

# Designing of a New Public Sphere via TV Programs

- Focusing on a Demonstration Experiment of “teleda” - a TV Review SNS Site -

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(Summary)

Driven by the spread of the Internet, VOD-type services operated by broadcasters are vigorously growing. By adding an element of SNS to these services, there might be a good chance to create communication, or “public forum,” on the Internet via TV programs, which would further lead to the expansion and invigoration of “social medianess” – an inherent nature of broadcasting media – by taking advantage of the qualities of the Internet. With this in mind, the NHK Broadcasting Culture Research Institute and the NHK Science and Technology Research Laboratories have constructed a test website “teleda,” where users can view TV programs on the Internet and exchange their opinions and impression of the content, and have been carrying out demonstration experiments.

The result of experimentation revealed various impacts of “teleda” on users such as (1) starting watching programs they had “never heard of” or “never tried to watch” and widening scopes of program genres they view, (2) becoming more interested in or concerned about NHK programs or developing a sense of affinity to NHK, and (3) in terms of communication on “teleda,” actively exchanging opinions especially on news and information programs. Meanwhile, it was revealed that communication tended to be segmented into certain age groups or those with the same interests or preferences and that adequate mediation by operators such as moderators and events will change the activity level of communication.

As VOD and SNS are expected to become more important in broadcasters’ Internet services, it is required to explore the way to develop feasible services based on the outcomes of the experiment and to conduct more practical researches in the future.