

**How Young Children Are Watching TV and DVDs:
From the June 2016 Rating Survey on Young Children's TV Viewing**

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This is the English translation of the author's article "*youji no TV sityo to rokugabangumi DVD no riyoujoukyo* [How Young Children Are Watching TV and DVDs: From the June 2016 Rating Survey on Young Children's TV Viewing], originally published in the November 2016 issue of *Hoso kenkyu to chosa*. NHK's monthly report on broadcast research. Full text in Japanese available at:
http://www.nhk.or.jp/bunken/research/yoron/20161101_6.html

Introduction

This paper reports on the results from the Rating Survey on Young Children's TV Viewing, conducted at the same time as the National Individual Audience Rating Survey of June 2016, which covers all viewers nationally aged seven and older.¹

The survey was conducted during the week of June 6 (Monday) to June 12 (Sunday) and covered children aged two to six years old (those not yet attending school) living within a 30-kilometer radius of Tokyo Station. The survey subjects were 1,000 young children selected in stratified two-stage random samplings (10 children in each of 100 areas) from the Basic Resident Register. The survey was administered by postal mail (15-minute diaries filled out by the subjects' caretakers). The number of valid respondents was 545 persons (54.5%). The composition of the response sample is given in **Table 1**.

Table 1. Composition of the Sample

Total	Male	Female	2 yrs	3 yrs	4 yrs	5· 6 yrs	Nursery school	Kinder garten	Not in school	Unknown
545 persons	278	267	118	147	122	158	191	263	85	6
100.0%	51.0	49.0	21.7	27.0	22.4	29.0	35.0	48.3	15.6	1.1

1. Television Viewing

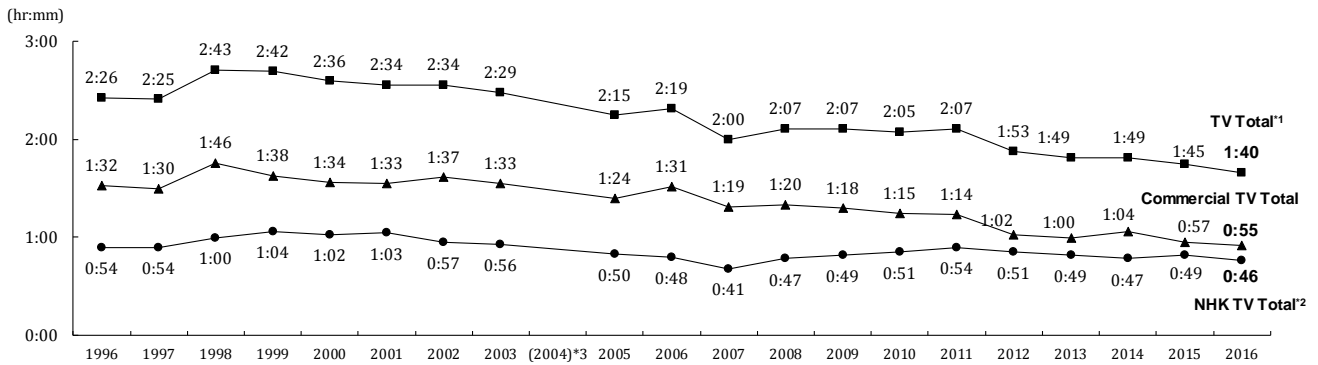
(1) Hours of Television Viewing Gentle declining trend

The survey showed that the weekly average TV viewing time² per day among young children aged two to six was 1 hr 40 min, a figure largely unchanged from the previous year (1 hr 45 min) (**Figure 1**). Looking at long-term trends, young children's TV viewing time has been gradually declining since 1998 (2 hrs 43 min). From 2007 on, standard TV viewing time had been about two hours a day, but this figure dropped to below two hours for the first time in 2012, and since 2013 has been trending gently downward.

Total viewing time for NHK TV was 46 min (49 min in previous year) and for commercial TV, 55 min (57 min in previous year). These rates were roughly the same as the previous year, however viewing of commercial TV was below one hour for the second consecutive year.

Turning to total TV viewing times for individuals by age segment (**Table 2**), viewing time increased with age in the previous year, however in 2016 this trend was not seen. Three-year-olds had the shortest viewing time at 1 hr 31 min.

Figure 1. Annual trends in TV viewing time (per day, weekly average)



*1 TV total is the sum of commercial TV (terrestrial and satellite broadcasting) and NHK (terrestrial and satellite broadcasting) totals.

*2 Satellite broadcasting among NHK total includes BS-1 and BS-2 until 2007, with BS Hi-Vision added for the period between 2008 and 2010. From 2011 it comprises BS-1 and BS Premium.

*3 Children's survey not conducted in 2004.

Table 2. NHK and commercial TV average viewing time by gender and age (per day, weekly average)

		(hr:mm)						
		Total	Male	Female	2 yrs	3 yrs	4 yrs	5 • 6 yrs
TV Total	2014	1:49	1:46	1:53	2:02	1:48	1:45	1:51
	2015	1:45	1:40	1:51	1:39	1:43	1:46	1:51
	2016	1:40	1:35	1:46	1:43	1:31	1:47	1:43
NHK TV Total	2014	0:47	0:43	0:49	0:57	0:52	0:46	0:35
	2015	0:49	0:46	0:52	0:55	0:50	0:49	0:42
	2016	0:46	0:43	0:48	0:54	0:42	0:44	0:42
Commercial TV Total	2014	1:04	1:03	1:05	1:05	0:56	0:58	1:15
	2015	0:57	0:55	0:59	0:44	0:52	0:57	1:08
	2016	0:55	0:51	0:58	0:49	0:48	1:03	1:00

Table 3. Average day-of-week TV total viewing time by gender and age

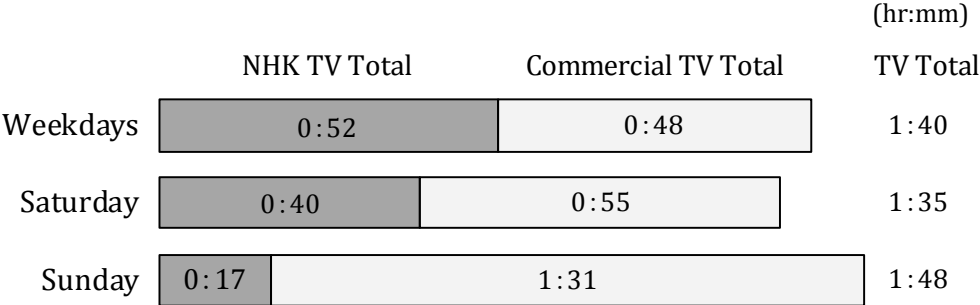
		(hr:mm)								
		Total			Male	Female	2 yrs	3 yrs	4 yrs	5 • 6 yrs
		2014	2015	2016						
Weekdays		1:48	1:47	1:40	1:33	1:46	1:49	1:31	1:44	1:38
Saturday		1:39	1:32	1:35	1:27	1:44	1:19	1:24	1:44	1:48
Sunday		2:07	1:52	1:48	1:46	1:49	1:28	1:37	2:07	2:00

Looking at NHK against commercial TV, NHK total viewing time declined with increasing age in the previous year. This year, however, two-year-olds had the longest viewing time at 54 min, while the total average for those aged three to six was virtually the same at around 40 min. Total viewing time for commercial TV was just under 50 min for two- and three-year-olds, and around one hour for those four to six.

Next, looking at total TV viewing time by day of the week, average weekday viewing time was 1 hr 40 min; Saturday was 1 hr 35 min, and Sunday was 1 hr 48 min (Table 3). The amount of TV viewing on Sunday decreased from 2014, but was about the same as the previous year. There was no change in weekday and Saturday viewing. By age group, the total TV viewing time of children aged two was less on Saturday and Sunday than on weekdays, but the viewing time of children aged four to six was slightly longer on Sunday than on weekdays.

Figure 2 shows NHK and commercial TV viewing times by day of the week. The NHK and commercial TV totals were at roughly the same level on weekdays. However, NHK total viewing times dropped on Saturday and Sunday in comparison to weekdays, with children spending 17 min watching NHK on Sunday, compared to 1 hr 31 min for commercial TV, a substantial difference.

Figure 2. NHK and commercial TV average viewing time (by day, weekday average)



(2) The most watched channel is ETV

We looked next at weekly reach, which is the proportion of children watching at least some part (more than 15 minutes) of a TV program during the week of the survey (Table 4). The overall weekly reach was 92.1%, virtually the same as in the previous year (92.2%).

ETV was the most watched channel (72.8%), followed by TV Asahi, Fuji Television, NTV, and TV TOKYO. ETV had the highest reach among children of all ages, even approaching 70% for the lowest viewership, among five- and six-year-olds.

Table 5 shows trends in weekly reach for each TV station since 2006, from which ETV had reach of around 80%. After 2012, however that figure fell into the lower range of 70-80%. Reach also fell for commercial TV stations in 2015, and this declining trend held for most of them in 2016 as well.

Table 4. Weekly reach by channel and age segment (full-week)

	Total	2 yrs	3 yrs	4 yrs	5・6 yrs
TV Total	92.1	89	92	94	93
NHK Total	78.5	76	84	78	76
GTV	22.9	15	19	26	30
ETV	72.8	73	78	71	69
NTV	45.0	41	40	46	53
Asahi	53.8	42	50	63	59
TBS	21.8	19	20	26	22
TOKYO	38.7	31	35	43	46
Fuji	49.7	48	41	59	52

Data on average TV viewership by time of day for NHK and commercial TV (**Table 6**) shows that ETV was the most watched channel at 3.6% on average for the full day, watched especially in the morning (6.0%) and afternoon (2.9%). Among commercial TV channels, viewership was comparatively high in the evening for Fuji TV (2.0%) and NTV (1.9%).

Table 5. Weekly reach by channel (full-week)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
TV Total	29	24	30	24	25	24	30	31	28	19	23
ETV	78	80	80	81	77	81	73	74	71	73	73
NTV	65	57	54	54	55	54	58	49	56	49	45
Asahi	75	69	66	71	62	69	57	57	62	55	54
TBS	58	44	47	39	37	34	28	24	23	20	22
TOKYO	68	61	63	66	59	55	47	42	47	44	39
Fuji	74	74	77	76	67	69	64	61	64	51	50

(integer values)

Table 6. Average audience ratings by channel (weekly average)

(%)

Time slot*	TV Total			ETV			NTV			Asahi		
	2014	2015	2016	2014	2015	2016	2014	2015	2016	2014	2015	2016
Morning	0.7	0.4	0.4	5.7	6.1	6.0	1.4	1.4	1.0	1.2	1.0	0.9
Afternoon	0.2	0.2	0.1	3.4	3.3	2.9	0.9	0.5	0.7	0.1	0.1	0.1
Evening	0.5	0.5	0.4	1.4	1.9	1.8	2.4	2.3	1.9	1.4	1.1	1.1
Full day	0.5	0.4	0.3	3.6	3.9	3.6	1.6	1.4	1.2	0.9	0.7	0.7

Time slot*	TBS			TOKYO			Fuji		
	2014	2015	2016	2014	2015	2016	2014	2015	2016
Morning	0.3	0.2	0.3	0.6	0.4	0.4	1.1	1.1	1.2
Afternoon	0.2	0.1	0.1	0.0	0.0	0.1	0.4	0.2	0.3
Evening	0.5	0.4	0.4	1.2	1.1	0.9	2.5	2.0	2.0
Full day	0.3	0.2	0.3	0.6	0.5	0.4	1.3	1.1	1.2

*Morning: 5:00 a.m. to noon; afternoon: noon to 6:00 p.m.; evening: 6:00 p.m. to midnight;
full day: 5:00 a.m. to midnight.

(3) Weekday television viewing was unchanged

Figure 3 charts children's average television viewing rates per day over the course of a weekday in 30-minute intervals. On weekdays, the time slots in which children watched the most TV were 6:30 to 9:00 a.m. and 4:00 to 9:00 p.m. These morning and evening time slots feature broadcasts of animated programs and other programs primarily intended for children. These time slot viewing patterns have remained relatively unchanged over time. Statistically, there were no significant changes for each of the time slots compared to 2014 and 2015.

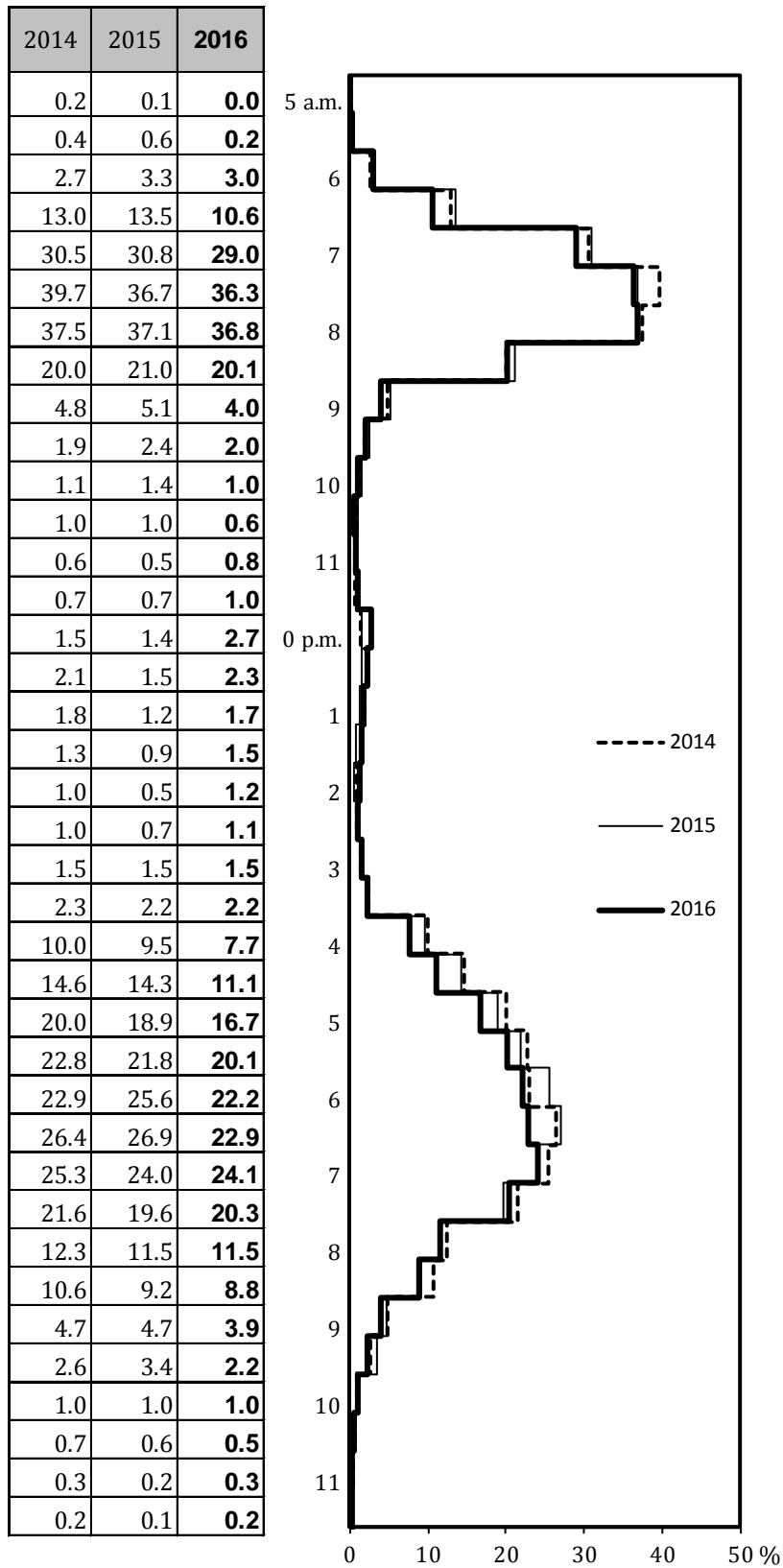
(4) Decline in viewing rates for popular animated programs

The most-watched programs on NHK and commercial TV included *Doraemon* (TV Asahi, 28%), *With Mother* (NHK ETV, 26.7%), and *Shin chan* (TV Asahi, 24.3%) (**Table 7**).

Similarly to last year, no program achieved a viewing rate exceeding 30%.³ Fuji TV's *Sazae-san*, the most-watched program since 2008, fell to fourth place (24.0%). *Chibimarukochan* (20.6%), which broadcasted in the time slot preceding *Sazae-san*, was also not among the top ten programs.⁴

Both *Sazae-san* and *Chibi Maruko-chan* achieved a viewing rate exceeding 40% in 2009, but fell below 30% in 2015, and in 2016 were in the lower range of 20-30%. Although *Doraemon* and *Shin chan* were both between 20-30%, their viewing rates have been firm since 2012. TV TOKYO's *Yo-Kai Watch*, which debuted in 2014, achieved a mid-20% viewing rate in that year and in 2015, but decreased to 12.9% in 2016.

Figure 3. Total TV average viewing rates per 30-minute intervals (weekday average)



**Table 7. Popular programs on NHK and commercial TV
(minimum 10-minute broadcast time)**

(%)

Day	Time slot	Channel	Title	Rating
Fri.	7:00 p.m.	Asahi	Doraemon	28.0
Wed.	8:00 a.m.	ETV	# With Mother	26.7
Fri.	7:30 p.m.	Asahi	Shin chan	24.3
Sun.	6:30 p.m.	Fuji	Sazae-san	24.0
Fri.	7:45 a.m.	ETV	# Kid's Discovery	23.9
Sat.	8:25 a.m.	ETV	Musica Piccolyno	22.6
Mon.	7:35 a.m.	ETV	# Chatty Jay's Sundry Shop	22.4
Sat.	8:00 a.m.	ETV	With Mother Saturday	22.2
Sat.	8:35 a.m.	ETV	Curious George	21.9
Sun.	8:00 a.m.	Asahi	KAMEN RIDER GHOST	21.5

NOTE: “#” in this table and hereinafter indicates a series program with the highest rating day on a given day.

(5) ETV programs were most watched by 2- and 3-year-olds

Table 8 compares the popularity of programs by age segment. In the two- to three-year-old segment, ETV morning programs on weekdays and Saturdays achieved high viewership rates, notably *With Mother*. Among children aged four and over, commercial TV animated programs and hero/squadron series like *KAMEN RIDER GHOST* (TV Asahi) were watched most; more than half of the top 10 programs were on commercial TV channels.

**Table 8. Popular programs on NHK and commercial TV by age
(minimum 10-minute broadcast time)**

(%)

2 yrs				
Day	Time slot	Channel	Title	Rating
Wed.	8:00 a.m.	ETV	# With Mother	36
Mon.	8:25 a.m.	ETV	# Peek-a-boo	29
Wed.	7:45 a.m.	ETV	# Kid's Discovery	29
Sat.	8:25 a.m.	ETV	Musica Piccolyno	27
Sat.	8:35 a.m.	ETV	Curious George	27
Sat.	8:00 a.m.	ETV	With Mother Saturday	26
Wed.	7:35 a.m.	ETV	# Chatty Jay's Sundry Shop	25
Wed.	7:15 a.m.	ETV	# Hanakappa	25
Wed.	8:40 a.m.	ETV	# Fun with English	25
Sun.	6:30 p.m.	Fuji	Sazae-san	24

(%)

3 yrs				
Day	Time slot	Channel	Title	Rating
Wed.	8:00 a.m.	ETV	# With Mother	29
Fri.	7:00 p.m.	Asahi	Doraemon	24
Sat.	8:00 a.m.	ETV	With Mother Saturday	24
Sat.	8:25 a.m.	ETV	Musica Piccolyno	23
Mon.	7:45 a.m.	ETV	# Kid's Discovery	23
Wed.	8:25 a.m.	ETV	# Peek-a-boo	22
Mon.	7:35 a.m.	ETV	# Chatty Jay's Sundry Shop	21
Fri.	7:30 p.m.	Asahi	Shin chan	20
Sun.	6:30 p.m.	Fuji	Sazae-san	20
Sat.	8:35 a.m.	ETV	Curious George	19

(%)

4 yrs				
Day	Time slot	Channel	Title	Rating
Fri.	7:00 p.m.	Asahi	Doraemon	32
Sun.	6:30 p.m.	Fuji	Sazae-san	30
Sun.	8:00 a.m.	Asahi	KAMEN RIDER GHOST	29
Mon.	7:45 a.m.	ETV	# Kid's Discovery	29
Mon.	8:00 a.m.	ETV	# With Mother	28
Fri.	7:30 p.m.	Asahi	Shin chan	27
Mon.	7:35 a.m.	ETV	# Chatty Jay's Sundry Shop	27
Sun.	7:30 a.m.	Asahi	DOBUTSU SENTAI ZYUOHGER	26
Sun.	6:00 p.m.	Fuji	<i>Chibimarukochan</i>	25
Sun.	8:30 a.m.	Asahi	MAHO GIRLS PRECURE!	23

(%)

5 · 6 yrs				
Day	Time slot	Channel	Title	Rating
Fri.	7:00 p.m.	Asahi	Doraemon	33
Fri.	7:30 p.m.	Asahi	Shin chan	28
Sun.	8:00 a.m.	Asahi	KAMEN RIDER GHOST	27
Fri.	7:45 a.m.	ETV	# Kid's Discovery	24
Fri.	7:35 a.m.	ETV	# Chatty Jay's Sundry Shop	23
Sun.	6:30 p.m.	Fuji	Sazae-san	23
Sat.	8:35 a.m.	ETV	Curious George	23
Sat.	8:25 a.m.	ETV	Musica Piccolyno	22
Sun.	7:30 a.m.	Asahi	DOBUTSU SENTAI ZYUOHGER	21
Sun.	8:30 a.m.	Asahi	MAHO GIRLS PRECURE!	21

 ETV

2. Recorded TV Programs/DVDs

(1) Time spent watching recorded TV programs/DVDs, weekly reach remained steady

In addition to questions regarding TV watching, respondents were asked questions regarding the viewing of recorded TV programs, commercial DVDs and videos. This section of the paper profiles young children's use of recorded TV programs and DVDs.

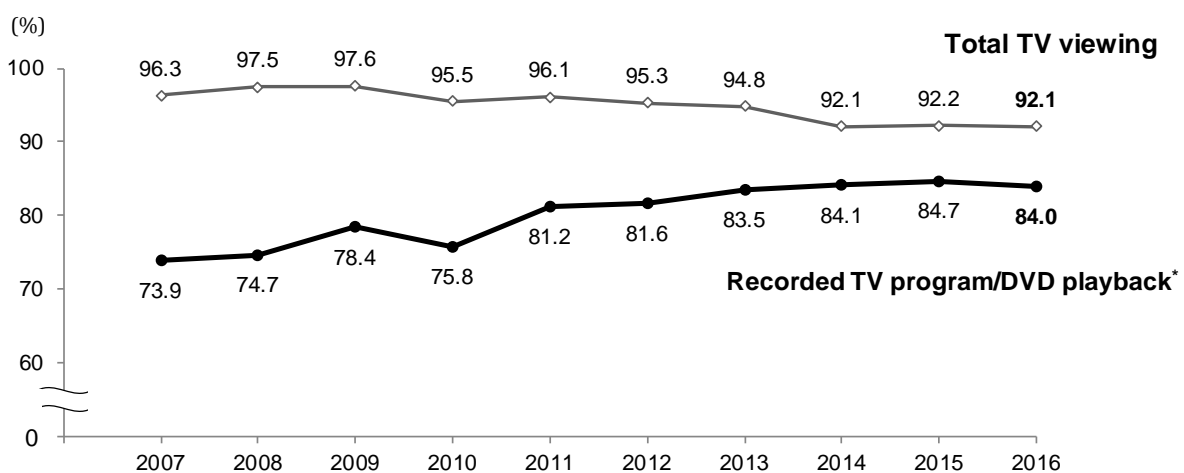
The proportion of children watching at least some amount of recorded TV programs/DVDs during the week of the survey was 84.0%, roughly the same as in the previous year (84.7%). Looking at long-term trends, while the reach of recorded TV programs/DVDs was around 70% in the mid-to-late 2000s, and exceeded 80% from 2011, this increasing trend halted in 2014, and since then has held steady (**Figure 4**).

Next, looking at playback time, the average daily recorded TV program/DVD playback time per day including children who did not use the playback feature was 54 min (**Table 9**). Broken down by age segment, no significant difference was found.

By day of the week, recorded TV program/DVD playback time (**Figure 5**) was longer on Saturdays and Sundays, exceeding the one-hour mark, than on weekdays. Of the total viewing time of both live TV and recorded TV programs/DVDs combined per day, time spent watching recorded TV programs/DVDs was over 40% on Saturdays, higher than on Sundays and weekdays.

Looking at the average pattern of use for recorded TV programs/DVD playback time per 30-min interval (**Figure 6**), the time of day with high utilization on weekdays was 4:30 to 9:00 p.m. and was especially high at 10% or more between 6:00 to 8:30 p.m. Recorded TV program/DVD playback time was higher on Saturdays and Sundays than on weekdays, with evening and morning peaks, and approximately 5% playback equipment usage in the afternoon time slots as well. No significant change was observed relative to the previous year.

Figure 4. Annual trends in weekly reach of TV total viewing and recorded TV program/DVD playback



*Choices on the survey changed over the years: "Video playback" (up to 2008); "Video/DVD playback" (2009, 2010); "Video/HDD/DVD playback" (2011, 2012); "Recorded TV program/DVD playback" (2013 onwards). In the report on the results, until 2012 "Video playback" was used; since 2013, "Recorded TV program/DVD playback" has been used.

Figure 5. Recorded TV program/DVD playback time and TV viewing time by day of week

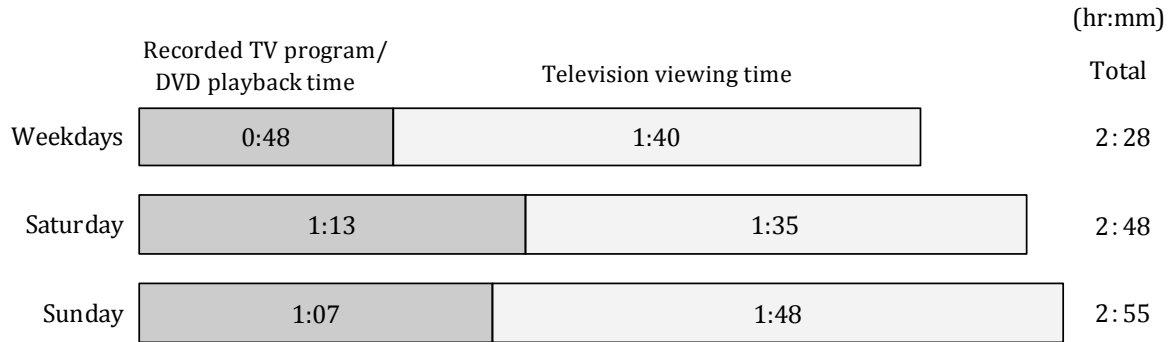


Table 9. Recorded TV program and/or DVD playback time per day (weekly average)

	(hr:mm)									
	Total	Male	Female	2 yrs	3 yrs	4 yrs	5 · 6 yrs	Nursery school	Kinder garten	Not in school
2014	0:54	1:02	0:46	1:20	0:51	0:49	0:47	0:49	0:50	1:21
2015	0:52	0:56	0:49	0:58	0:50	0:49	0:55	0:44	0:57	0:54
2016	0:54	0:55	0:54	0:58	0:54	0:51	0:54	0:52	0:54	0:58

*Includes young children not using recorded TV program/DVD playback

Figure 6. Average utilization of recorded TV program/DVD playback per 30-minute interval (weekdays, Saturday, Sunday)

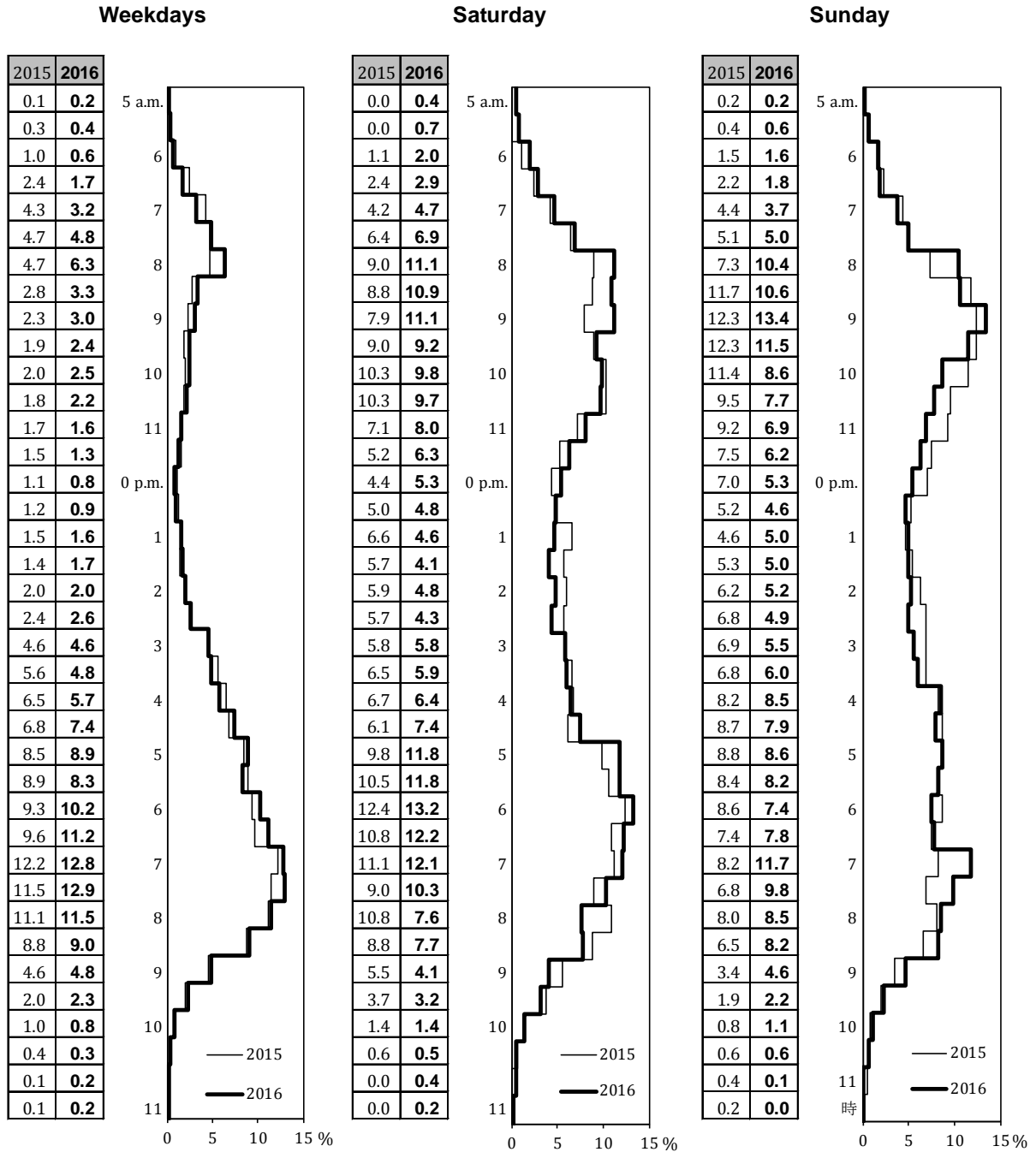


Figure 7. Annual trends in TV viewing time and recorded TV program /DVD playback time (per day, weekly average)

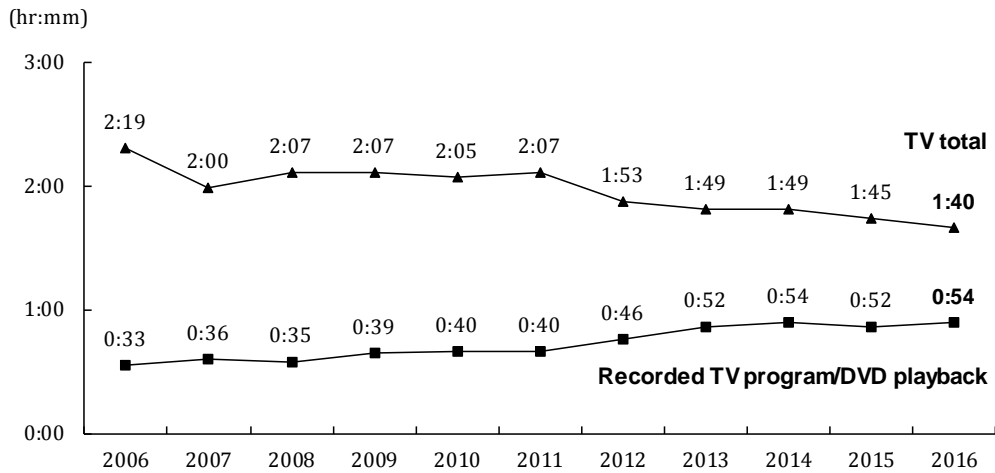
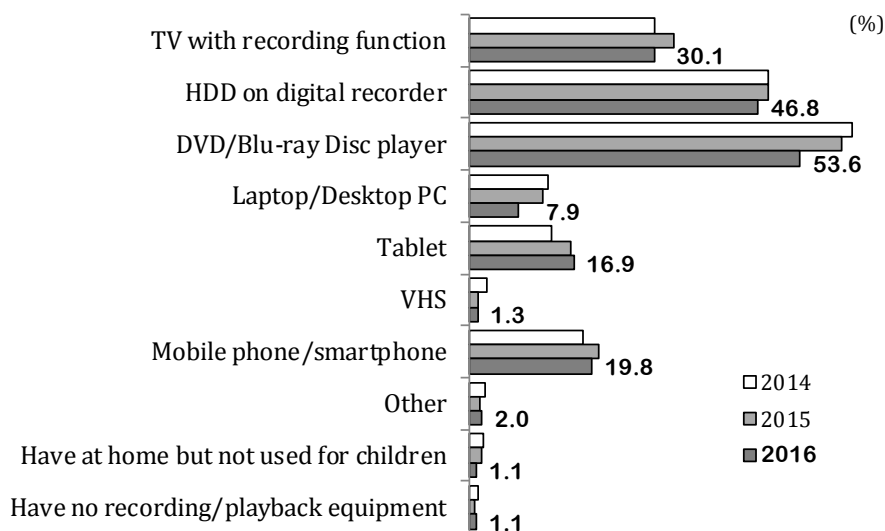


Figure 7 shows the long-term trends in TV viewing time and recorded TV program/DVD playback time since 2006. Time spent watching recorded media had been mostly steady up to 2011, then increased from 2011 to 2013, after which it again steadied. As previously mentioned, TV viewing time fell below two hours in 2012 and has been declining gradually. Since 2012, the time gap between TV viewing and recorded TV program/DVD playback continues to narrow.

(2) Tablet usage stops increasing

An additional multiple-choice question asked about the equipment most used by children to watch recorded TV programs, commercial or rental DVDs, online videos, etc. (**Figure 8**). The most common was a DVD/Blu-ray Disc player (53.6%), followed by a digital recorder with hard disk drive (HDD) (46.8%), and a TV with a recording function (30.1%). 2016 saw declines from the previous year for DVD/Blu-ray Disc players (to 53.6% from 60.3%) and laptop/desktop PCs (to 7.9% from 11.9%). Use of tablets (16.9%) had continued to grow through 2015 but was at roughly the same level in 2016.

Figure 8. Equipment frequently used to watch recorded TV programs, commercial or rental DVDs and online videos (MA)



(3) More children were watching online video than the previous year

A similar additional question was asked about the amount of time children spend watching recorded TV programs, commercial or rental DVDs, and online videos per day on regular days excluding holidays.

Findings reveal that 72.8% of children watched recorded TV programs (from less than 15 min to over 2 hrs a day), far greater than the 35.2% who watch commercial or rental DVDs or the 37.8% who watch online videos (**Table 10**). Compared to the previous year, there was an increase in the number of children watching online videos.

Table 10. Viewing time of recorded TV programs, commercial or rental DVDs and online videos

(%)

	Total			Male	Female	2 yrs	3 yrs	4 yrs	5-6 yrs
	2014	2015	2016						
Recorded TV programs	72.0	71.3	72.8	73	73	71	76	70	73
Commercial or rental DVDs	37.5	39.3	35.2	37	33	43	33	34	33
Online videos	32.9	31.3	37.8	39	36	42	35	34	41

¹ See Noriko Kimura, Kayo Yamamoto, Masayo Yoshifuji, Masayuki Hayashida, "The Present State of TV Viewing and Radio Listening—From the June 2016 Nationwide Survey on Individual Audience Ratings," *The NHK Monthly Report on Broadcast Research*, September 2016.

² With regard to TV viewing and the playback of recorded TV programs and commercial DVDs, between 1990—when the survey was first carried out—and 2012, viewing was done only at home, but with the proliferation of digital playback devices, since 2013 viewing has been considered to include viewing with the family while in motion (in a car, e.g.). As before, viewing at a nursery school was not included.

³ Popular programs had a viewership rating over 60% in the early 1990s, in the latter half of the 1990s over 50%, and during the first decade of the current century, over 40% except in 2007. From 2010 onwards, there were some programs with a viewership of over 30%, but for the first time in 2015, there were none that exceeded 30%.

⁴ *Chibimarukochan* had been in the top 10 most-watched programs since 2002.