

1. TELEVISION STATIONS.  
RADIO STATIONS
2. RATIO OF COLOR TELEVISION SUBSCRIPTION CONTRACTS
3. NEWSPAPER CIRCULATION.  
CIRCULATION OF MAGAZINES

1. Television Stations. Radio Stations

Japan's broadcasting is undertaken by the Japan Broadcasting Corporation (NHK), the public broadcasting enterprise funded by subscribers' fees, and commercial broadcasting firms funded by advertising proceeds.

The television stations as of April 1, 1974, including unmanned relay stations, consisted of 1,896 stations in NHK's general television network and 1,872 stations in its educational television network. In commercial television, 48 firms had 476 VHF stations and 40 firms had 1,121 UHF stations. Many of the commercial television stations are affiliated with one of the nation's four commercial television networks.

Practically in any part of Japan, one is able to see programs of upwards of three 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, 141 stations in its second network and 424 FM stations. In commercial broadcasting, 48 firms had 159 medium-wave stations, one firm had two short-wave stations, and four had six FM stations.

Salient Points of the Legend and Map Compilation

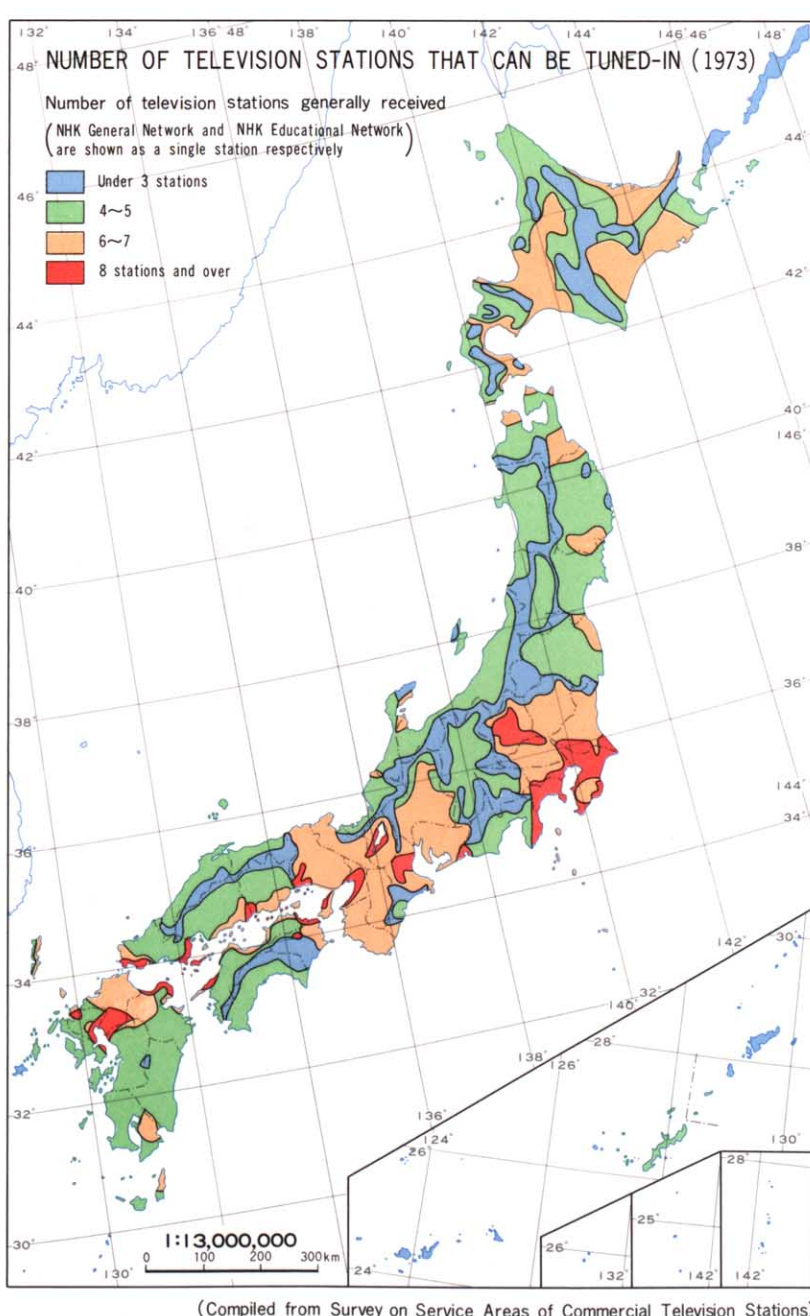
Only the television and radio stations having their own call signs are indicated on this map.

With respect to a television station of the Japan Broadcasting Corporation (NHK), it telecasts programs both in the general and educational networks, regardless of its location, and have different call signs, depending on the location. On this map, both are shown as a single television station. Each NHK radio station also broadcasts programs both in the first and second networks, but as in the case of NHK television stations, both are indicated as a single radio station. For this reason, the output of each NHK station is indicated with that of the general network for television and that of the first network for radio.

Ordinary broadcasting, as referred to here, represents broadcasting in medium and short waves.

Sources

1. Japan Broadcasting Corporation, 1972 Directory of Japanese Television, FM and Medium Wave Broadcasting Stations.
2. Japan Broadcasting Corporation, 1973 Radio and Television Yearbook.
3. Data from the National Association of Commercial Broadcasters.



2. Ratio of Color Television Subscription Contracts

The television subscription contracts concluded between the Japan Broadcasting Corporation (NHK) and television subscribers totaled 24,400,000 as of March 31, 1973. Of these, there were 15,600,000 color television subscription contracts. These contracts account for 76.6% and 49.0%, 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 1960's, television sets increased at a rapid pace and have become so widespread that practically every family has one at present.

Salient Points of the Legend and Map Compilation

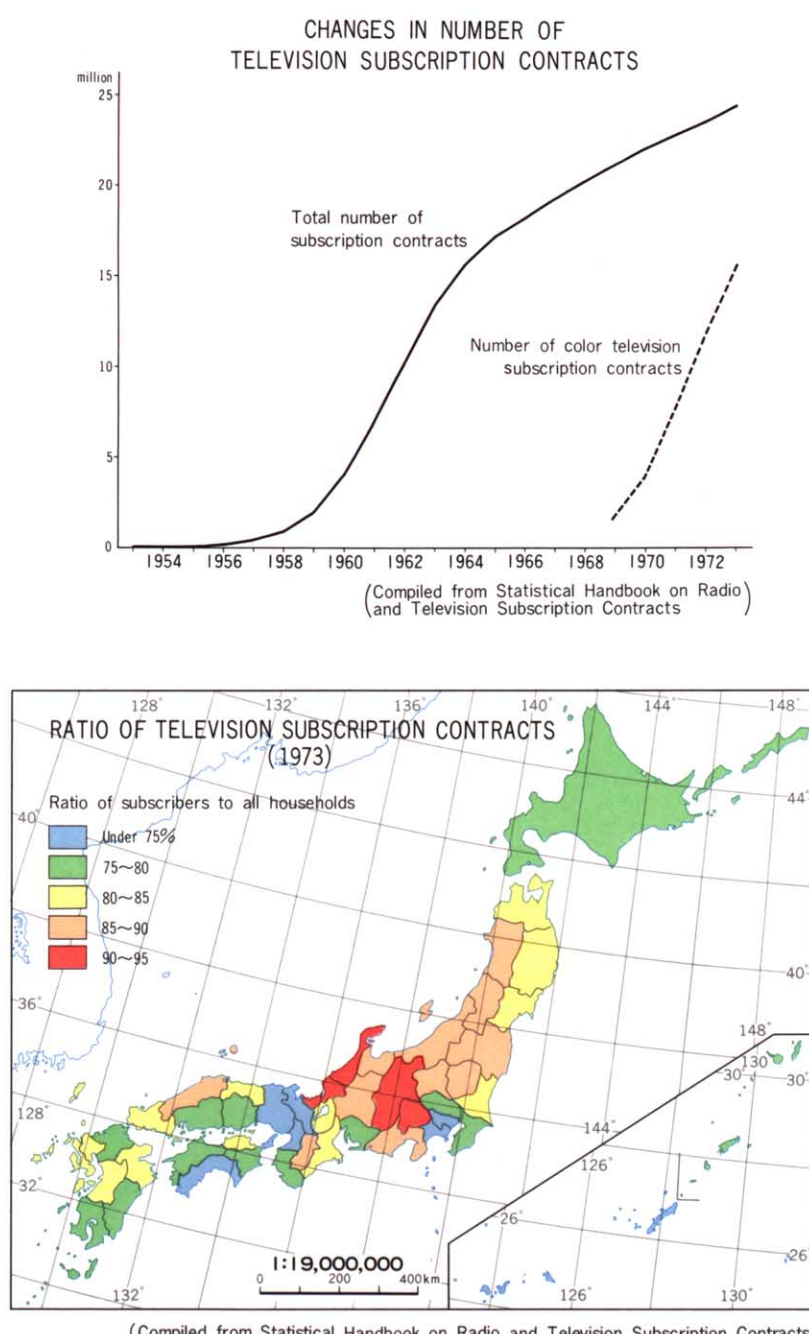
The ratio of color television subscription contracts, as referred to in the map, is the ratio of the number of color television contracts to the number of households as of March 31, 1973.

According to NHK's broadcasting regulations, the contracts are roughly standardized as follows:

1. Of the television sets capable of receiving NHK television programs, general subscription contracts must be concluded for black-and-white television sets and color television subscription contracts must be concluded for color television sets. Color television subscription contracts will also be concluded when both types of television sets are installed.
2. Subscription contracts are concluded with each household which is considered as a unit. In regard to television sets installed in more than two dwellings which belong to one and the same household, however, subscription contracts are concluded with each dwelling which is considered as a unit.

Sources

1. Japan Broadcasting Corporation, 1973 Statistical Handbook on Radio and Television Subscription Contracts.
2. Ministry of Home Affairs, 1973 Table Showing National Population and Number of Households Based on the Residents' Basic Registers.



3. Newspaper Circulation

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

Of the general newspapers, there are five national newspapers headquartered in Tokyo, Osaka and other major cities and have nationwide delivery networks. In addition, there are 75 local newspapers. Eight or nine 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 100,000 by 30 newspapers, 100,000-1,000,000 by 41 newspapers, 1,000,000-10,000,000 by seven newspapers, and more than 10,000,000 by two newspapers.

Salient Points of the Legend and Map Compilation

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.

Source

1. Audit Bureau of Circulation, Newspaper Publishers' Report, January through June, 1974.

3. Circulation of Magazines

The number of copies delivered in Japan in 1973 was 1,060,000,000 copies for monthly magazines and 1,110,000,000 copies for weekly magazines. The number of monthly magazines published in 1973 was 1,405 and that of weekly magazines 56. The proceeds were ¥222,400,000,000 for monthly magazines and ¥105,000,000,000 for weekly magazines.

When the number of copies delivered is checked by kind, juvenile magazines topped the list of monthly magazines with 26%. In the weekly magazines, popular magazines were the best sellers, accounting for 33% of all types of weekly magazines.

In 1973, an estimated 30,000 books were published. The number of copies sold was 549,000,000 and the proceeds stood at ¥320,600,000,000.

Source

1. Data from the Research Institute for Publications.

