

# 17 Mass Media

## Newspapers

According to the Japan Newspaper Publishers and Editors Association, in 2005 there were 120 daily newspapers in Japan. Five general-interest national dailies publish different editions across the country, which carry the same political, economic, and cultural reports but vary in their local news coverage and advertising. Four of the regional newspapers, namely, the *Chunichi Shimbun*, *Hokkaido Shimbun*, *Nishi-Nippon Shimbun*, and *Tokyo Shimbun*, are targeted at readers in more than one prefecture, while other local papers cover one specific prefecture. Four of the five national dailies and many of the regional papers publish both morning and evening editions.

Subscriptions accounted for 94.2% of Japan's papers delivered to subscribers in 2005. Home delivery has advantages both for the subscriber, who gets a newspaper delivered daily at a price slightly lower than the newsstand price, and for the newspaper publisher, who can enjoy stable circulation. In fiscal 2004 newspaper sales were estimated to account for 52.9% of revenue, and advertising for 31.7%.

Foreign newspapers printed in Japan are the *International Herald Tribune*, *Asian Wall Street Journal*, *Financial Times*, and *USA Today*. Japanese newspapers printed abroad—in Asia, Europe, and the United States—are the *Yomiuri Shimbun*, *Asahi Shimbun*, and *Nihon Keizai Shimbun*.

Recently there have been some changes in English-language newspapers in Japan. The *Mainichi Daily News*, which was inaugurated in 1922, stopped printing at the end of March 2001 and started to provide information only on the Internet in April 2001. In the same month, the *Asahi Evening News* was reborn with the inauguration of the hybrid *International Herald Tribune/Asahi Shimbun*. With the rapid increase of Internet users in Japan, most Japanese newspapers and wire services have gone online. A survey conducted by the Japan Newspaper Publishers and Editors Association found that 103 newspapers and news agencies operated 131 news websites and 62 provided news through mobile phones as of January 2005.

## Main Newspapers in Japan, 2005

	Newspaper	Circulation (1,000 copies)	
		Morning	Evening
National dailies	<i>Yomiuri Shimbun</i>	10,082	3,970
	<i>Asahi Shimbun</i>	8,225	3,774
	<i>Mainichi Shimbun</i>	3,956	1,618
	<i>Nihon Keizai Shimbun</i>	3,027	1,615
	<i>Sankei Shimbun</i>	2,160	636
Regional papers	<i>Chunichi Shimbun</i>	2,764	675
	<i>Hokkaido Shimbun</i>	1,223	673
	<i>Nishi-Nippon Shimbun</i>	849	178
	<i>Shizuoka Shimbun</i>	741	741
	<i>Chugoku Shimbun</i>	715	74
	<i>Tokyo Shimbun</i>	601	295
	<i>Kahoku Shimpō</i>	505	116
English dailies	<i>Japan Times</i>	49	–
	<i>International Herald Tribune/Asahi Shimbun</i>	41	–
	<i>Daily Yomiuri</i>	41	–

Source: Japan Audit Bureau of Circulations.

## Daily Newspaper Circulation and Diffusion Rates, 2004

	Circulation (million copies)	Diffusion rate <sup>a</sup> (copies per 1,000 population)	Number of newspapers
China	88.7 <sup>b</sup>	86.3	1,035 <sup>b</sup>
Japan	70.4	644.2	107
USA	54.6	232.5	1,457
India	33.9	45.7	410
Germany	22.1	313.0	371
UK	17.5	351.7	109
France	7.9	160.3	85
Brazil	6.5	47.4	532
Malaysia	2.8	171.5	35

Source: Japan Newspaper Publishers and Editors Association.

a. The most recent year in which a survey was conducted.

b. 2003.

## Broadcasting

In Japan, broadcasting services are provided by the publicly supported NHK (Japan Broadcasting Corporation) and a number of commercial broadcasting stations. NHK is financed by subscription fees paid by TV owners under a mandatory contract with the corporation. As of the end of March 2005, the number of NHK subscribers was about 37.9 million.

As of the end of March 2005, there were 127 commercial terrestrial TV broadcasters across the nation. Five Tokyo-based TV stations have built up national networks: TBS with 27 local stations, Fuji Television 27, Nippon Television 29, Television Asahi 23, and Television Tokyo 5.

The number of cable television subscribers is steadily growing. As of the end of March 2005, about 26.1 million households were subscribing to a cable television service, a 5.5% increase over the previous year.

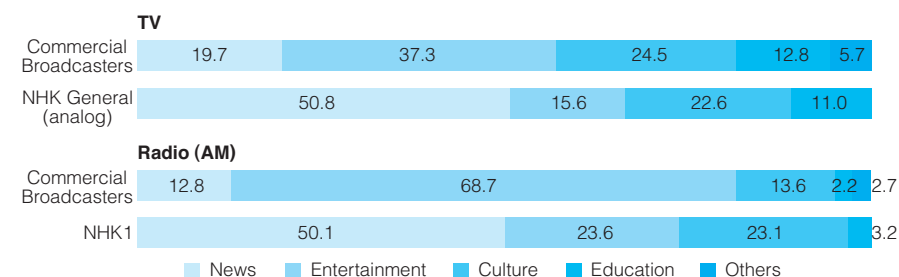
Satellite broadcasting began in August 1989 when NHK commenced programming on its two broadcast satellite (BS) stations, followed by the private channel WOWOW. PerfectTV, which began operations in October 1996 as the first digital communications satellite (CS) broadcaster in Japan, merged with JSkyB in May 1998 to form SKYPerfectTV. In March 2000 it was announced that SKY's only competitor, DirecTV, would discontinue its service by the end of that year and help its subscribers to transfer to SKYPerfectTV.

Full-scale BS digital broadcasting was started in December 2000 by NHK and several other newly established private BS broadcasters. Digitization of ground-based TV broadcasting also began in December 2003, initially in three major cities and their neighboring areas, while all analog broadcasting services, both ground-based and satellite, are expected to be terminated by 2011.

As of the end of March 2005, there were 47 AM and 230 FM commercial radio broadcasters in Japan. Of the 230 FM operators, 177 are community stations. NHK operates one FM and two AM channels.

## Content of TV and Radio Programming

(% of air time)



Source: NHK; National Association of Commercial Broadcasters in Japan.

Note: NHK figures are for fiscal 2004. Those for commercial broadcasters are averages for October 2004–March 2005.

## Satellite and Cable TV Subscribers in Japan, March 2005

		(million subscribers)
Broadcast satellite	NHK	12.36
	WOWOW	2.46
Communications satellite	SKYPerfectTV	3.62
Cable TV		26.05

Source: Ministry of Internal Affairs and Communications, *Joho tsushin hakusho* (White Paper on Communications in Japan), 2005.

## Average TV Viewing and Radio Listening Hours per Day

		1990	1995	2000	2004
TV	Weekday	3h 38m	3h 46m	3h 48m	3h 56m
	Sunday	3h 55m	4h 25m	4h 22m	4h 28m
Radio	Weekday	43m	44m	43m	36m
	Sunday	28m	26m	24m	24m

Source: Ministry of Internal Affairs and Communications.

## News Agencies

There are two major news agencies in Japan: Kyodo News and Jiji Press. Kyodo News is a nonprofit cooperative news service established in November 1945 that provides news in Japanese, English, and Chinese. It supplies news not only to its 57 member companies, which publish 74 newspapers in total, but also to 12 other newspapers and 186 broadcasting stations, including 55 Internet news providers. Kyodo News has 52 bureaus in Japan and 40 overseas. It had an operational budget of ¥43 billion in fiscal 2006 and 1,754 employees as of March 2006.

Jiji Press Ltd. was also founded in November 1945 and currently has a capitalization of ¥495 million. It provides news in Japanese, English, and Spanish to about 140 contracting newspaper companies and broadcasters. Jiji Press has 1,101 employees at its headquarters, bureaus, and branches in 81 locations in Japan and 28 bureaus overseas.

## Advertising

According to Dentsu Inc., Japan's largest advertising agency, Japan's total advertising expenditure in 2005 increased 1.8% to ¥5,963 billion, marking a rise for the second consecutive year, helped by such factors as the recovery of the Japanese economy and the 2005 World Exposition, Aichi, Japan. The expenditure decreased in all the four main media: newspapers, magazines, radio, and television. Thanks to the diffusion of broadband Internet, Internet advertising continued to grow in 2005 to ¥280.8 billion, a jump of 54.8% over the previous year, far exceeding the expenditure in radio and fast approaching that in magazines. Particularly notable is advertising

linked with search engines (¥59.0 billion) and advertising for mobile phones (¥28.8 billion).

### Advertising Revenue by Media

	¥ billion						
	TV	Newspapers	Magazines	Radio	Internet	Others	Total
1990	1,605	1,359	374	234	n/a	1,993	5,565
1995	1,755	1,166	374	208	n/a	1,923	5,426
2000	2,079	1,247	437	207	59	2,081	6,110
2001	2,068	1,203	418	200	74	2,084	6,058
2002	1,935	1,071	405	184	85	2,024	5,703
2003	1,948	1,050	404	181	118	1,984	5,684
2004	2,044	1,056	397	180	181	2,000	5,857
2005	2,041	1,038	395	178	281	2,030	5,963

Source: Dentsu Inc., 2005 Advertising Expenditures in Japan.

### Advertising Expenditures by Industry, 2005

Industry	Advertising expenditures in four main media	Breakdown by media			
		Newspapers	Magazines	Radio	TV
Cosmetics/ Toiletries	362.4 (- 4.4)	23.3 (8.3)	62.4 (- 5.9)	3.7 (- 19.6)	273.1 (- 4.8)
Finance/ Insurance	308.0 (5.8)	84.0 (3.2)	20.8 (5.8)	15.9 (- 4.8)	187.3 (8.0)
Foodstuffs	297.2 (- 1.5)	51.3 (13.3)	22.8 (3.7)	15.1 (1.5)	208.0 (- 5.3)
Transportation/ Leisure	283.4 (- 0.4)	162.9 (- 1.3)	21.3 (- 2.2)	14.8 (- 4.4)	84.3 (2.4)
Beverages/ Cigarettes	277.5 (- 3.5)	31.7 (- 8.5)	20.9 (- 0.5)	11.9 (- 7.5)	213.0 (- 2.8)
Information/ Communications	264.3 (- 0.8)	73.1 (- 8.0)	26.4 (- 7.7)	10.4 (- 11.9)	154.5 (5.3)
Distribution/ Retailing	248.3 (- 2.6)	105.4 (0.4)	24.7 (- 0.6)	11.8 (1.5)	106.5 (- 6.2)
Automobiles/ Related products	242.5 (- 4.9)	50.8 (- 14.5)	25.0 (- 1.7)	20.3 (- 4.7)	146.3 (- 1.6)
<b>Total</b>	<b>3,651.1</b> (- 0.7)	<b>1,037.7</b> (- 1.7)	<b>394.5</b> (- 0.6)	<b>177.8</b> (- 0.9)	<b>2,041.1</b> (- 0.1)

Source: Dentsu Inc., 2005 Advertising Expenditures in Japan.

Note: Figures in parentheses show percentage change from the previous year.

## International News Coverage

### Foreign News Organs and Correspondents in Japan, March 2006

	No. of news organs	No. of correspondents		No. of news organs	No. of correspondents
Australia	4	11	Korea (ROK)	18	35
Bangladesh	1	1	Kuwait	1	1
Brazil	3	3	Luxembourg	1	1
Bulgaria	2	2	Netherlands	2	2
Cambodia	1	1	Peru	1	1
Canada	3	3	Qatar	1	1
China	21	48	Russia	7	14
(Hong Kong)	4	10	Saudi Arabia	1	1
Denmark	1	1	Singapore	6	8
Egypt	1	1	Spain	1	5
France	11	35	Sweden	2	3
Germany	12	32	Switzerland	6	6
Greece	2	2	Taiwan	11	11
Iceland	1	1	UK	11	98
India	1	1	USA	40	281
Indonesia	2	2	Vietnam	2	6
Iran	1	2	Others	1	3
Italy	5	6	<b>Total</b>	<b>185</b>	<b>630</b>
Jordan	1	1			

Source: Foreign Press Center/Japan.

Note: Figures are for holders of a foreign press registration card issued by the Ministry of Foreign Affairs of Japan.

### Japanese Correspondents Overseas, July 2004

Australia	6	Greece	8	Pakistan	4
Austria	6	India	6	Philippines	7
Bahrain	1	Indonesia	8	Russia	30
Belgium	9	Iran	4	Singapore	11
Brazil	7	Iraq	1	South Africa	3
Cambodia	1	Israel	6	Switzerland	7
Canada	1	Italy	7	Taiwan	12
China	77	Kenya	2	Thailand	31
(Hong Kong)	10	Korea (ROK)	35	UK	53
Egypt	21	Malaysia	5	USA	169
France	26	Mexico	2	Vietnam	3
Germany	17	Nepal	1	<b>Total</b>	<b>587</b>

Source: Japan Newspaper Publishers and Editors Association, *Nihon no shimbun* (Japanese Newspapers), 2005.