

Present Situation Regarding
Television Viewing and Radio Listening

～ A Summary of the Results of Nationwide Survey on Individual Audience Ratings
conducted by NHK in June 2012 ～



Broadcasting Culture Research Institute
Public Opinion Research Division
February 2013

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◇ Preface

Public Opinion Research Division of the NHK Broadcasting Culture Research Institute conducts a national audience rating survey in June and November every year. Each of these surveys covers 3,600 people aged 7 and above, selected by stratified random sampling method from throughout Japan. The selected persons are asked to record their TV viewing and radio listening behavior at five-minute intervals during a 24-hour day in diary-style over one week.

In 2012, this survey was conducted from the 11th through the 17th of June. The number of valid respondents was 2,457 persons (68.3%). An audience rating of 1% was estimated to correspond to approximately 1 million and 200 thousands viewers.

This audience rating survey is a regular, continuous evaluation that has been conducted over many years, employing the same method, the same surveying format and the same contents. This report summarizes the results of the June 2012 survey.

◇ TV Viewing Time

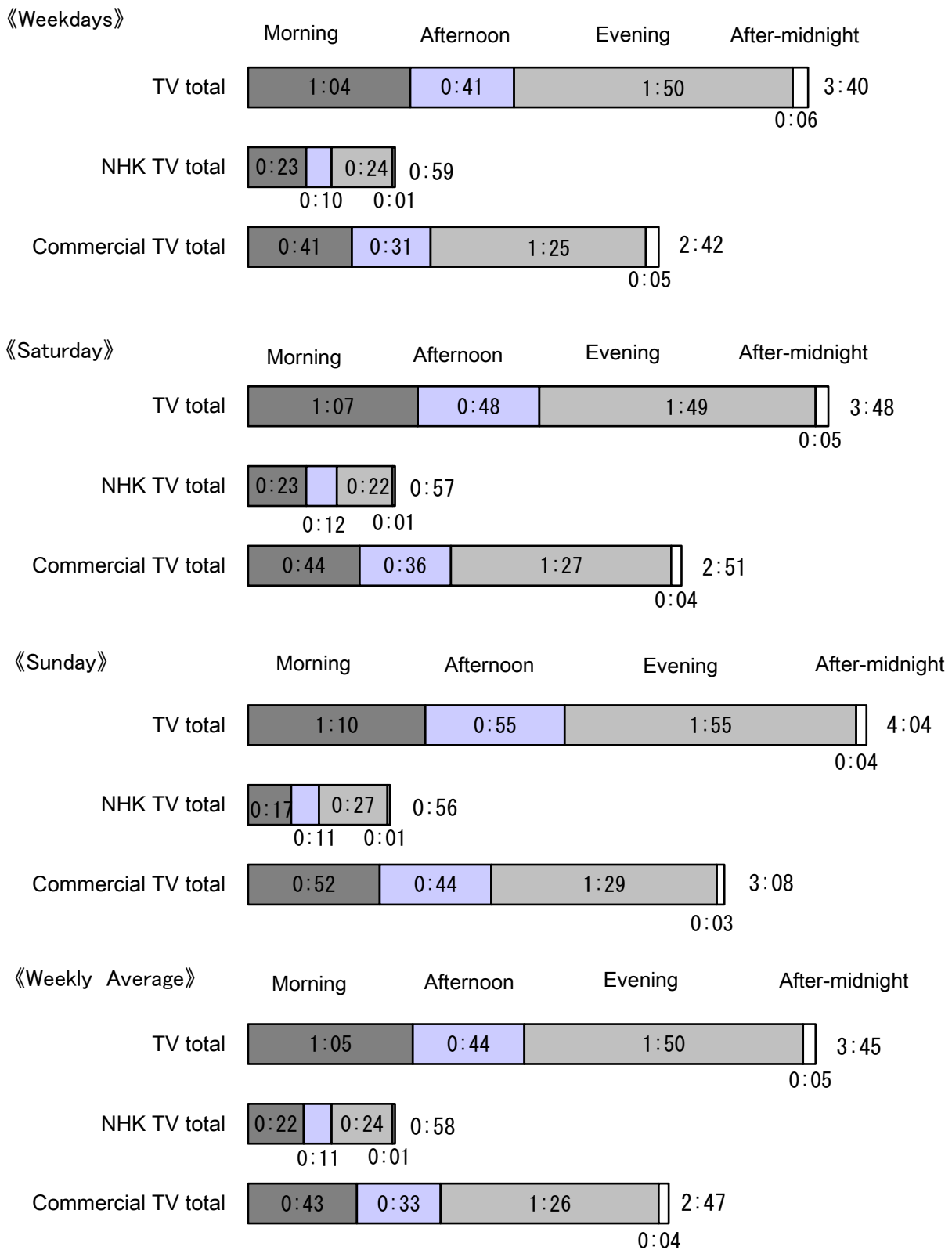
The number of television channels varies with regions in Japan. While NHK's General TV (GTV) and Educational TV (ETV) are available nationwide, the average number of receivable commercial television channels including direct broadcasting satellite (DBS) and cable channels is 7.5.

The survey shows that average TV viewing time per head per day is 3 hours 45 minutes; 58 minutes for NHK TV and 2 hours 47 minutes for commercial TVs. Average TV viewing time on weekdays, on Saturdays, and Sundays are 3 hours 40 minutes, 3 hours 48 minutes, and 4 hours 4 minutes, respectively. **(Fig.1)**

Fig.1 The average amount of televising time

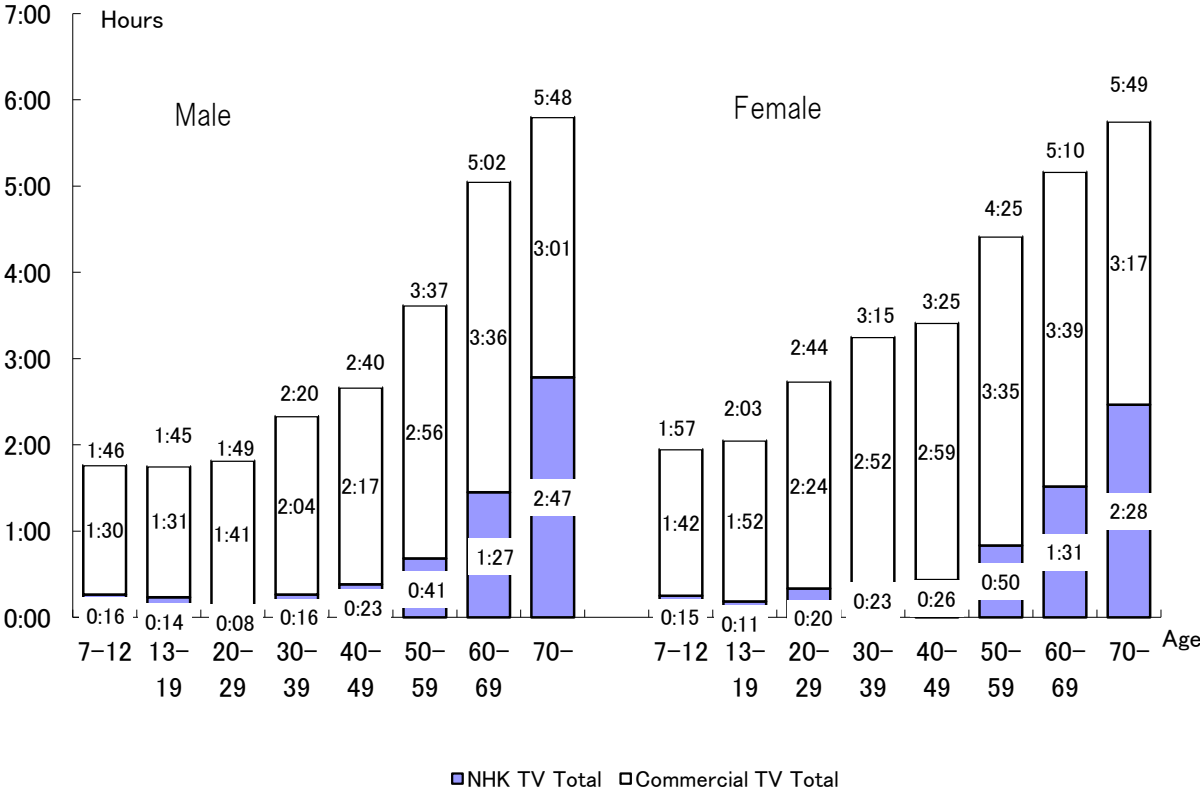
(per head per day and classified by time zone)

(Hrs:Mins)



Average TV viewing time for elderly people is longer than that of young people regardless of gender. People aged 7 to 19 watches TV for about 2 hours (per day), while people aged 60 or above do so for 5 hours or more. This disparity is especially prominent in the viewing time for NHK. **(Fig.2)**

Fig.2 The average amount of televiewing time (Weekly Average)
(per head per day and classified by sex and age groups)



◇ TV Ratings

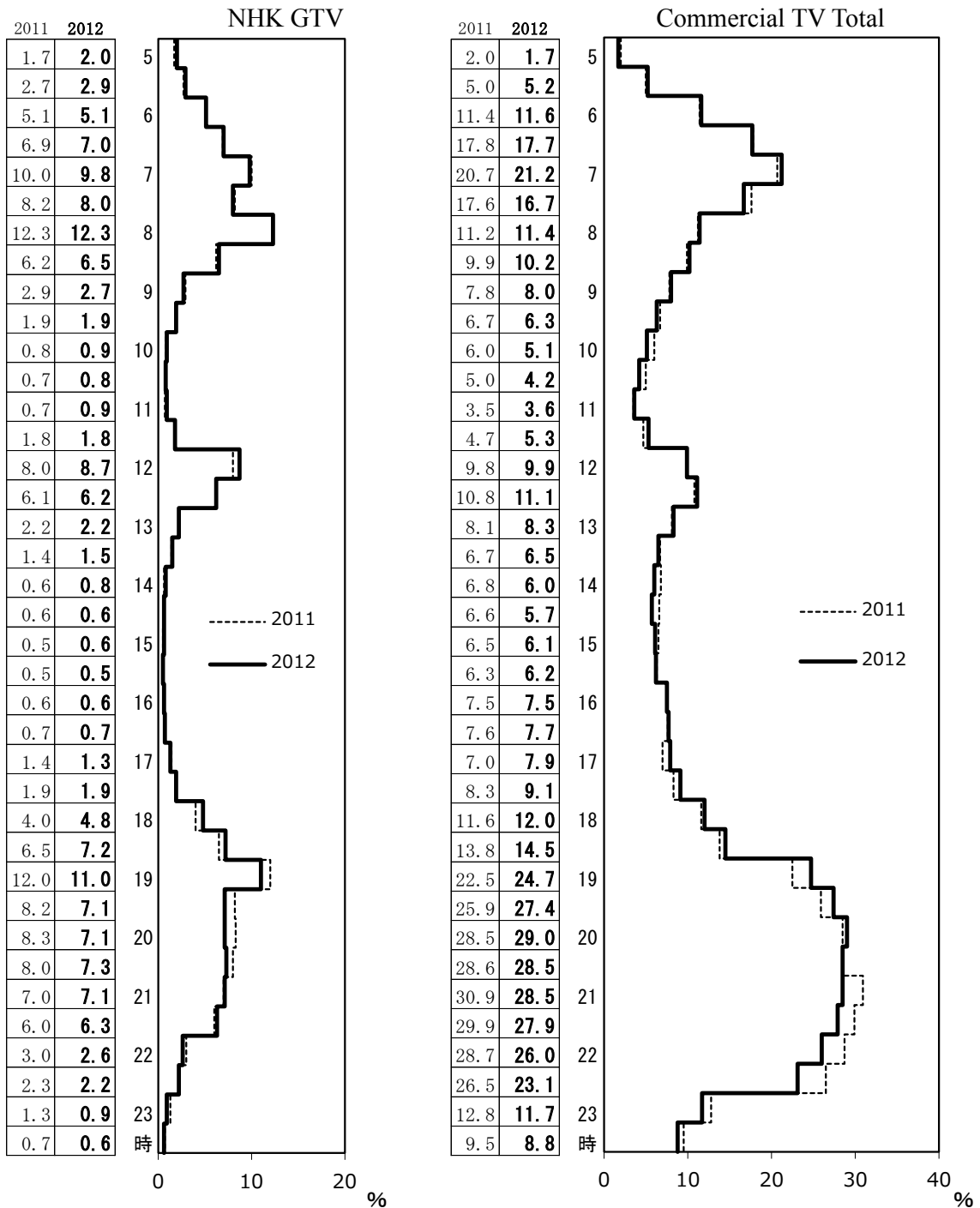
Audience ratings fluctuate significantly over the course of the day to show they are related to the viewers' daily activities.

On weekdays, there are three peaks of rating; morning, midday and evening, indicating these time periods are suitable for TV watching. (Fig.3)

In the case of NHK GTV, the peaks of audience ratings are from 6 a.m. to 9 a.m., noon to 1 p.m. and 6 p.m. to 10 p.m. Particularly, time slot from 8:00 a.m. to 8:30 a.m. earns remarkably high rating, almost 12%. Dr Ume(serial drama) is broadcast on NHK GTV in this peak time.

Fig.3 Ratios of Televiewers at 30-minute Intervals (Weekdays)

[2011~2012: June]



◇ **Programs on NHK GTV**

The following summarizes audience ratings of major programs on NHK GTV.

《**In the morning**》

“News:Good Morning,Japan” is a news show aired from 4:30 a.m. to 8 a.m. everyday except Saturdays and Sundays. This program’s average rating is 5.8% for 6 a.m. to 7 a.m. and 8.9% for 7 to 7:45 a.m.

“Dr Ume” a morning serial drama telecast immediately after this news show, earned an average audience rating of 14.5%

《**In the afternoon**》

Another news program aired daily at noon earned an average audience rating of 8.9%.

“NHK Amateur Singing Contest” telecast at lunchtime on Sundays enjoyed a high audience rating of 8.3%.

《**In the evening**》

“NHK News 7” , starting at 7 p.m. had an average audience rating of 10.8%,and “News Watch 9”, starting at 9 p.m. had 6.6%.

Among entertainment programs, a historical drama series broadcast on Sundays achieved a high audience rating of 10.0%.

The followings are the ten most popular programs on NHK GTV. **(Table.1)**

Table.1 Popular programs on NHK GTV

Day	Time	Program Name	Rating
Mon	8:00	# Dr Ume (serial drama)	15.5 (%)
Fri	19:00	# NHK News 7	11.7
Mon	20:45	# NHK News 845・L	10.1
Sun	20:00	KIYOMORI (historical drama)	10.0
Mon	20:00	Tsurube’s Salute to Families	9.9
Mon	12:00	# News	9.6
Mon	7:00	# News: Good Morning, Japan	9.3
Mon	7:45	# News: Good Morning, Japan・L	8.9
Sun	20:45	# News & Weather Forecast	8.5
Sun	12:15	NHK Amateur Singing Contest	8.3

Note: Hereinafter # indicates a broadcast with the highest rating in a series during the given week.

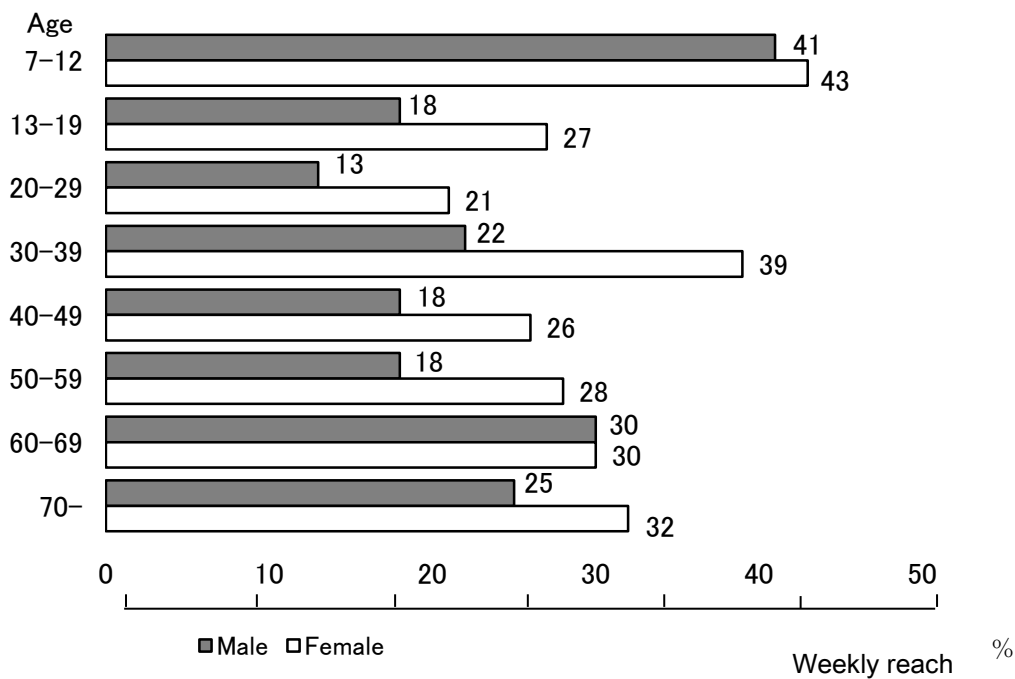
◇ **Programs on NHK ETV**

ETV broadcasts include programs for schools and various adult study courses, usually targeting a limited number of viewers. Audience ratings of individual programs therefore stand at 2% level at best.

Nevertheless, the survey shows that weekly reach of ETV is 26.9% among respondents, indicating that a considerable number of people watch ETV programs.

By age and gender, weekly reach for ETV channel is relatively high among children aged 7 through 12 as well as women in their thirties. **(Fig.4)**

Fig.4 Weekly reach for ETV (by gender and age)



◇ DBS (Direct Broadcasting Satellite) Channels

NHK have two DBS channels: “BS-1” mainly providing news and sports, and “BS-Premium” mainly providing daily-life information, entertainment and movies.

All of them cover the entire nation.

The rate of respondents who can watch DBS programs at home is 48.0%.

Weekly reach for “BS-1” is 13.3%, and “BS-Premium” 12.0%. The total weekly reach for NHK and commercial DBS-TVs are 27.7%

The five most popular programs on NHK “BS-1” and “BS-Premium” are shown below.
(Table. 2 and 3)

Table. 2 Popular programs on NHK BS-1

Day	Time	Program Name	Rating
Tue	19:51	The final round of Asian World Cup qualifiers Japan VS Australia	3.5 %
Tue	19:00	The final round of Asian World Cup qualifiers Japan VS Australia	3.1
Thu	18:00	# BS Professional Baseball Fighters vs Giants	1.7
Tue	18:45	The final round of Asian World Cup qualifiers Japan VS Australia	1.4
Tue	18:35	BS News	1.1

Table. 3 Popular programs on NHK BS-Premium

Day	Time	Program Name	Rating
Sun	21:00	Dong Yi:final episode (Korean historical drama)	2.6 %
Fri	7:30	# Dr Ume (serial drama)	2.5
Sun	18:00	KIYOMORI (historical drama)	1.7
Sun	19:30	Dong Yi Special (Korean historical drama)	1.4
Thu	7:45	# Nippon Judan Kokoro Tabi	1.2

◇ Radio

NHK have three radio channels: two medium-wave (AM) channels (“Radio-1” mainly providing daily-life information, and “Radio-2” mainly providing weather forecasts and educational programs such as radio lectures) and one VHF FM channel airing mainly music programs. All three services cover the entire nation.

The number of commercial radio stations transmitting on AM and FM differs depending on regions.

Weekly reach of any or radio broadcasts is 36.5% among respondents. Among AM services, reach for NHK “Radio-1” was 16.9%, while that for commercial radio stations in total was 18.3%. Among FM services, NHK earned 3.0% and commercial stations 10.7%.

Weekly reach for medium-wave radio by age and gender shows NHK “Radio-1” is most popular among listeners aged 60 and above, while commercial stations are popular among listeners in their fifties through sixties. (Fig.5)

In the case of FM, weekly reach of commercial stations is higher than that of NHK in almost any age groups, particularly among listeners in their thirties through fifties.

Fig.5 Weekly reach of Medium-Wave NHK Radio-1 and Commercial Radio
(by gender and age)

