

Present Situation Regarding Television Viewing and Radio Listening

～ A Summary of the Results of Nationwide Survey on Individual Audience Ratings
conducted by NHK in June 2015 ～



Broadcasting Culture Research Institute
Public Opinion Research Division
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◇ Preface

Public Opinion Research Division of the NHK Broadcasting Culture Research Institute regularly conducts national audience rating surveys in June and November every year. Each of these surveys covers 3,600 people aged 7 and above from throughout Japan, selected by stratified random sampling method. The selected persons are asked to record their TV viewing and radio listening behavior at five-minute intervals during a 24-hour day in diary-style over one week.

In 2015, this survey was conducted from the 8th through the 14th of June. The number of valid respondents was 2,387 persons (66.3%). An audience rating of 1% was estimated to correspond to approximately 1 million and 180 thousands viewers.

This audience rating survey is a regular, continuous evaluation that has been conducted over many years, employing the same method, the same surveying format and the same contents. This report summarizes the results of the June 2015 survey.

◇ TV Viewing Time

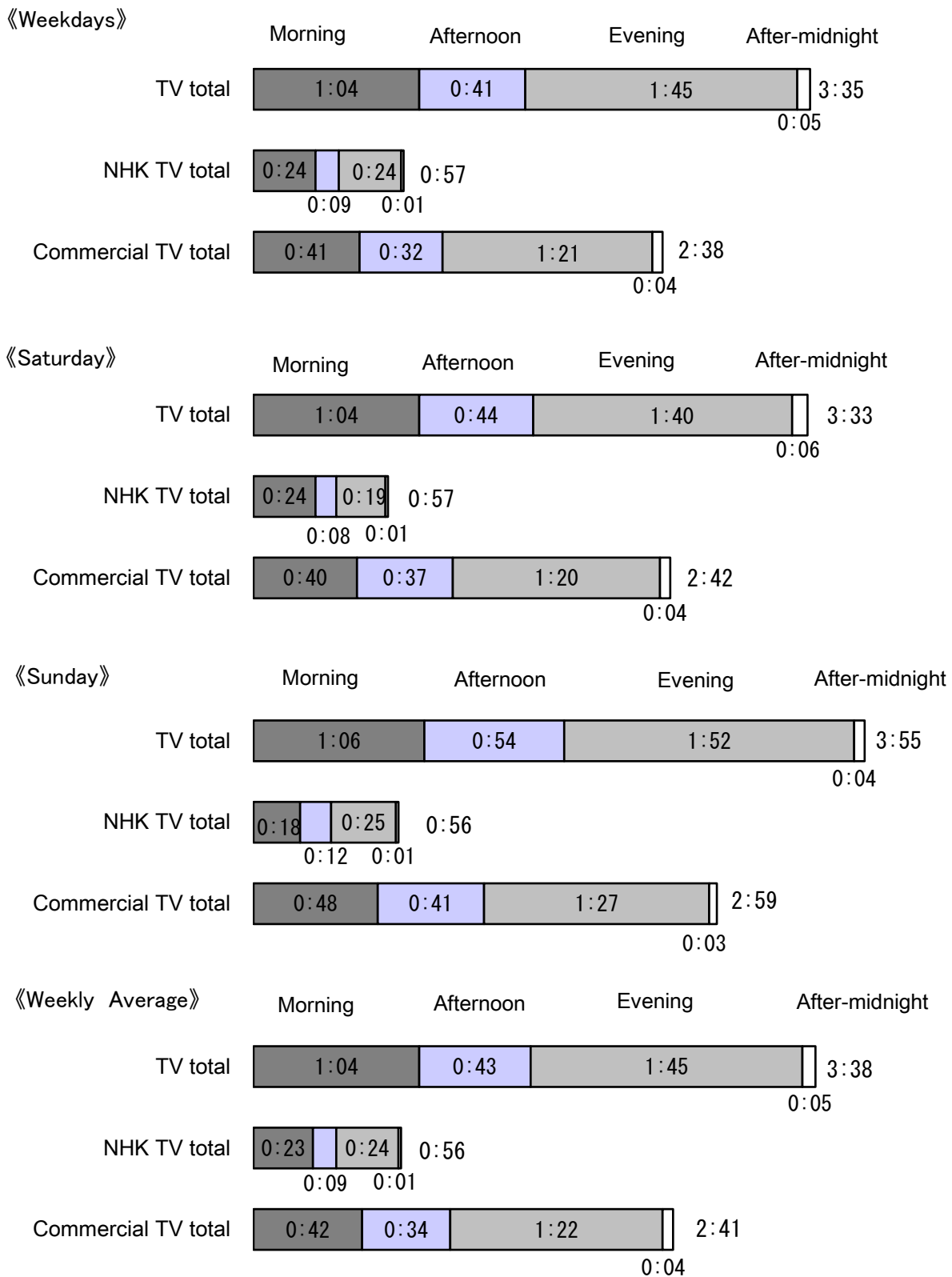
In Japan, the number of television channels varies with regions. While NHK's General TV (GTV) and Educational TV (ETV) are available nationwide, the average number of receivable commercial television channels, including direct broadcasting satellite (DBS) and cable channels, is 7.8.

The survey shows that average daily TV viewing time per head is 3 hours 38 minutes; 56 minutes for NHK TV and 2 hours 41 minutes for commercial TVs. Average TV viewing time on weekdays is 3 hours 35 minutes, on Saturdays is 3 hours 33 minutes, and on Sundays is 3 hours 55 minutes respectively. **(Fig.1)**

Fig.1 The average amount of televising time

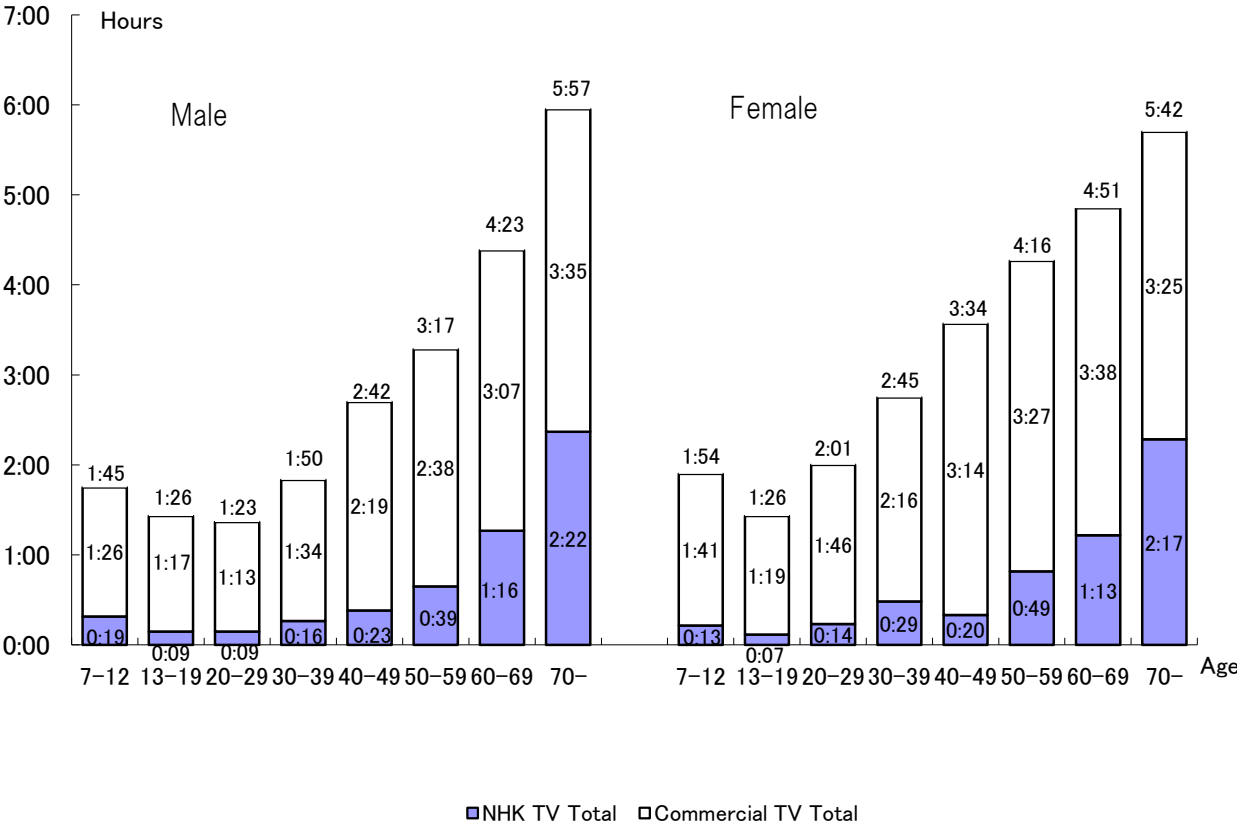
(per head per day and classified by time zone)

(Hrs:Mins)



Average TV viewing time for elderly people is longer than that of young people regardless of gender. People aged 13 to 19 watches TV for about 1 hour 30 minutes (per day), while people aged 70 or above watches for 5 hours or more. This disparity is especially prominent in the viewing time for NHK. **(Fig.2)**

Fig.2 The average amount of televiewing time (Weekly Average)
(per head per day and classified by sex and age groups)



◇ TV Ratings

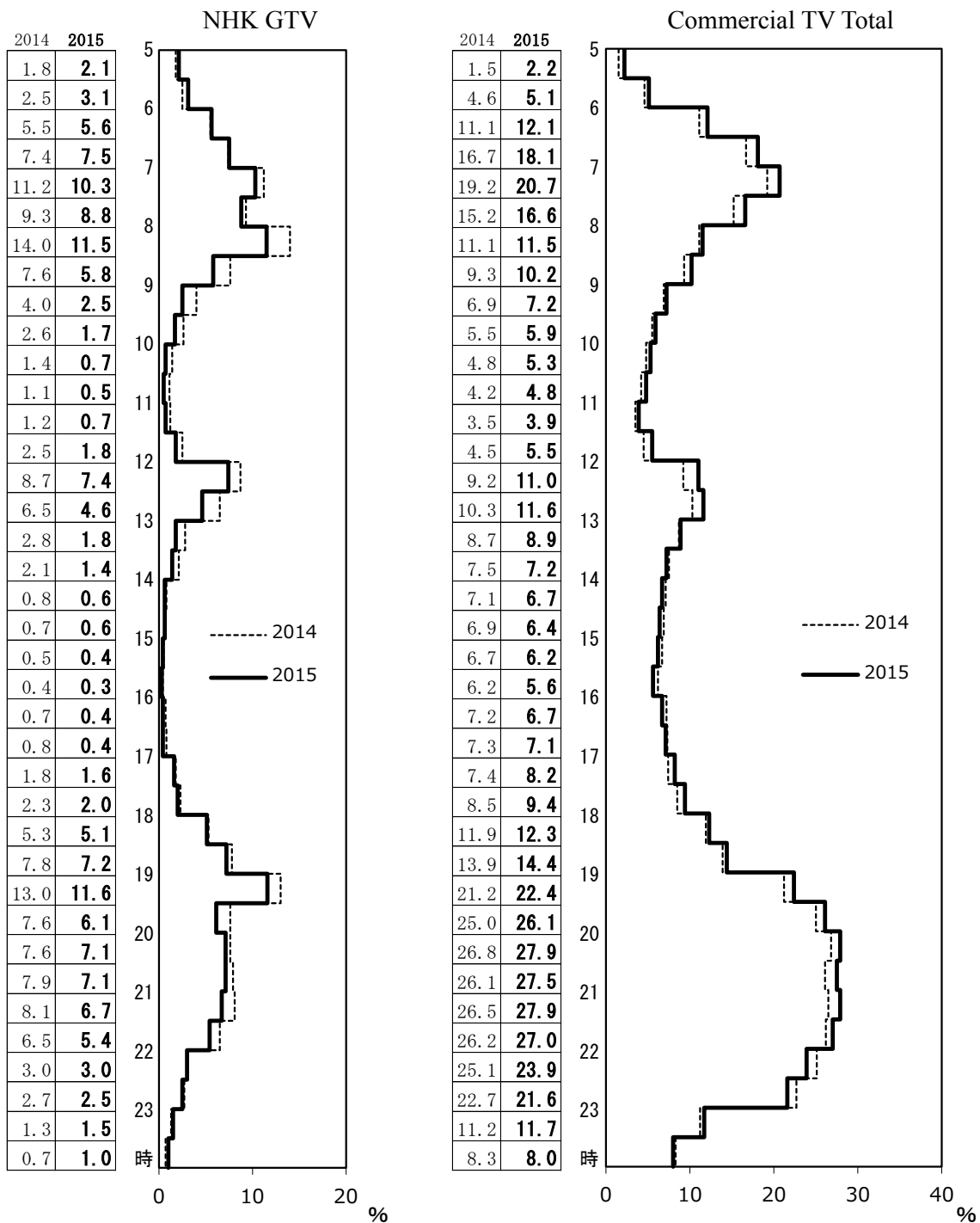
Audience ratings fluctuate significantly over the course of the day to show they are related to the viewers' daily activities.

On weekdays, there are three peaks of rating; morning, midday and evening, indicating these time slots are suitable for TV watching. (Fig.3)

In the case of NHK GTV, the peaks of audience ratings are from 6 a.m. to 9 a.m., noon to 1 p.m. and 6 p.m. to 10 p.m. Particularly, time slot from 7:00 p.m. to 7:30 p.m. earns remarkably high rating of almost 12%. "NHK News 7" is broadcast on NHK GTV in this peak time.

Fig.3 Ratios of Televiewers at 30-minute Intervals (Weekdays)

[2014~2015: June]



◇ **Programs on NHK GTV**

The following summarizes audience ratings of major programs aired on NHK GTV.

《**In the morning**》

“News: Good Morning, Japan” is a news show aired from 4:30 a.m. to 8 a.m. on weekdays. This program’s average rating is 6.6% for 6 a.m. to 7 a.m. and 9.7% for 7 to 7:45 a.m.

“Mare” , a morning serial drama telecast immediately after this news show, earned an average audience rating of 13.6%

《**In the afternoon**》

Daily news program aired at noon earned an average audience rating of 8.1%. “NHK Amateur Singing Contest” telecast at lunchtime on Sundays enjoyed a high audience rating of 8.0%.

《**In the evening**》

“NHK News 7” , starting from 7 p.m. had an average audience rating of 11.3%, and “News Watch 9”, starting from 9 p.m. had 6.0%.

Among entertainment programs, “Tsurube’s Salute to Families” broadcast on Mondays achieved a high audience rating of 10.6%.

The followings are the ten most popular programs on NHK GTV. **(Table.1)**

Table.1 Popular programs on NHK GTV

Day	Time	Program Name	Rating
Mon	8:00	# Mare (serial drama)	14.8 (%)
Mon	19:00	# NHK News 7	13.1
Mon	20:00	Tsurube’s Salute to Families	10.6
Thu	7:00	# News: Good Morning, Japan	10.2
Sun	20:00	Hanamoyu (historical drama)	9.9
Mon	20:45	# NHK News 845•L	9.8
Sun	12:00	# News	9.4
Fri	7:45	# News: Good Morning, Japan•L	9.3
Sat	7:30	News: Good Morning, Japan•L	8.8
Sun	7:45	Natural Grandeur of the East*	8.4

Note: Hereinafter # indicates a broadcast with the highest rating in a series during the given week.

* Anoter program was broadcasted in the Kyusyu District in this time slot.

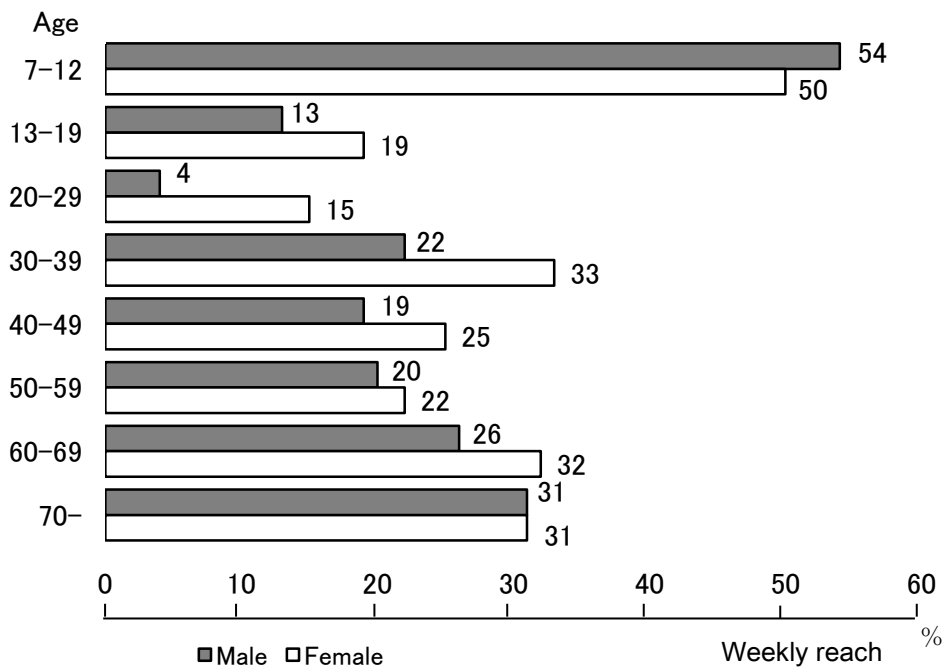
◇ **Programs on NHK ETV**

ETV broadcasts include programs for schools and various adult learning courses, usually targeting a limited number of viewers. Audience ratings of individual programs therefore stand at 2% level at best.

Nevertheless, the survey shows that weekly reach of ETV is 25.7% among respondents, indicating that a considerable number of people watch ETV programs.

By age and gender, weekly reach for ETV channel reached 50% among children aged 7 through 12. In addition, the ratios for women in their 30s and 60s, together with men and women aged 70s or above, are also relatively high. **(Fig.4)**

Fig.4 Weekly reach for ETV (by gender and age)



◇ **DBS (Direct Broadcasting Satellite) Channels**

NHK have two DBS channels: “BS-1” mainly provides news and sports, and “BS-Premium” mainly provides daily-life information, entertainment and movies.

Both of them cover the entire nation.

The rate of respondents who can watch DBS programs at home is 51.1%.

Weekly reach for “BS-1” is 13.7%, and “BS-Premium” 13.4%. The total weekly reach for NHK and commercial DBS-TVs are 29.8%

The five most popular programs on NHK “BS-1” and “BS-Premium” are shown below.
(Table. 2 and 3)

Table. 2 Popular programs on NHK BS-1

Day	Time	Program Name	Rating
Sat	10:40	FIFA Women’s World Cup Japan vs Cameroon	1.7 %
Tue	10:30	FIFA Women’s World Cup Japan vs Switzerland	1.6
Thu	18:00	Professional Baseball Fighters vs Giants	1.2
Wed	18:00	Professional Baseball Hawks vs Tigers	1.1
Tue	20:00	FIFA Women’s World Cup Japan vs Switzerland	0.9

Table. 3 Popular programs on NHK BS-Premium

Day	Time	Program Name	Rating
Wed	7:30	# Mare (serial drama)	3.2 %
Sun	21:00	Empress Ki (Korean historical drama)	2.2
Wed	7:15	# Ama-chan (serial drama)	1.6
Wed	7:45	# Nippon Judan Kokoro Tabi	1.5
Sun	19:30	Songs of Japanese Spirit	1.5

◇ **Radio**

NHK have three radio channels: two medium-wave (AM) channels (“Radio-1” mainly provides daily-life information, and “Radio-2” mainly provides weather forecasts and educational programs such as radio lectures) and one VHF FM channel airing mainly music programs. All three services cover the entire nation.

The number of commercial radio stations transmitting on AM and FM differs depending on regions.

Weekly reach of any radio broadcasts is 36.9% among respondents. Among AM services, weekly reach for NHK “Radio-1” was 17.7%, while that for commercial radio stations in total was 17.9%. As for the weekly reach of FM services, NHK earned 3.6% and commercial stations 10.7%.

Weekly reach for medium-wave radio by age and gender shows that NHK “Radio-1” is most popular among listeners aged 60 and above, while commercial stations are popular among listeners in their 50s and above. (Fig.5)

Fig.5 Weekly reach of Medium-Wave NHK Radio-1 and Commercial Radio
(by gender and age)

