

History of NHK Broadcasting Culture Research Institute (Bunken)

NHK		Bunken
<p>Tokyo Broadcasting Station (Shibaura) begins temporary broadcasting</p> <p>Station moves to Atagoyama and full-scale radio broadcasts begin</p>	<p>1925</p>	<p>First “Entertainment Program Preferences” survey (Survey using response postcards begun only 5 months after inauguration. Japanese music, entertainment, play, and Western music programs found most popular. Postcard campaign helps increase the number of reception contracts from 3,500 at start to 100,000 in October.)</p>
<p>Nippon Hoso Kyokai (Japan Broadcasting Corporation) or NHK, founded</p>	<p>1926</p>	
<p>Second radio network enters service</p>	<p>1931</p>	<p><i>Rajio nenkan</i> [The Radio Yearbook] (now <i>NHK nenkan</i>) founded</p>
<p>Number of broadcast reception contracts exceeds 1 million</p>	<p>1932</p>	<p>First “National Radio Survey”</p>
	<p>1934</p>	<p>Broadcast Language and Pronunciation Improvement Study Committee (now Broadcasting Language Committee) established</p>
	<p>1943</p>	<p><i>Nihongo akusento jiten</i> [Japanese Accent Dictionary] (now <i>NHK Nihongo hatsuon akusento jiten</i>) published</p>
	<p>1946</p>	<p>NHK Broadcasting Culture Research Institute founded</p>
<p>NHK becomes a special public corporation under the Broadcast Law</p>	<p>1950</p>	<p>First “School Broadcasting Use Survey” conducted</p>
	<p>1951</p>	<p>Monthly institute bulletin <i>Bunken geppo</i> (now <i>Hoso kenkyu to chosa</i>) inaugurated</p>

Start of regular TV broadcasting	1953	<i>Sekai no rajio to terebijon</i> [World Radio and Television] (No. 1) (now <i>Detabukku sekai no hoso</i>) published
	1954	First radio ratings survey conducted in bayside Tokyo-Yokohama region
	1955	Institute moves to Atagoyama
	1956	Broadcast Museum (now NHK Museum of Broadcasting) opened at Atagoyama Annual <i>Chosa kenkyu hokoku</i> [Survey and Research Reports] (now <i>NHK Hoso Bunka Kenkyujo nenpo</i>) inaugurated
NHK Educational TV broadcasts begin	1959	
Regular color television broadcasts begin	1960	First “NHK National Time Use Survey” (every 5 years since) conducted
	1961	Annual <i>Hosogaku kenkyu</i> [Research in Broadcasting Studies] (now <i>Hoso media kenkyu</i>) inaugurated
	1963	English annual <i>Studies of Broadcasting</i> (now <i>NHK Broadcasting Studies</i>) inaugurated
	1965	<i>NHK yoji yogo jiten</i> [NHK Dictionary of Writing and Wording] (now <i>NHK shin yoji yogo jiten</i>) published
	1968	Completion of the new facility for the Institute and Museum
Regular FM broadcasts begin	1969	
All NHK General TV programs broadcast in color	1970	
	1973	First “Survey on Value Orientations of Japanese” (every 5 years since) conducted
	1977	<i>Hoso 50-nen shi</i> (<i>50 Years of Japanese Broadcasting</i> [English edition]) published

First experimental broadcast satellite launched	1978	
Series of utility tests of teletext broadcasting for the hearing impaired begins (Tokyo, Osaka)	1983	
Broadcast satellite BS-2a launched	1984	
	1985	First “Japanese and Television” survey (every 5 years since)
	1986	<i>NHK saishin kisho yogo handobukku</i> [Up-to-date Handbook of Weather Reporting Terms] (now <i>NHK kisho handobukku</i>) published
	1987	<i>NHK hoso no kotoba handobukku</i> [NHK Handbook of Broadcasting Language] (now <i>NHK kotoba no handobukku</i>) published
Regular satellite broadcasts begin	1989	
Broadcast satellite BS-3b launched Hi-Vision test broadcasts begin	1991	“Nationwide Survey on Changes in the Japanese Language” begins (every year since)
Hi-Vision test broadcasts phase 2 begins	1994	
International TV broadcasts begin	1995	
	1996	Internet website established
NHK General TV starts around-the-clock service	1997	
Digital international broadcasts named “NHK World” begin	1998	First issue of the “BCRI Newsletter” published
	1999	Visitors to the Broadcast Museum reached 3 million
Number of BS reception contracts exceeds 10 million Regular BS digital broadcasts begin	2000	

	2001	<i>Nijusseiki hoso shi</i> [The History of Broadcasting in the Twentieth Century] published. (Abridged English edition, <i>Broadcasting in Japan</i> , published in 2002.) “Better Broadcasting for Children” Project begins
Digital terrestrial broadcasts begin	2002	Institute moves to Atago MORI Tower
	2003	Renewal of the Museum
	2004	“Japanese and the Media” survey project begins Asia-Pacific Programme Research and Development Workshop (Bangkok)
NHK Promises Assessment Committee established	2005	
“One-segment broadcasting” (digital terrestrial TV services for mobile devices) begins	2006	“International Comparative Study on Perceptions of Public Broadcasting” survey conducted “Survey on Diet” survey conducted