



PSB for Survival

~ The case of NHK

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June 6, Bangkok

History of NHK

- 1925** Mar. 22 First radio broadcast by Tokyo Broadcasting Station, the predecessor of NHK
- Jun. 1 First radio broadcast by Osaka Broadcasting Station
- Jul. 15 First radio broadcast by Nagoya Broadcasting Station
- 1926** Aug. 20 The three stations are combined to form the national broadcasting organization Nippon Hoso Kyokai (Japan Broadcasting Corporation)
- 1928** Aug. 1 *Radio Keep-Fit* begins
- Nov. 5 First nationwide radio broadcast
- 1930** Jun. 1 Science & Technical Research Laboratories established
- 1931** Apr. 6 Second radio network enters service
- 1935** Apr. 15 Nationwide transmission of programs for use in schools begins
- Jun. 1 Regular international broadcasts begin
- 1946** Jun. 15 Broadcasting Culture Research Institute established
- 1950** Jun. 1 NHK is re-established under the terms of the Broadcast Law
- 1951** Jan. 3 First broadcast of *Red & White Year-end Song Festival*
- Dec. 15 First NHK Year-end Mutual Help Campaign
- 1952** Aug. 8 The number of radio contracts exceeds 10 million
- 1953** Feb. 1 First TV broadcast from NHK's television studios in Tokyo
- 1958** Jul. 17 Use of videotape recorders begins



Studio 102

Radio1 1925 1930 1931 1935

The opening ceremony of the 18th Summer Olympic Games in Tokyo, 1964



Japanese character 'i' displayed on cathode-ray tube in 1929



The owner of this TV set signed the first reception contract with NHK in 1953

ETV 1959 1960
GTV 1953 1955
1950

- 1959** Jan. 10 Educational TV broadcasts begin
- Apr. 10 Special broadcast of the wedding of HIH the Crown Prince Akihito
- 1960** Sep. 10 Regular color television broadcasts begin
- 1961** Apr. 3 First Morning Drama Serial begins
- 1962** Mar. The number of TV reception contracts exceeds 10 million
- 1963** Apr. 7 First Annual Historical Drama begins
- Nov. 23 First experimental transmission via communications satellite between Japan and the USA brings word of President John F. Kennedy's assassination
- 1964** Oct. 10 Broadcasting of the 18th Summer Olympic Games from Tokyo
- 1965** Oct. 11 NHK establishes the JAPAN PRIZE, an international award for educational programs
- 1967** Dec. The number of TV reception contracts exceeds 20 million

- 1969** Mar. 1 FM radio broadcasts begin
- Jul. 21 Live TV coverage of the first person to set foot on the moon
- 1970** Mar. 14 Color broadcasts of Expo '70 in Osaka
- 1971** Oct. 10 All General TV programs broadcast in color
- 1977** Oct. All Educational TV programs broadcast in color
- 1981** Feb. NHK's HDTV (high-definition TV) system is demonstrated outside Japan for the first time (USA)
- 1982** Sep. The number of TV reception contracts exceeds 30 million
- Dec. 17 Sub-channel TV broadcasts begin (two separate audio channels)
- 1984** Jan. 11 Development of HDTV transmitting technology (MUSE) is announced
- May 12 Experimental satellite broadcasts begin
- 1985** Feb. 20 NHK's HDTV system is formally named Hi-Vision

FM Radio

1969 1970 1971 1975 1977 1980 1982 1984 1985



Morning Drama Serial, Oshichi



Live coverage of the moment when man first set foot on the moon in 1969



Launch of BSAT-2a satellite for digital BS broadcasting in 2001



Salt Lake City Winter Olympics in Hi-Vision

- 1989** Apr. 2 First NHK Special is broadcast
- Jun. 1 Full-scale satellite broadcasting services begin
- Jun. 3 Experimental Hi-Vision broadcasts begin on BS-2
- 1990** Apr. 2 Sign Language News begins on Educational TV
- Oct. 1 Sub-channel TV broadcasts begin on Educational TV
- 1994** Nov. 25 Final phase of experimental Hi-Vision broadcasts begins
- 1999** Jan. 10 40th anniversary of Educational TV
- 2000** Feb. The number of BS (Broadcasting Satellite) reception contracts exceeds 10 million
- Mar. ITU (International Telecommunication Union) approves Hi-Vision as the international studio standard for HDTV
- Dec. 1 Digital BS broadcasting begins
- Dec. 26 News distribution using the internet begins
- 2002** Feb. 9 NHK collaborates in the transmission of the first international Hi-Vision signals at the Salt Lake City Winter Olympic Games
- Jun. Hi-Vision coverage of FIFA World Cup Korea/Japan

- 2003** Feb. 1 50th anniversary of TV broadcasting in Japan NHK Archives opens (Saitama Prefecture)
- Oct. 10 Experimental digital terrestrial radio broadcasting begins
- Dec. 1 Digital terrestrial TV broadcasting begins
- 2005** Mar. Super Hi-Vision presented at Expo 2005 Aichi
- Mar. 80th anniversary of radio broadcasting in Japan
- Jan. 70th anniversary of international broadcasting from Japan
- 2006** Apr. Introduction of One Sieg (digital terrestrial broadcasting for mobile terminals)
- Apr. Super Hi-Vision presented at NAB (USA)
- Jun. All soccer games at FIFA World Cup Germany covered in Hi-Vision
- Nov. Live Hi-Vision transmission from space
- 2007** Sep. Transmission of analog Hi-Vision (MUSE) ends



Live Hi-Vision transmission from space

Digital terrestrial TV

Digital BS 2000 2003 2005
Hi-Vision 1994 1995

BS-1 BS-2 1989 1990



NHK and BBC

	<u>NHK</u>	<u>BBC</u>
Established	1925	1922
Staff	12,000 (30,000)	18,000 (25,000)
Budget	630 b. yen (\$5.2 b.)	4.5 b. pound (\$9 b.)
Income	Receiving fee	License fee
Annual fee	\$120-210	\$271
Founded on	Broadcast Law (Budget Approval by Diet)	Royal Charter (Renew the Charter every 10yrs.)



Fee Collection

■ NHK

- Every Household with TV set(s) must conclude receiving contract. (No punitive clause)
- NHK decides to file civil suits against those who neglect payment.

BBC

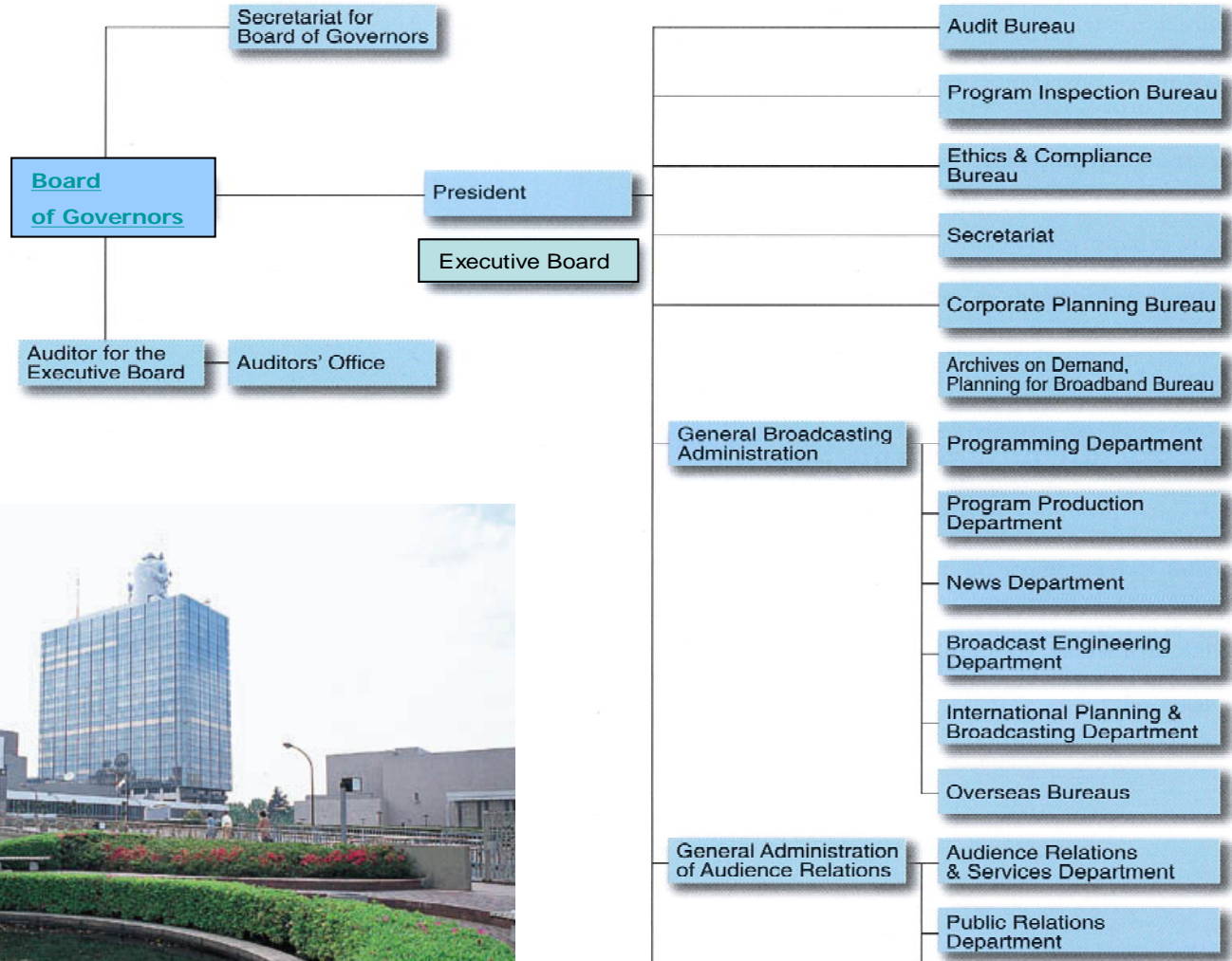
- Fee must be paid otherwise fined or imprisoned.
(punitive clause)
- For the old families over 75 with less than certain income, government subsidize the fee for them.



Japanese Broadcasting System

- Have developed with dual system; NHK (Public Service Broadcaster) and Commercial Broadcasting Systems (5 major Nationwide Networks).
- Strong competition and differences of programming are favorably accepted by the audience.
- NHK and major Commercial Networks still prevail (uncommon in developed countries).

NHK Organizational chart (from mid-2007)





The Board of Governors is the body for every important matter concerning management policy and operations, including budget, operational plan and basic program. The Board consists of twelve well-informed governors who can make impartial decisions in the public interest. The governors are approved by the Diet on behalf of the people of Japan, and the prime minister.



Executive Board

NHK's executive officers are the organization's president, executive vice-president and 10 managing directors. The president represents NHK and oversees matters designated by the Board of Governors as NHK business.

The president, executive vice-president and managing directors form the Executive Board. As set forth in the Broadcast Law and NHK's Articles of Association, the Executive Board discusses matters requiring the official approval of the Board of Governors, as well as matters that the president wishes the Executive Board to examine.





NHK; most reliable source of information

- Its own news gathering network
- Emergency reporting for natural disasters
- Flexible programming
- Sound family-entertainment
- Traditional arts, educational programs

Reporting what we saw and confirmed



453 Robot cameras all over Japan

Broadcasting: Creating Culture & Tradition



Red & White Singing Contest

Beethoven's Choral





What we learnt---

- Viewers do not pay receiving fee if they do not watch NHK.
- NHK so far is successful as there is needs for PSB and there is support among viewers.
- Good programs are necessary (if possible killer contents).



Oshin



Shown over 60 countries



What we learnt---

- Viewers do not pay receiving fee if they do not watch NHK.
- NHK so far is successful as there is needs for PSB and there is support among viewers.
- Good programs is necessary (if possible killer contents).
- ***Rupert Murdoch can not buy PSB.***

Changing Tides



Changing Tides



Japanese media lifestyle (Sunday)

hrs

5

4

3

2

1

Age 10

20

30

40

50

60~

All



Internet Male

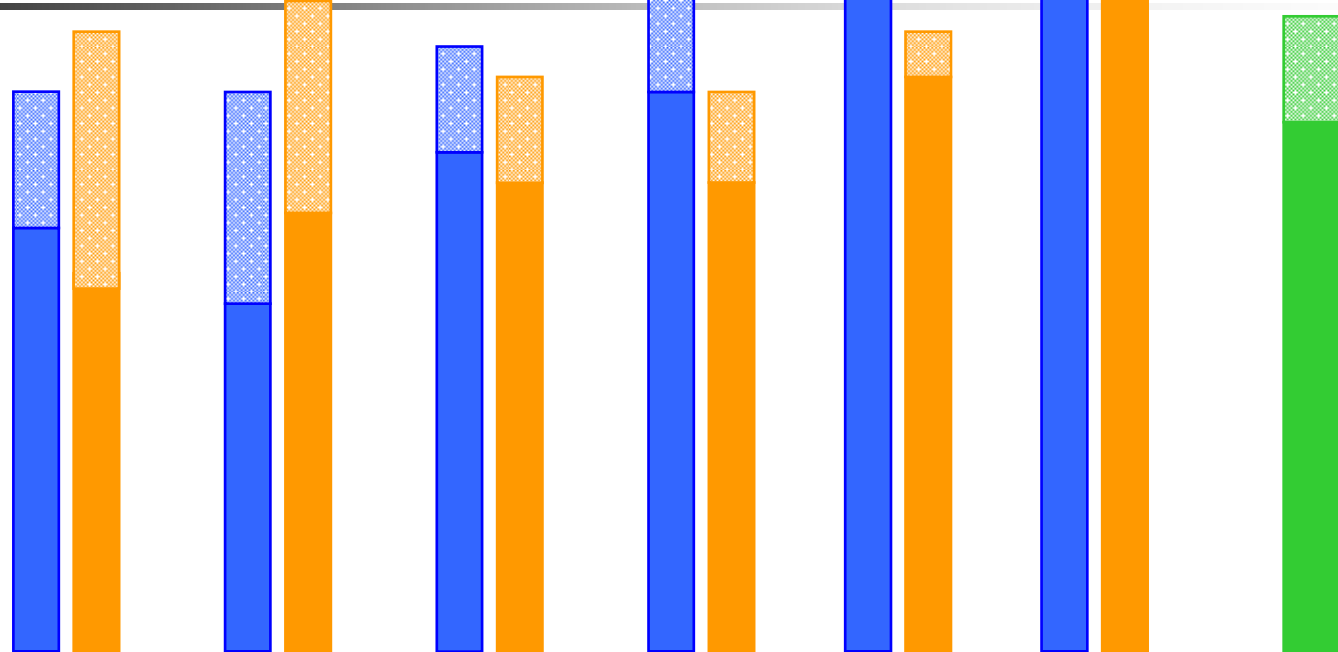
TV Male



Internet Female

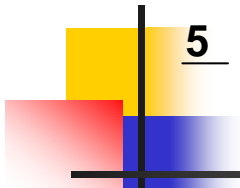
TV Female

(NHK Survey 2006)

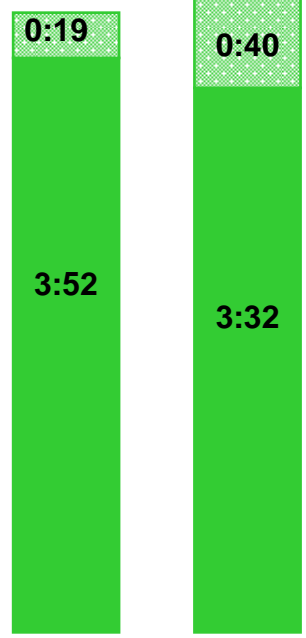


(NHK Survey / 2001 & 06)

hrs



Internet

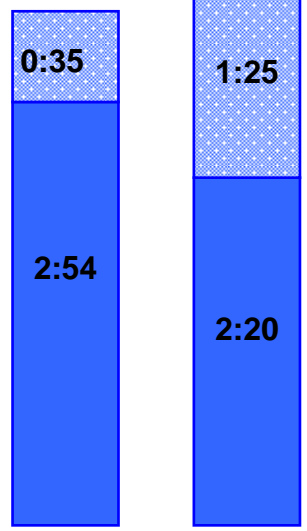


2001

2006

All Ages

Internet



2001

2006

Male 20s

TV

TV



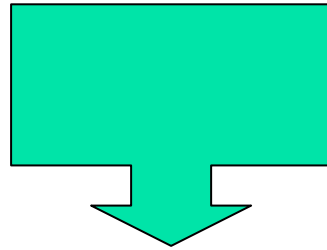
To survive in 2.0 age and onward

- As broadcaster, we must not make digital-divide.
- Make use of new media(broadband and the Internet)---broadcasting is not the only way.



PSB, Thai case

- Existing broadcasting culture of state influenced news and “sanuk” and “sabai sabai” programs





Suggestions

- Produce good quality programs and fair news for long period, then the trust for the PSB will acquired
- Make attractive programming (combination of information and entertainment programs)
- Produce or purchase Killer contents
- Use new media



Suggestions

- Strong leadership
(Well respected / professional)
- Good staff
- Stable revenue (necessary for editorial independence and high moral for the staff)



Thank you!

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