

# 17 Mass Media

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## Newspapers

According to the Japan Newspaper Publishers and Editors Association, in 2006 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 meant that 94.3% of Japan's papers were delivered to subscribers in 2006. 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 2005 newspaper sales were estimated to account for 51.9% of revenue, and advertising for 30.8%.

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 *The Nikkei*.

Currently three major English-language dailies are published in Japan, the *International Herald Tribune/Asahi Shimbun*, *Daily Yomiuri*, and *Japan Times*. 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 105 newspapers and news agencies operated 169 news websites and 63 provided news through mobile phones and fixed terminals as of January 2006.

According to the Japan Free Newspapers Association, 950 companies published a total of 1,200 free papers throughout Japan as of October 2005. Slightly less than 60% of those are newspaper style and 30% are magazine style.

## Main Newspapers in Japan, 2006

	Newspaper	Circulation (1,000 copies)	
		Morning	Evening
National dailies	<i>Yomiuri Shimbun</i>	10,042	3,913
	<i>Asahi Shimbun</i>	8,094	3,680
	<i>Mainichi Shimbun</i>	3,975	1,563
	<i>The Nikkei</i>	3,047	1,627
	<i>Sankei Shimbun</i>	2,191	635
Regional papers	<i>Chunichi Shimbun</i>	2,769	663
	<i>Hokkaido Shimbun</i>	1,214	657
	<i>Nishi-Nippon Shimbun</i>	853	177
	<i>Shizuoka Shimbun</i>	742	741
	<i>Chugoku Shimbun</i>	716	74
	<i>Tokyo Shimbun</i>	592	287
	<i>Kahoku Shimpō</i>	501	111
English dailies	<i>Japan Times</i>	46	–
	<i>International Herald Tribune/Asahi Shimbun</i>	41	–
	<i>Daily Yomiuri</i>	39	–

Source: Japan Audit Bureau of Circulations.

## Daily Newspaper Circulation and Diffusion Rates, 2005

	Circulation (million copies)	Diffusion rate <sup>a</sup> (copies per 1,000 population)	Number of newspapers
China	96.6 <sup>b</sup>	103.0	962
Japan	69.8	634.5	108
USA	53.3	249.9	1,452
India	33.1	44.5	393
Germany	21.5	305.2	368
UK	17.5	369.1	112
France	10.5	215.3	85
Brazil	6.8	45.3	532
Malaysia	2.9	218.3	34

Source: Japan Newspaper Publishers and Editors Association.

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

b. 2004.

## 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 2006, the number of NHK subscribers was about 37.5 million.

As of the end of March 2006, 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 2006, about 27.4 million households were subscribing to a cable television service, a 5.3% increase over the previous year.

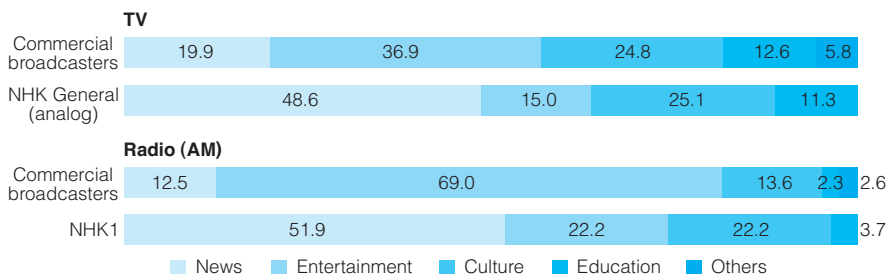
Satellite broadcasting began in August 1989 when NHK commenced programming on its two broadcast satellite (BS) stations, followed by the private channel WOWOW. PerfectTV, which began operations in October 1996 as the first digital communications satellite (CS) broadcaster in Japan, merged with JSkyB 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 February 2006, there were 47 AM and 241 FM commercial radio broadcasters in Japan. Of the 241 FM operators, 188 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 2005. Those for commercial broadcasters are averages for October 2005–March 2006.

## Satellite and Cable TV Subscribers in Japan, March 2006

		(million subscribers)
Broadcast satellite	NHK	12.54
	WOWOW	2.38
Communications satellite	SKYPerfectTV	4.06
Cable TV		19.13

Source: Ministry of Internal Affairs and Communications, *Joho tsushin hakusho* (White Paper on Communications in Japan), 2006.

## Average TV Viewing and Radio Listening Hours per Day

		1990	1995	2000	2005
TV	Weekday	3h 38m	3h 46m	3h 48m	3h 56m
	Sunday	3h 55m	4h 25m	4h 22m	4h 30m
Radio	Weekday	43m	44m	43m	39m
	Sunday	28m	26m	24m	29m

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 76 newspapers in total, but also to 12 other newspapers and 121 broadcasting stations. Kyodo News has 52 bureaus in Japan and 41 overseas. It had an operational budget of ¥43 billion in fiscal 2007 and 1,723 employees as of March 2007.

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 1,081 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 2006 increased 0.6% to ¥5,995.4 billion, marking a rise for the third consecutive year, helped by such factors as the recovery of the Japanese economy, the 2005 World Exposition, Aichi, Japan, the Torino 2006 Winter Olympics, and the 2006 FIFA World Cup in Germany. 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 2006 to ¥363.0 billion, a jump of 29.3% over the previous year, far exceeding the expenditure in radio and

fast approaching that in magazines. Particularly notable is advertising linked with search engines (¥93.0 billion) and advertising for mobile phones (¥39.0 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
2005	2,041	1,038	395	178	281	2,031	5,963
2006	2,016	999	389	174	363	2,055	5,995

Source: Dentsu Inc., *2006 Advertising Expenditures in Japan*.

## Advertising Expenditures by Industry, 2006

(¥ billion)

Industry	Advertising expenditures in four main media	Breakdown by media				TV
		Newspapers	Magazines	Radio	TV	
Cosmetics/ Toiletries	355.5 (- 1.9)	26.5 (13.7)	63.5 (1.8)	3.7 (1.1)	261.8 (- 4.1)	
Finance/ Insurance	287.4 (- 6.7)	76.6 (- 8.8)	20.1 (- 3.2)	18.0 (12.7)	172.7 (- 7.8)	
Foodstuffs	294.3 (- 1.0)	55.0 (7.2)	20.7 (- 9.4)	14.6 (- 3.2)	204.0 (- 1.9)	
Transportation/ Leisure	282.8 (- 0.2)	154.1 (- 5.4)	23.0 (7.8)	15.6 (5.4)	90.2 (6.9)	
Beverages/ Cigarettes	272.1 (- 1.9)	32.6 (2.9)	19.0 (- 9.3)	11.0 (- 7.4)	209.5 (- 1.6)	
Information/ Communications	264.2 (- 0.1)	73.2 (0.2)	24.9 (- 5.4)	9.5 (- 9.0)	156.6 (1.3)	
Distribution/ Retailing	230.2 (- 7.3)	96.0 (- 8.9)	19.3 (- 22.1)	10.7 (- 8.8)	104.3 (- 2.1)	
Automobiles/ Related products	229.9 (- 5.2)	44.1 (- 13.3)	22.1 (- 11.9)	20.1 (- 0.9)	143.6 (- 1.9)	
<b>Total</b>	<b>3,577.8</b> (- 2.0)	<b>998.6</b> (- 3.8)	<b>398.7</b> (- 1.5)	<b>174.4</b> (- 1.9)	<b>2,016.1</b> (- 1.2)	

Source: Dentsu Inc., *2006 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 2007

	No. of news organs	No. of correspondents		No. of news organs	No. of correspondents
Australia	3	7	Korea (ROK)	16	36
Bangladesh	2	2	Kuwait	1	1
Brazil	2	2	Morocco	1	1
Bulgaria	1	1	Netherlands	3	3
Cambodia	1	1	Peru	1	1
Canada	3	3	Poland	1	1
China	16	32	Qatar	1	1
Hong Kong	3	8	Russia	7	14
Denmark	1	1	Saudi Arabia	1	1
Egypt	1	1	Singapore	6	8
Finland	1	1	Spain	1	6
France	13	33	Sweden	2	3
Germany	14	31	Switzerland	6	6
Greece	2	2	Taiwan	11	13
Iceland	1	1	UAE	1	1
India	2	2	UK	14	77
Indonesia	2	3	USA	44	240
Iran	1	2	Vietnam	2	4
Israel	1	1	Others	1	3
Italy	6	7	<b>Total</b>	<b>197</b>	<b>562</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 2006

Australia	5	India	6	Philippines	6
Austria	6	Indonesia	6	Russia	21
Bahrain	1	Iran	4	Singapore	8
Belgium	6	Iraq	1	South Africa	3
Brazil	6	Israel	5	Switzerland	6
Canada	1	Italy	6	Taiwan	10
China	73	Kenya	2	Thailand	28
Hong Kong	7	Korea (ROK)	31	UK	44
Egypt	21	Malaysia	3	USA	144
France	22	Mexico	2	Vietnam	2
Germany	14	Nepal	1	<b>Total</b>	<b>504</b>
Greece	1	Pakistan	2		

Source: Japan Newspaper Publishers and Editors Association, *Nihon shimbun nenkan* (Japanese Newspaper Annual), 2006–2007.