

TV Viewing 60 Years after the Birth of Television

Keiko MITSUYA

(Summary)

The NHK Broadcasting Culture Research Institute conducted the “Survey Made on the 60th Anniversary of TV Broadcasting” in November 2012 to elucidate the characteristics of TV viewing 60 years after the commencement of TV broadcasting, in the media environment where digitalization keep advancing. In this paper the results of the survey were analyzed and examined in connection with TV viewing experience observed in various survey series such as the “Japanese Time Use Survey” and the “attitude surveys on broadcasting.” The findings include the following.

Television has long outclassed other media both in quantity (such as reach and viewing time) and in people’s awareness (such as interest, need, and recognition of efficacy of television), ranking high in an overwhelming manner. However, although television still maintains that position among people aged 40 and over, the status of television has been on a falling trend among young age groups since 2000.

Regarding viewing style, time-shift viewing is becoming more common among a wide range of age groups, supported by the advancement of recording devices that has been promoted by digitization. This suggests that if time-shift viewing becomes more prevalent on a daily basis, the meaning of time-shift viewing may become more equivalent to that of real-time viewing among the public.

The ratio of those who watch television by themselves (personalization of TV viewing) had kept increasing for a long time, but the trend seems to have ceased for a while. One of the reasons for this is the decrease in the number of TV sets per household, following the replacement of analog TV sets by digital ones. We need to keep an eye on further moves to see whether family viewing will come back in the future.

One of the new communication styles triggered by the spread of the Internet use is reading and posting information or impressions of TV programs on Internet sites. Youths in their twenties and younger do it on a daily basis. If such Internet usage makes TV viewing experience more enjoyable, TV viewing may become more invigorated.

For a generation under the age of ten, as these children have been living in a digital environment since birth, they may grow up without experiencing “conventional TV viewing styles.” Including these digital natives’ behaviors, continuous research on TV viewing is worth conducting.