Research That Captures the Times
For a Richer Broadcasting Culture

NHK Broadcasting Culture Research Institute
http://www.nhk.or.jp/bunken
Research That Captures the Times For a Richer Broadcasting Culture

With the television and media environment rapidly evolving, the NHK Broadcasting Culture Research Institute (nicknamed “BUNKEN” ) strives to conserve and enrich broadcasting culture. The Institute carries out various research activities to explore the ideal broadcast and media services that will meet the needs of the times, with an eye to the year 2020 and the coming centennial of broadcasting in Japan and by reviewing its 90-year history.

Main Research Fields

- Media History
- Japanese Language
- Public Opinion Surveys
- Broadcast Programs
- Disaster Information
- Media Trends updates
- Broadcast Act
- Overseas Media
- Audiences

Organization

<table>
<thead>
<tr>
<th>Media Research</th>
<th>Public Opinion Research</th>
<th>Planning &amp; Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media History</td>
<td>Surveys on Audiences</td>
<td>Planning/General Affairs/ Accounting</td>
</tr>
<tr>
<td>Overseas Media Studies</td>
<td>Surveys on Society</td>
<td>NHK Museum of Broadcasting</td>
</tr>
<tr>
<td>Media Analysis</td>
<td>Methodology &amp; Research Development</td>
<td></td>
</tr>
<tr>
<td>Program Studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japanese Language for Broadcasting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Surveys and Research

Media Research

Media Trends in the Digital Age

Amid dizzying changes in the media landscape today, the Institute explores new potentials and problems of television through research. Rapidly advancing video streaming services including internet distribution of broadcast content and catch-up services, the development of 4K/8K television, and other latest moves are comprehensively observed and analyzed.

Broadcasting Around the World

International media trends are closely studied and reported in NHK Monthly Report on Broadcast Research and other publications. The Institute regularly conducts research on overseas public service broadcasters such as the BBC. Our annual NHK Databook: Broadcasting Around the World presents the media landscape around the world.

Reflecting Audience’s Needs on Programs

In order to develop engaging programs, the Institute carries out a wide range of surveys and research on broadcast programs by investigating viewing behaviors and audience’s needs. Research varies from individual program such as Asadora morning drama serial, to the needs for broadcasting and digital materials in classroom, and to the new usage of program archives.

Disaster Risk Reduction Information

One of the critical roles of broadcasting is to deliver information promptly and accurately at the time of disaster—earthquake, tsunami, flood, etc. The Institute conducts various studies on the distribution of disaster information, investigating and examining issues such as how information is systematically delivered and handled as well as how best to implement diverse forms of information delivery using information technology.

Japanese Language for Broadcasting

The Japanese language changes with the times. The Institute has been tracing the change and accumulating studies on practical Japanese to make the language used in broadcasting richer and easier-to-understand.
Media History and Archives

The Institute collects media-related historical documents and other materials, studies the broadcasting history from various perspectives, and explores the ways to utilize NHK’s vast video archives in academic research and education. Our annual publication *The NHK Yearbook* (first published in 1931 as *The Radio Yearbook*) records events that occurred at NHK and the broadcasting sector.

Public Opinion Research

Identifying Audience Trends

Through the “Nationwide Survey on Individual Audience Ratings” and various surveys on viewer attitudes and trends, the Institute seeks to elucidate the increasingly complex anatomy of TV viewing. We also conduct Nationwide “Diary-Method Survey on Cross-Platform Reach” and other surveys to study trends in the use of new media, exploring emerging forms of the audience-media relationship.

Tracking Public Opinion on Social Development

The Institute carries out public opinion surveys on topics of social interest, providing topics to be broadcast in news programs. Through our long-standing series of opinion surveys such as the “Survey of Japanese Value Orientations” and the “Japanese Time Use Survey,” together with surveys on political attitudes and cross-national comparison, we strive to provide an accurate picture of society as it changes over time.

Developing Research Methodologies to Fit with the Times

With an ongoing effort to maintain and improve the accuracy of public opinion surveys, the Institute is developing new methodologies that utilize personal computers, smart phones, etc. to keep up with the changes in the survey environment and technological advancement.

Internal Projects

Taking advantage of the expertise of each study group, the Institute carries out research activities from various perspectives.

- Research on the Olympic and Paralympic Games
- Research on the oral history of broadcasting
- Research for the centennial of broadcasting
Making Public Our Research Findings

The NHK Monthly Report on Broadcast Research and The Annual Bulletin of NHK Broadcasting Culture Research Institute

Our monthly research journal The NHK Monthly Report on Broadcast Research—the Institute’s key publication—promptly provides latest findings from our surveys and studies and latest moves in the media sphere home and abroad. The Annual Bulletin of NHK Broadcasting Culture Research Institute that delves into the research findings is published at the end of January every year.

NHK Broadcasting Culture Research Institute Website, 文筆 Blog, 文筆 Twitter

Our website provides online access to research papers and survey data as well as the basic information of the Institute. We also post timely topics on BUNKEN Blog and BUNKEN Twitter (@nhk_bunken).

NHK BUNKEN FORUM Presentations of Research Reports

The “NHK BUNKEN FORUM Presentations of Research Reports” is an annual occasion the entire members of the Institute are actively involved in, where researchers present the result of their studies and organize symposium and workshops, inviting outside experts. The FORUM is open to the public for free. The schedule and application details are announced on our website and Twitter.

History of the Institute

<table>
<thead>
<tr>
<th>NHK</th>
<th>NHK Broadcasting Culture Research Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokyo Broadcasting Station begins provisional broadcasting in Shibaura</td>
<td>1925</td>
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<tr>
<td>Nippon Hoso Kyokai (Japan Broadcasting Corporation) founded</td>
<td>1926</td>
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<tr>
<td>Second radio service begins</td>
<td>1931</td>
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<tr>
<td>Inaugural issue of Raio nenkan (The Radio Yearbook; now NHK nenkan [The NHK Yearbook]) published</td>
<td>1934</td>
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<tr>
<td>Broadcast Language and Pronunciation Improvement Investigation Committee (new Broadcasting Language Committee) established</td>
<td>1934</td>
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<tr>
<td>NHK Broadcasting Culture Research Institute founded</td>
<td>1946</td>
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<tr>
<td>Inaugural issue of Bunken Geppo (The Institute Monthly Bulletin; now Hoso kenyuu to Chosa [The NHK Monthly Report on Broadcast Research]) published</td>
<td>1951</td>
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<tr>
<td>Start of regular TV broadcasting</td>
<td>1953</td>
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<tr>
<td>Inaugural issue of Sekai no Raio to Terebijon (World’s Radio and Television; now Databook Sekai no Hoso [NHK Databook: The World’s Broadcasting]) published</td>
<td>1953</td>
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<td>1954 First TV ratings survey conducted (covering the Metropolitan Tokyo, Kawasaki, and Yokohama areas)</td>
<td>1954</td>
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<td>NHK Museum of Broadcasting founded</td>
<td>1956</td>
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<tr>
<td>Educational TV channel begins broadcasting</td>
<td>1959</td>
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<td>Regular color TV broadcasting begins</td>
<td>1960</td>
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<td>First “NHK National Time Use Survey” conducted (subsequently conducted every 5 years)</td>
<td>1961</td>
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<tr>
<td>“Research Presentation and Lecture Meeting” (later “Research Presentation and Symposium,” now “BUNKEN FORUM Presentations of Research Reports”) held</td>
<td>1964</td>
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<td>Broadcasting the 18th Olympic Games in Tokyo</td>
<td>1965</td>
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<td>First “Survey on Japanese Value Orientations” conducted (subsequently conducted every 5 years)</td>
<td>1967</td>
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<tr>
<td>First “The Japanese and Television” survey conducted (subsequently conducted every 5 years)</td>
<td>1968</td>
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<tr>
<td>Regular satellite broadcasting begins</td>
<td>1989</td>
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<td>Regular BS digital broadcasting begins</td>
<td>2000</td>
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<td>Digital terrestrial TV broadcasting begins</td>
<td>2001</td>
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<td>The 50th anniversary of TV broadcasting</td>
<td>2007</td>
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<td>First “Nationwide Survey on Reach” (“Nationwide Diary-METHOD Survey on Cross-Platform Reach” since 2013) conducted</td>
<td>2015</td>
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<td>The 90th anniversary of radio broadcasting</td>
<td>2015</td>
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<td>“Research Presentation and Symposium” renamed to “BUNKEN FORUM Presentations of Research Reports”</td>
<td>2015</td>
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<td>4K/8K experimental broadcasting begins</td>
<td>2016</td>
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NHK Museum of Broadcasting

The NHK Museum of Broadcasting, the first of its kind in the world, opened in 1956 at Atagoyama, a hill and locality now known as the birthplace of broadcasting, and has showcased the history of broadcasting and its evolution with the times. The Museum completed a comprehensive renovation in 2016 with more expanded collection and hands-on exhibits. The libraries house NHK's past broadcast programs and related materials.

4F Broadcasting Libraries
- Program Library (approx. 10,000 NHK programs are available to watch)
- Reference Library (approx. 6,000 books and literature related to broadcasting are archived)

3F Broadcasting History Zone
- The start and growth of radio broadcasting
- The advent of television and its dissemination

2F Thematic Exhibition Zone
- Sections for Taiga history drama and Asadora morning drama serials
- Section for Kohaku Utagassen (New Year's Eve Singing Contest)
- Children's Programs (PythagorasSwitch, etc.)

M2F Atagoyama 8K Theater
- Experience Broadcast Studio

1F Welcome Zone
- Illustrated Broadcasting History
- History of Broadcasting Technologies and Equipment

Access Guide

SUBWAY

Onarimon Station, Toei Mita Line
(4 min. walk from Exit A5)
Kamiyacho Station, Tokyo Metro Hibiya Line
(5 min. walk from Exit 3)
Toranomon Station, Tokyo Metro Ginza Line
(16 min. walk from Exit 1)

BUS

Jikeikai Ōdai-mae Bus Stop (1 min. walk)
Tokyo Bus running from the Tokyo Eki Minamiguchi stop to the Todoroki Soshajo stop

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Address: 2-1-1, Atago, Minato-ku, Tokyo 105-0002
Phone: +81-(0)3-5400-6900
Hours: 9:30 am to 4:30 pm
Closed: Mondays and Year-End/New Year Holidays
If Monday is a national holiday, the museum is closed on the following Tuesday
Admission: Free
http://www.nhk.or.jp/museum

(2017.1)