきません。

U-Nextではどのようなものがみられるのですか？(シュガー)

洋画、邦画、海外ドラマ、韓流、国内ドラマ、アニメ、報道等見ることが出来ます。

現在は国内ドラマをメインに見ています。

以上