



## Summary of the Papers

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## **The Past, Present and Future of the Fusion of Telecommunications and Broadcasting**

**- Thoughts on Year One of TV Program Distribution on the Internet -**

*Yuji SUZUKI*

(Summary)

Between IPTV, VOD-adaptive TV, Internet distribution of Olympic programming and the launch of new distribution services by broadcasters, 2008 was in effect Year One of TV program distribution on the Internet. Looking back, a large number of new operators moved into the distribution business from 2005 on account of the spread of broadband from the early 2000's. Few became profitable, however, and many folded quickly.

This development produced lively debate on the fusion of telecommunications and broadcasting in 2006. The government was interested in innovations that could enhance viewer convenience and stimulate an economy beset by a falling birthrate and aging population. Some participants in the debate were enthusiastic; others more cautious. The upshot was a rather lukewarm report but the tendency towards that fusion was already gathering pace, leading especially to the revision of the Broadcast Law at the end of 2007. The various operators could then launch their businesses for real in 2008.

The technology and infrastructure has certainly advanced but this does not mean to say that such business is always profitable even so. A key issue here is how much user awareness and needs have matured, and how strongly the technically and functionally advanced services have been able to appeal to real viewers.

The big shift from 2005 to 2008 has been from quantity to quality. The key questions are how well the operators have gauged their target audience and the appropriateness of each operator's goals, management systems and networks. Compared with the days of broadcasting only, broadcasters now face a sterner test of their capabilities in both the visual media themselves and business management.

## **Blogs and TV Programs – Their Relationship with Viewing Behavior and Possibilities of the Use of Blogs –**

*Yumiko HARA, Masana TANI, Ayako SHIGYO*

(Summary)

There are more than 16 million blogs in Japan now, many of which include information (evaluations, impressions and opinions) related to TV programs and stations. We are studying the relationship between blogs and TV to assess whether blogs can be used in the formal evaluation of TV programs, their development and public relations, and also how these sources of information might influence TV viewing behavior.

Section One outlines the results of a website questionnaire (quantitative and qualitative) on the blogger environment in relation to TV. 20% of the screened sample kept their own blogs and more than half did view blogs. The personal blogs of ordinary people were being read. Approximately 20% of bloggers wrote specifically about TV programs and half reported information obtained on TV. The qualitative study of bloggers who did so regularly found that blogging increased the pleasure they took in program viewing and expanded their communicative activity.

Section Two reviews the results of a trial study using a “Blog Reputation Analysis” tool that was developed for the utilization of blogs in marketing, customer satisfaction and customer service campaigns. The trial study considered example programs from various genres, analyzing written style, comparisons drawn with similar programs, and the relationship with audience ratings. The number of case studies remains low but the tool does seem useful in numerical analysis (of deviation in the number of mentions, the number of enthusiastic bloggers etc.) and issue assessment (e.g. the need for special dictionaries for programs made for broadcast, the length of time needed for analysis, and the limitations of vocabulary analysis).

Section Three examines blogs referring to “Chiritotechnin,” a morning serial drama of NHK, on the basis of using on-line tools, and shows some findings of analysis with regard to communicative aspects of comments in one blog on which we did a case study.

The trial study on blog evaluation analysis is still underway and more case studies are needed but we are eager to identify effective uses for the thoughts and opinions expressed on this free medium.

## Directionless Change in TV Drama

### - On the TV Drama Viewing Patterns of Women in their 20s -

*Yasuhiko ABE*

(Summary)

Amid rapid changes in the media environment, the TV drama viewing rates of the young are hanging low. This paper examines the contributing factors and considers how women in their 20s now relate to the genre. Four aspects of satisfaction were considered: attraction to the characters, the sense of catharsis, empathy, and the acquisition of knowledge.

The preliminary survey of their behavior and attitudes found that women in their 20s are now considerably alienated from TV dramas. TV drama viewing relates to everyday awareness in various ways. These include personal values; a tendency for passive viewers to watch dramas more; a strong preference for cathartic dramas in this age group; and a relative absence of interest in empathetic elements. A quantitative survey was then performed on the basis of these findings to perform various comparisons, including with people in their 30s and 40s. The findings found that viewers tend to become more attached to the genre with age and that the underlying desire to acquire knowledge was stronger among people in their 20s. The superficial reasons for their alienation from the TV drama genre include a lower sense of having the temporal or mental leeway to watch and also lower interest in the contents.

Factor analysis of the everyday awareness of women in their 20s was used to divide the sample according to 5 criteria: follower of fashion, conservative/mass, cultured/sub-culture, person who takes active joy in life, and progressive. Those who do watch a lot of TV dramas tended to belong to the first two categories, while those in the other three categories were not so inclined to do so and scored low on feelings of empathy. Considering the social and cultural changes since the 1990s, the following three deep causes of alienation are also proposed: voluntary withdrawal from the restraints imposed by TV; antipathy to the self-indulgence of the consumer society; and wavering feelings of empathy. The change of this sense of empathy may be the most crucial factor underlying their viewing patterns and could be related to the changing handling of realism in TV drama.

When seeking to maintain the significance of dramas for audiences in this increasingly multi-media age, it may be indispensable to keep a close watch on how social change affects satisfaction levels.

**Broadcast Ethics in Question**  
– From Cases Examined by the BPO Committee  
for the Investigation of Broadcast Ethics –

Yoshitane OKUDA

(Summary)

A TV series called *Aru aru Daijiten* (a science program useful for practical life) produced by Kansai TV and broadcast on Fuji TV Network produced a storm when it was revealed that it had falsified the results of an experimental fermented soybean diet. In May 2007, NHK and NBA Japan responded by setting up a third-party Committee for the Investigation of Broadcast Ethics to bolster the self-regulatory systems of broadcasters.

This paper reviews three important cases handled by the committee: 1) Reporting of a scandal at the Fujiya confectionary company on *Mino Monta's Asa Zuba!*, which was examined in 2007 and 2008; 2) Reporting on the testimony of a former employee who was shown wearing a staff uniform on *TV Asahi Reporting Station*; 3) Reports on the trial of a mother-child murder case in Hikari on a news show.

The observations on *Mino Monta's Asa Zuba!* noted: 1) Insufficient news gathering regarding the accusations, which led to biased condemnation of the company by the host; 2) Reconciliation between the TV station and the protesting company, although the broadcast apology was rather vague. On *TV Asahi Reporting Station*, it noted the inappropriateness of interviewing the former employee who was making accusations in his former uniform in this staged manner. On the murder case, it noted that, due to inadequate knowledge of the basic premises of criminal trials, the feelings of the victims' family had been reported so intensely that the defendant and the defense group came to be demonized, and this raised issues of fairness with regard to the reporting of judicial trials.

These case studies highlight various issues for the prevention of similar disgraceful conduct in the field of broadcast ethics, including how to make program producers more professionally aware, changes in the mentality of production staff, and the improvement of production conditions for outsourced programs.

## 50 Years of Japanese Educational TV

*Hisateru HURUTA*

(Summary)

It has been almost 50 years since NHK Tokyo Educational TV started out in January, 1959 as Japan's first TV station to specialize in education. Two commercial stations, followed: Nippon Educational TV (NET, now TV Asahi Corporation) in February 1959 and Tokyo 12 Channel (the predecessor of TV Tokyo Corporation) in April 1964. TV stations that specialize in education are obliged to maintain higher proportions of programming of an educational (50%) and cultural (30%) nature than stations for general programming. They must possess and maintain a nationwide network, have a systematic viewing base, and command sufficient financial resources to cover the low profitability inherent to such services. NHK Educational TV, a public broadcasting service, satisfies all of these basic requirements and remains to this day. The two commercial broadcasters were both transformed into general programming services in November 1973. The period of dual public and private sector educational broadcasting thus lasted for less than 15 years.

These specialized educational TV stations were created in the late 1950s at a time when the Ministry of Posts and Telecommunications was eager to increase the quantity, quality and range of broadcasting services. The ministry initially staved off the two commercial broadcasters' repeated requests to withdraw from educational broadcasting. It was this low profitability that led in the end to the great uniformity of commercial broadcasting services that we see in Japan today.

NHK Educational TV has always pursued progress in its programming within the framework of educational broadcasting over the past 50 years, with reference to national educational policy, such other external factors as the utilization of broadcasts in schools, and also NHK's own managerial policies. The channel has undergone major transformations three times, chiefly serving school education from the 1950s to the early 1980s; adding lifelong education from then into the 1990s and also including features for children and young adults in addition to the other services from the late 1990's. One option for the future is to develop the channel as a service more sharply differentiated from the service that is provided by General TV.

## A Consideration of Educational Broadcasting in the Digital Era – Based on an Analysis of International Trends from the 1990s –

*Sachiko Imaizumi KODAIRA*

(Summary)

Public broadcasters, which provided a wide variety of educational programs during the radio and television era, have come up with different services and ways of providing them with the advent of the Internet and other changes in the media environment, and with reforms to education. Efforts began in Japan around the 1990s to seek out the possibilities in an effective combination of broadcasting and new technologies. There was the development of video clips linked to school broadcast programs, interactive learning materials making use of the likes of games and quizzes, usage guides for teachers, and program-based “bulletin boards” that put schools in touch with one another. NHK commenced the online service called NHK Digital Curriculum featuring such contents in 2001, and NHK’s school broadcast programs can now be utilized not only via TV and radio but also in more varied and versatile ways.

Britain also saw, besides the advent of online teaching materials and language materials tailored to school curricula, online content without any direct connection to broadcast programs, as a consequence of the view taken by the BBC that the Internet was a third new medium following in the wake of radio and television. The BBC took a multi-stranded approach. Events were organized across Britain to let people experience, both through broadcasts and the Internet, teaching materials and informal learning opportunities to help children foster their capacities for creation and expression. Teachers TV was established in 2005, under the initiative of the Department for Education and Skills, as a specialized digital channel for people involved in school education. It has generated interest with its large number of TV and online programs on different school subjects and to help teachers evaluate their performance and draw up teaching plans.

Public broadcasters in the United States had been respecters of community distinctiveness, but they have striven to improve their educational services on the national level as a consequence of reforms in the 1990s that aimed to raise educational standards nationwide, and as a consequence of the spread of the Internet. Online sites have developed for teachers to harness PBS programs and program-based video clips, as well as online sites for childhood learning in the home featuring educational games linked TV programs, and online sites for parents.

The educational services provided by public service broadcasters are likely to develop in a variety of ways. But we can say that they have a crucial role in designing such services as a whole. Public service broadcasters are expected not only to provide keys to learning that will arouse interest and motivation amongst people, but also help people discover methods for learning and teaching.

## Several Aspects of Regional TV's New Market Orientation in China

### - Its Relationship with Party Propaganda and Control -

*Kenichi YAMADA*

(Summary)

China introduced commercial advertising to the media in the course of its reform and open-door policies and the relative weight of commercial income to public funding has been rising. The authorities do continue to regard the media as tools for party propaganda but also accept that the media should seek in various ways to respond to the needs of viewers, readers, and advertisers. With China also becoming increasingly integrated with the global economy, having joined the WTO in 2001, the media have themselves become more alert to market forces and international competition. The government has, therefore, been establishing basic policy on the market orientation of the media.

In the implementation of policy, however, there remains a tendency to use forms of party control that are difficult to reconcile with the new market orientation. Some even say that the progress of market orientation has met a brick wall. What is the interaction between market orientation and tightening party control of the media? This paper considers recent developments in the field of television, where media control is most rigid, with its focus on provincial stations in places where the author conducted a survey in person. It considers the results of this survey in discussing how far market orientation has come and the regulatory and other obstacles now being placed in its way by the authorities.

It is found that the inauguration of a nationwide satellite channel has made it necessary to extend the commercial advertising market nationwide and active propaganda use is declining. This tendency should not, of course, be equated with achievement of the freedoms of speech and the press now current in the West. Efforts to tighten media control are typically defensive and do not entail active propaganda use. They tend rather towards denial of the demands for freedom of speech and criticism of the authorities, which are rising with the spread of market orientation. The tighter control is a reaction to the progress of market orientation. Whereas the party once said, "Write this," it now says, "Don't write that", except in the case of articles related to specific campaigns. Taken as a whole, the media are still becoming more market and less propaganda oriented and this hollowing out of the propagandist functions will surely lead before long to a further review of media control.

