



Section 2 Broadcasting Business

1. Broadcasters

Broadcasting in Japan is provided by NHK which runs on receiving fees, and commercial broadcasters which run on advertising revenues and pay-TV revenues. In addition, the University of the Air provides broadcasting for educational purposes.

The total sales of broadcasters, including revenues from broadcasting business and those from non-broadcasting business, showed an increase for the fourth consecutive year, reflecting the growth in the number of pay-TV subscribers, marking 4.0488 trillion yen in FY2006 (up 0.8% from the previous fiscal year). Of these sales, while NHK's business income and sales of terrestrial commercial broadcasters remained almost at the same level as the previous year at 675.6 billion yen and 2.6157 trillion yen (both up 0.1% from the previous year), respectively, satellite commercial broadcasters and cable television broadcasters showed a sales increase which reached 352.5 billion yen and 405 billion yen (up 3.3% and 5.2% from the previous year), respectively (**Graph 2-3**).

2. Provision of broadcasting services

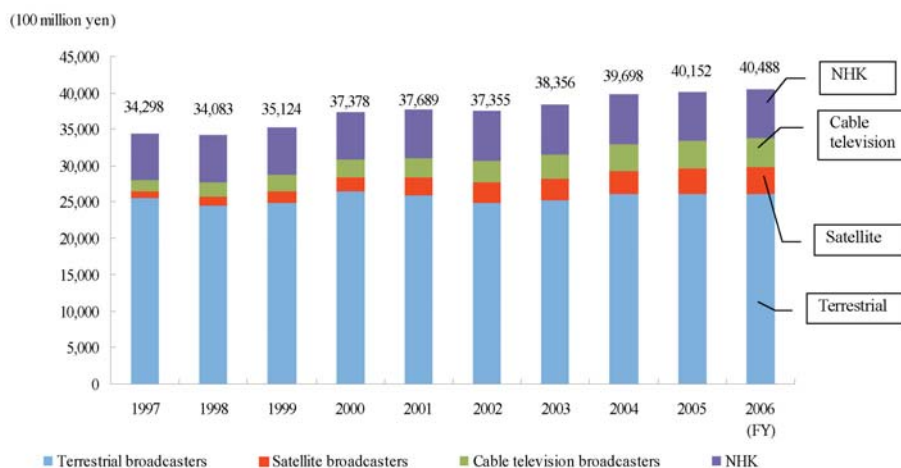
Looking at the breakdown of the number of com-

mercial broadcasters at the end of FY2007, terrestrial commercial broadcasters numbered 414, of which 218 provide community broadcasting. Satellite commercial broadcasters numbered 126, of which 54 provide broadcasting on telecommunications services. The number of cable television broadcasters (cable television broadcasters with authorized facilities to broadcast their own programs) was 518, and the number of cable television broadcasters that provide broadcasting on telecommunications services was 19.

3. Status of broadcasting media use

Annual expenditure for broadcasting services (sum of NHK receiving fees, cable television receiving fees and other receiving fees) per household in 2007 was 21,445 yen (up 5.9% from the previous year), according to the "Annual Report on Family Income and Expenditure Survey (Total Households)" conducted in 2007 by the Ministry of Internal Affairs and Communications.

Fig. 2-3 Changes in the market size of broadcasting industries



Based on the materials by MIC