

## Media Studies

Television in Japan

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## Outline

- Public Broadcaster: NHK
- Commercial TV
  - Nippon TV
  - TBS
  - Broadcast Advertising
  - Fuji TV

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## Nihon Hōsō Kyōkai (NHK)

- "Public broadcaster"
- Employs apx 10,000 people
  - Apx 80-85% male (overall)
  - Management 5% female
- 54 domestic offices/bureaus
- 30 overseas bureaus



## Licence fees (contracts)

- 95% of income from licence fees
  - 2016: ¥676.9bn (USD 5.9bn)
- Licences: 40,300,000 (50% include satellite)
- Apx 80% of households pay the licence fee
  - Terrestrial Only: JPY14,000(USD110)pa
  - Terrestrial+Satellite: JPY25,000(USD190)pa

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## NHK 1 (NHK General)

- 0500-0800: Good Morning Japan (news+weather)
- 0800-0815: Morning Serial (*renzoku terebi dorama* → *ren-dora*)
- 0815-0955: *Asaichi* – morning magazine show
- 0955-1000: TV Exercises (*minna no taisō*)
- 1000-1005: News update
- Mini-travelogues, food and cooking, and lots of news and 'informational' programming

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## Morning Dramas

- Started in 1961
- 2 series per year
- 15 mins every weekday morning + Sunday omnibus
- Generally a story about a young woman making good, building a career/family etc
- Good ratings (apx 20%)

*Chimu don don* reaches apx 16 million viewers



\*<https://www.videor.co.jp/audience/>

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## NHK News

- Generally highest ratings for news programs
- "Good Morning Japan" (7-8am): 6-7 million
- News7: averages 10 million viewers
- News Watch 9: 7-8 million



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## News 7



## Educational TV

- NHK set up educational channel in 1957
- Govt "First Channel Plan" allowed establishment in 1957 of "Nippon Educational TV" (NET)
  - Commercial channel
  - Mandated: 53% educational, 30% cultural
- 1964: Tokyo Channel 12 (sponsored by Japan Science Foundation & tech. businesses)

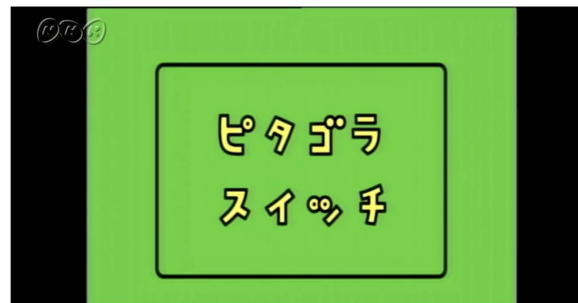
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## NHK Kyōiku (Educational)

- Tokyo Channel 12 rapidly made huge losses and in 1973 became a 'normal' broadcaster (TV Tokyo)
- NET too. In 1977 NET → TV Asahi
- NHK Educational TV remains:
  - Programming for schools
  - Generally watched children's programming

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## Pitagorasuicchi (Pythagora-switch)



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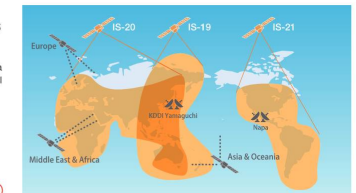
## NHK World

Background- <https://www.jamco.or.jp/jp/symposium/25/>

- Started broadcasting to Europe + USA in 1995
  - English language service
- Japanese language service
  - NHK World Premium (subs, aimed at expats)

Available to 380 million households in 160 countries and regions.

NHK WORLD-JAPAN is transmitted via satellite, cable TV, IPTV, and terrestrial digital broadcasting.



[www.nhk.or.jp/nhkworld/en/tv/howto/](http://www.nhk.or.jp/nhkworld/en/tv/howto/)

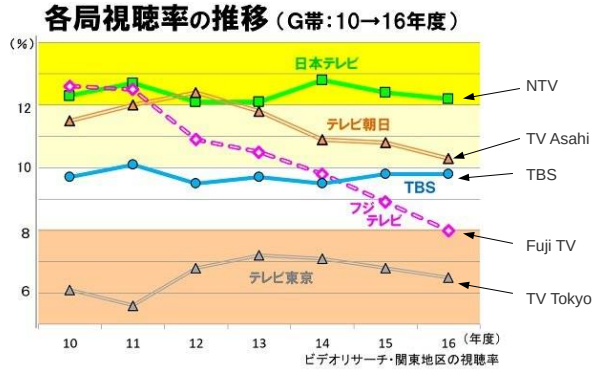
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## Nippon TV (NTV) *Nittere*

- Founded by Shōriki Matsutaro, lengthy and profound connections with *Yomiuri Shimbun*
- Nippon Television Holdings
  - Also run 'Tipness' and 'FastGym'
  - Acquired 'Hulu'
  - Non-television income apx 15%
- Apx 1200 employees



## Top rated commercial channel



## Ratings for 2-8 Oct

Rank	Title	Channel	Rating(%)
1	Morning Drama 'Warōtenka'	NHK	22.3
2	Shōten [Rakugo – trad. Comedy]	NTV	22.2
3	A Law Office with a Long Queue – 2hr Special	NTV	16.6
4	To the Ends of the Earth! [Celebs travel and do challenges]	NTV	16.4
5	Dance Dance Dance! Lord Sanma! Super Luxury Guest Dream Co-appearance 20th Anniversary Dangerous Live Broadcast Festival	NTV	15.4
5	Pittanko Kan-Kan(10/6) [Celeb travelogue and eating]	TBS	15.4
7	Bura-Tamori(10/7) [Travelogue with celeb guide]	NHK	14.4
7	The! Iron-Arm!! Dash!!!!(10/8) [Celebs do challenges]	NTV	14.4
9	Explo-mation! The Friday!(10/6) [Information Variety]	TBS	14.0
10	[SMAP](10/6)	TBS	13.6

## NTV Programming: *Rakugo*

- *Shōten* (笑点)
- May 1966
- 30 mins every Sunday evening



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## NTV Programming: *Tarento*

- *Sekai no hate made: Itte-Q*



20 Jun 2021 – avg 10.8 million viewers, nearly double at peak viewing; top rated 'other entertainment' show

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## Talent Agencies

- **Johnny & Associates** (Johnny's)
- Founded by John Hiromu Kitagawa (1928(LA)-2019)
  - "Regarded as **one of the most powerful figures in the Japanese entertainment industry**, he has held a virtual monopoly on the creation of boy bands in Japan for more than 40 years."

Koyama Kei'ichiro, Johnny's 'talent' and former\* presenter of NTV's 'News Every'



\* <https://japantoday.com/category/entertainment/ldol-singer-keiichiro-koyama-suspended-for-encouraging-underage-girl-to-drink-4quor>

## Yoshimoto Kōgyō (Osaka)

- Controls most of the 'comedy' talent
- Owns theatre companies etc...



<http://www.yoshimoto.co.jp/corp/>

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## TV Asahi



- Connections to *Asahi Shimbun*
- *Hōdō Station* (formerly *News Station*)
- Well known as a news program willing to be controversial



Koga Shigeaki live on *Hōdō Station*

## Hōdō Station (formerly *News Station*)

Program	Channel	Average	Peak
NHK News 7	NHK	1060.5	1554.5
<b>Hōdō Station</b>	<b>TV Asahi</b>	783.3	1843.7
News watch 9	NHK	759.2	1747.3
<b>Saturday Station</b>	<b>TV Asahi</b>	698.9	1663
Good Morning Japan	NHK	686.9	1205.1
NHK News 7	NHK	638.7	1084.6
<b>Sunday Station</b>	<b>TV Asahi</b>	638.7	1542.5
news every (pt3)	NTV	626.6	927.9
news zero	NTV	578.4	1277.4
NHK News 7	NHK	578.4	843.5

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## TV Asahi: *Dorama*

- **Doctor X**



- Maverick super surgeon who always saves the day, generally embarrassing her male superiors



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## Tokyo Broadcasting System (TBS)

- Apx 1000 employees
- Fully-owned subsidiary of Tokyo Broadcasting System Holdings, INC
  - TBS Television, TBS Radio
  - Apx 30 other smaller media production and services companies



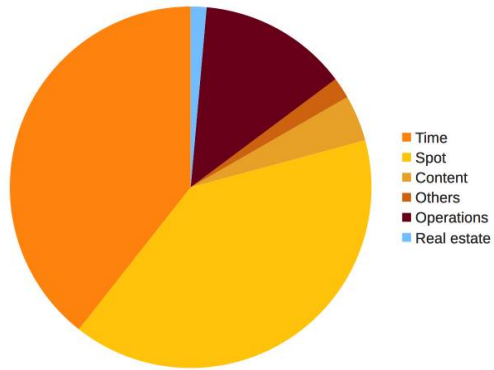
## Sources of income

- TBS: Yr to end March 2017 (millions of JPY / USD)

Time	85,388	749
Spot	86,240	756
Content	8,933	78
Others	4,091	36
<b>Operations</b>	28,997	254
<b>Real estate</b>	3,065	27
<b>Total</b>	<b>216,717</b>	<b>1,901</b>

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## Sources of income



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## 'Spot' & 'Time' advertising

- Typically 75-80% of broadcasters' income has come from selling advertising
- 'Time' advertising
  - Akin to program sponsorship, name of company associated with a particular show
- 'Spot' advertising
  - Shown *between* programs

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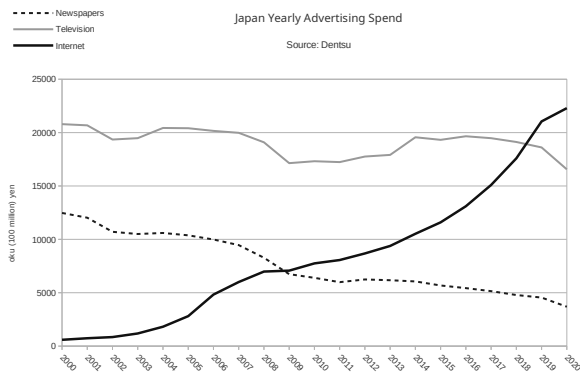
## 'Time' advertising



"This program is brought to you by..."

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## TV's Advertising share



## Fuji TV



## TV Tokyo (TX)

- Somewhat smaller than other Tokyo stations
- 743 employees
- Smaller, looser TXN network consists of just 6 stations: TV Osaka, TV Aichi(Nagoya), TV Setouchi (Okayama), TV Hokkaido(Sapporo), TVQ (Fukuoka)
  - Small network manages to cover large proportion of viewers

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## International IP Assets...

### Pokemon!!!!



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## TV is (still) largely male...

		NTV	TV As	TBS	TV To	Fuji	AVG
Overall	Employees	15.8	22.2	21.8	24.4	25.7	22
	Management	0	5.3	4.5	7.7	0	3.5
Buro chiefs	Employees	0	13.3	11.1	0	14.3	7.7
	Boss	0	0	0	0	0	0
News	Employees	27.4	24.4	17.8	18.3	20.1	21.6
	Boss	0	0	0	0	0	0
Production	Employees	--	13.1	17.4	12.7	13.2	14.1
	Boss	--	0	0	0	0	0
Female Managers (Company figs)		14.6	9.4	10.2	n/a	n/a	11.4

Hōsō Repōto, 291 (July 2021) p12

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## Summary

- **MOST** broadcasting companies in Japan are *not* in Tokyo.
- However, the Tokyo companies,
  - Account for the majority of ad income
  - Commission/produce the majority of programming
  - Are by far larger in all ways!

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Ends

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