1. Television Stations. Radio Stations

Japan’s broadcasting is undertaken by the Japan Broadcasting Corporation (NHK), the public broadcasting enterprise funded by subscription fees, and commercial broadcasting from funds by advertising proceeds. The television services as of April 1, 1974, including non-commercial relay stations, consisted of 1,986 stations in NHK’s general television network and 1,272 stations in its educational television network. In commercial television, 44 stations had 450 UHF stations and 48 stations had 1,272 UHF stations. Many of the commercial television stations are affiliated with one of the nation’s four commercial television networks.

Practically in every part of Japan, one is able to see programs of networks of these television stations, including two NHK television stations and more than one commercial television station.

The radio stations made available by NHK as of April 1, 1974, include 173 stations in its first network, 14 stations in its second network, and 63 FM stations. In commercial broadcasting, 44 stations had 10-meter wave stations, one station had a short-wave station, and four had 6 FM stations.

2. Ratio of Color Television Subscription Contracts

The television subscription contracts concluded between the Japan Broadcasting Corporation (NHK) and television subscribers totaled 34,400,000 as of March 31, 1973. Of these, there were 15,900,000 color television subscription contracts. These contracts accounted for 59.6% and 80.0%, respectively, of the total number of households in the whole nation.

Television began in Japan in 1953, and color television started in 1960. After the beginning of the 1960s, television sets increased at a rapid pace and have become so widespread that practically every family has one at present.

3. Newspaper Circulation

As in the case of television, newspapers are the most important means of mass communication in Japan. Newspapers are published in countless copies throughout the nation every day.

Of the general newspapers, there are five national newspapers headquarters at Tokyo, Osaka and other major cities and have nationwide delivery networks. In addition, there are 25 local newspapers. Eight or more local newspapers are distributed in several prefectures, whereas other local newspapers are distributed within the prefectures where the publishers have their head offices. The number of copies delivered per day is less than 1,000,000 for 30 newspapers, 1,000,000-2,000,000 for 6 newspapers, 2,000,000-3,000,000 for 8 newspapers, 3,000,000-5,000,000 for 7 newspapers, and more than 5,000,000 for two newspapers.

For this map, sports newspapers, entertainment newspapers, trade community newspapers, political party organs, and religious group organs are excluded, and the map represents the number of copies delivered per day in the first half of 1974 in respect to the daily commercial newspapers designed for general news reporting.

For this map, the morning and evening editions are counted as one edition.

Sources:

Distribution of Magazines

The number of copies delivered in Japan in 1973 was 1,000,000,000 copies for monthly magazines and 1,100,000,000 copies for weekly magazines. The number of monthly magazines published in 1973 was 1,400, and that of weekly magazines 56. The proceeds were 920,000,000,000 yen for monthly magazines and 910,000,000,000 yen for weekly magazines.

When the number of copies delivered is checked by kind, juvenile magazines topped the list of monthly magazines with 38%. In the weekly magazine, popular magazines were the best sellers, accounting for 35% of all types of weekly magazines.

In 1973, an estimated 30,000 books were published. The number of copies sold was 149,000,000 and the proceeds stood at 920,000,000,000 yen.

Source:
1. Data from the Research Institute for Publications.