

Information Sharing in the Digital Era

The NHK Broadcasting Culture Research Institute strives to promote the circulation of information on research on broadcasting as well as the exchange of studies and survey results. The articles in this volume look in-depth at some of the foremost issues of this field being discussed today.

The NHK Broadcasting Culture Research Institute was founded in June 1946, less than a year after the end of World War II, as a division of the Japan Broadcasting Corporation (NHK). The first facility of its kind to be operated by a broadcaster in Japan, the Institute is concerned with research on broadcasting from a social sciences perspective. Research conducted at the Institute is published regularly for the benefit not just of NHK but of the entire broadcasting and research community. Topics covered include broadcast programming, the study of aural and literal expressions in broadcasting, practices, policy, and philosophies of broadcasting, and surveys and research on broadcasting conditions domestic and foreign, surveys of audience ratings, attitudes, and lifestyle/time-use, and in recent years the transition to digital broadcasting and other topics relating to media trends in broadcasting.

Reports on surveys and research published by the Institute for Japanese readers appear in the monthly journal *Hoso kenkyu to chosa* and in the annual *NHK Hoso Bunka Kenkyujo nempo*. Also published annually, *Hoso media kenkyu* [Studies of Broadcasting and Media] seeks to lead the way in Japanese broadcasting research.

One of the few forums for English-language publishing on broadcasting from Japan, *NHK Broadcasting Studies* has been issued annually since 2002, carrying on the tradition of *Studies of Broadcasting*, published from 1963. The purpose of the journal is to introduce in English selected reports and surveys published in *Hoso kenkyu to chosa* and *NHK Hoso Bunka Kenkyujo nempo* relating to broadcasting and the conditions that shape broadcasting in Japan today. Also, by including timely articles by researchers and specialists from overseas on themes relating to topics of current interest in Japan, we hope to make these pages a forum for international exchange introducing new trends in broadcasting worldwide and broadly discussing topics of research on the urgent, as well as near-future, challenges for broadcasting. Our long-term vision for this journal is that it might become a venue for in-depth discussion of broadcasting and digital communication services.

No institute or organization can hope to pursue research on broadcasting and the media without broad-ranging collaboration both domestic and international. We look forward to the constructive advice and comments of our readers as we strive to further the contributions of this publication to the broadcasting and broadcasting research communities.

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