

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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Japan– Report 3 (10/18)

Stages B and C

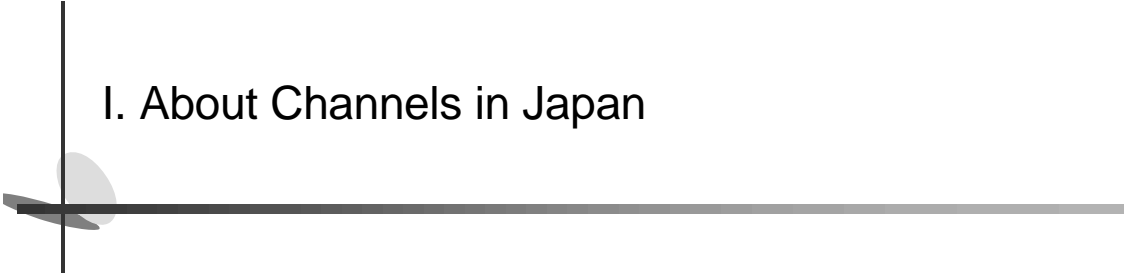
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*June 2005*

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## I. About Channels in Japan

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b>  *covering at least 80% of the national population	<b>FUJI TV(CX)</b>	Commercial channel free to air	Mainstream	10
	<b>NHK</b>	Pay TV (no advertising)	Mainstream	0
	<b>NHK BS 1</b>	Pay TV (no advertising)	Mainstream	0
	<b>NHK BS 2</b>	Pay TV (no advertising)	Mainstream	0
	<b>NHK Educational</b>	Pay TV (no advertising)	Mainstream	0
	<b>NTV</b>	Commercial channel free to air	Mainstream	10
	<b>TBS</b>	Commercial channel free to air	Mainstream	10
	<b>TV ASAHI (EX or ANB)</b>	Commercial channel free to air	Mainstream	10
	<b>TV TOKYO (TX)</b>	Commercial channel free to air	Mainstream	10
<b>Local* Channels</b>  *By "local", we mean channels covering specific regions or provinces of the country	<b>BBC - Kansai (Osaka)</b>	Commercial channel free to air	Mainstream	0
	<b>CTC - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>GBS - Chukyo (Nagoya)</b>	Commercial channel free to air	Mainstream	10
	<b>GTV - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>KBS - Kansai (Osaka)</b>	Commercial channel free to air	Mainstream	10
	<b>MTV - Kansai (Osaka)</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	10
	<b>MX - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>SUN - Kansai (Osaka)</b>	Commercial channel free to air	Mainstream	10
	<b>TTV - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>TVK - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>TVN - Kansai (Osaka)</b>	Commercial channel free to air	Mainstream	10
	<b>TVS - Kanto (Tokyo)</b>	Commercial channel free to air	Mainstream	10
	<b>WTV - Kansai (Osaka)</b>	Commercial channel free to air	Mainstream	10

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)				
<b>International Channels</b> (Worldwide models)	BBC WORLD	Pay TV (including adv breaks)	Information / Business	0
	CNN JAPAN	Pay TV (including adv breaks)	Information / Business	10
	DISCOVERY	Pay TV (including adv breaks)	Documentary	10
	HISTORY	Pay TV (including adv breaks)	Documentary	10
	MTV JAPAN	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	10
	NIKKEI CNBC (NBC)	Pay TV (including adv breaks)	Mainstream	10
	TNT / CARTOON (Cartoon Network)	Pay TV (including adv breaks)	Children	10
	TRAVEL	Pay TV (including adv breaks)	Documentary	10
<b>Other Channels</b>	BS ASAHI	Pay TV (including adv breaks)	Mainstream	10
	BS FUDJI	Pay TV (including adv breaks)	Mainstream	10
	BS HI VISION	Pay TV (no advertising)	Mainstream	0
	BS JAPAN	Pay TV (including adv breaks)	Mainstream	10
	BS NIPPON	Pay TV (including adv breaks)	Mainstream	10
	BS-I	Pay TV (including adv breaks)	Mainstream	10
	SKY PERFECT	Pay TV (including adv breaks)	Mainstream	10
	WOWOW	Pay TV (no advertising)	Mainstream	10

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Connection Mode	Main Transmission Mode	Comments about other transmission mode and/or programme type
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>FUJI TV(CX)</b>	Analogical	Terrestrial (Hertzian)	
	NHK	Analogical	Terrestrial (Hertzian)	
	NHK BS 1	Analogical	TV Cable	Also satellite
	NHK BS 2	Analogical	TV Cable	Also satellite
	NHK Educational	Analogical	Terrestrial (Hertzian)	
	<b>NTV</b>	Analogical	Terrestrial (Hertzian)	
	<b>TBS</b>	Analogical	Terrestrial (Hertzian)	
	<b>TV ASAHI (EX or ANB)</b>	Analogical	Terrestrial (Hertzian)	
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	<b>TV TOKYO (TX)</b>	Analogical	Terrestrial (Hertzian)	
	BBC - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable
	CTC - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	GBS - Chukyo (Nagoya)	Analogical	Terrestrial (Hertzian)	TV Cable
	GTV - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	KBS - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable
	MTV - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable
	MX - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	SUN - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable
	TTV - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	TVK - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	TVN - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable
	TVS - Kanto (Tokyo)	Analogical	Terrestrial (Hertzian)	TV Cable
	WTV - Kansai (Osaka)	Analogical	Terrestrial (Hertzian)	TV Cable

# 1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments about other transmission mode and/or programme type
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)				
<b>International Channels</b> (Worldwide models)	BBC WORLD	Analogical	Decoder	TV Cable
	CNN JAPAN	Analogical	Decoder	TV Cable
	DISCOVERY	Analogical	Decoder	TV Cable
	HISTORY	Analogical	Decoder	TV Cable
	MTV JAPAN	Analogical	Decoder	TV Cable
	NIKKEI CNBC (NBC)	Analogical	Decoder	TV Cable
	TNT / CARTOON (Cartoon Network)	Analogical	Decoder	TV Cable
	TRAVEL	Analogical	Decoder	TV Cable
<b>Other Channels</b>	BS ASAHI	Numerical / digital	Decoder	TV Cable
	BS FUDJI	Numerical / digital	Decoder	TV Cable
	BS HI VISION	Numerical / digital	Decoder	TV Cable
	BS JAPAN	Numerical / digital	Decoder	TV Cable
	BS NIPPON	Numerical / digital	Decoder	TV Cable
	BS-1	Numerical / digital	Decoder	TV Cable
	SKY PERFECT	Analogical	Decoder	Digital is also available/Satellite/TV Cable
	WOWOW	Analogical	Decoder	Digital is also available/Satellite/TV Cable

## Comments:

- IDTV is developing and already reaches a part of the population (13% of the households in 2004)
- Terrestrial TV networks are popular but analogical. Therefore, conversion to digital as terrestrial TV is delaying.

## 2. TV day parts definitions in Japan:

**TAB2a**

		<b>Aged 20+</b>	
	<b>Main dayparts</b>	<b>Average audience* TOTAL TV (rat%) Adults in 2002</b>	<b>Average audience* TOTAL TV (rat%) Adults in 2003</b>
All Day (depending on daily programmes)	02h00-26h00	20,1	20,0
Morning	07h00-12h00	19,9	19,8
Access Prime Time	17h00-18h55	23,0	23,5
Prime Time	19h00-23h00	41,2	41,0
Night Time	23h00-26h00	16,6	16,7
<i>Universes :</i>		<i>84.801.171</i>	<i>84.801.171</i>
<i>Sources :</i>		<i>Video Research iNEX</i>	<i>Video Research iNEX</i>

**TAB2b**

		<b>Aged 4-12</b>	
	<b>Main dayparts</b>	<b>Average audience* TOTAL TV (rat%) Kids in 2002</b>	<b>Average audience* TOTAL TV (rat%) Kids in 2003</b>
All Day (depending on daily programmes)	02h00-26h00	12,1	11,3
Morning	07h00-12h00	12,9	12,7
Access Prime Time	17h00-18h55	24,2	20,7
Prime Time	19h00-23h00	32,7	30,7
Night Time	23h00-26h00	2,7	2,3
<i>Universes :</i>		<i>10.934.192</i>	<i>10.934.192</i>
<i>Sources :</i>		<i>Video Research iNEX</i>	<i>Video Research iNEX</i>

\* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.



### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 20+		Aged 4-12		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>20,1</b>	<b>20</b>	<b>12,1</b>	<b>11,3</b>	
Channels with a national coverage	<b>FUJI TV(CX)</b>	17,9	18,0	19,8	19,5	
	NHK	17,9	17,0	5,0	4,4	
	NHK BS 1	-	-	-	-	
	NHK BS 2	-	-	-	-	
	NHK Educational	2,0	2,0	11,6	11,5	
	<b>NTV</b>	21,9	21,0	17,4	17,7	
	<b>TBS</b>	15,9	16,0	14,9	14,2	
	<b>TV ASAHI (EX or ANB)</b>	14,4	15,0	12,4	12,4	
	<b>TV TOKYO (TX)</b>	9,0	7,5	17,4	17,7	
	Local Channels	BBC - Kansai (Osaka)	-	-	-	-
CTC - Kanto (Tokyo)		-	-	-	-	
GBS - Chukyo (Nagoya)		-	-	-	-	
GTV - Kanto (Tokyo)		-	-	-	-	
KBS - Kansai (Osaka)		-	-	-	-	
MTV - Kansai (Osaka)		-	-	-	-	
MX - Kanto (Tokyo)		-	-	-	-	
SUN - Kansai (Osaka)		-	-	-	-	
TTV - Kanto (Tokyo)		-	-	-	-	
TVK - Kanto (Tokyo)		-	-	-	-	
TVN - Kansai (Osaka)		-	-	-	-	
TVS - Kanto (Tokyo)		-	-	-	-	
WTV - Kansai (Osaka)		-	-	-	-	
Non-domestic Channels						
International Channels (Worldwide models)		BBC WORLD	-	-	-	-
	CNN JAPAN	-	-	-	-	
	DISCOVERY	-	-	-	-	
	HISTORY	-	-	-	-	
	MTV JAPAN	-	-	-	-	
	NIKKEI CNBC (NBC)	-	-	-	-	
	TNT / CARTOON (Cartoon Network)	-	-	-	-	
	TRAVEL	-	-	-	-	
	Other Channels	BS ASAHI	-	-	-	-
		BS FUDJI	-	-	-	-
BS HI VISION		-	-	-	-	
BS JAPAN		-	-	-	-	
BS NIPPON		-	-	-	-	
BS-I		-	-	-	-	
SKY PERFECT		-	-	-	-	
WOWOW		-	-	-	-	
<b>TOTAL</b>		<b>99,0</b>	<b>96,5</b>	<b>98,3</b>	<b>97,3</b>	

### 3. Audience Share\* - Prime Time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

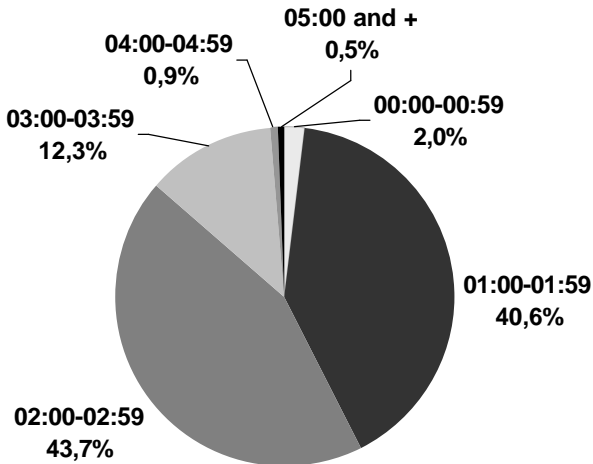
	Names	Aged 20+		Aged 4-12	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>41,2</b>	<b>41,0</b>	<b>32,7</b>	<b>30,7</b>
Channels with a national coverage	<b>FUJI TV(CX)</b>	17,2	17,6	22,0	21,2
	NHK	17,5	16,1	5,2	4,6
	NHK BS 1	-	-	-	-
	NHK BS 2	-	-	-	-
	NHK Educational	1,2	1,2	0,6	2,0
	<b>NTV</b>	19,7	18,5	22,0	22,5
	<b>TBS</b>	17,2	17,1	16,8	14,7
	<b>TV ASAHI (EX or ANB)</b>	14,8	15,9	14,7	16,9
	<b>TV TOKYO (TX)</b>	9,2	10,0	16,5	15,6
Local Channels	BBC - Kansai (Osaka)	-	-	-	-
	CTC - Kanto (Tokyo)	-	-	-	-
	GBS - Chukyo (Nagoya)	-	-	-	-
	GTV - Kanto (Tokyo)	-	-	-	-
	KBS - Kansai (Osaka)	-	-	-	-
	MTV - Kansai (Osaka)	-	-	-	-
	MX - Kanto (Tokyo)	-	-	-	-
	SUN - Kansai (Osaka)	-	-	-	-
	TTV - Kanto (Tokyo)	-	-	-	-
	TVK - Kanto (Tokyo)	-	-	-	-
	TVN - Kansai (Osaka)	-	-	-	-
	TVS - Kanto (Tokyo)	-	-	-	-
	WTV - Kansai (Osaka)	-	-	-	-
Non-domestic Channels					
International Channels (Worldwide models)	BBC WORLD	-	-	-	-
	CNN JAPAN	-	-	-	-
	DISCOVERY	-	-	-	-
	HISTORY	-	-	-	-
	MTV JAPAN	-	-	-	-
	NIKKEI CNBC (NBC)	-	-	-	-
	TNT / CARTOON (Cartoon Network)	-	-	-	-
	TRAVEL	-	-	-	-
Other Channels	BS ASAHI	-	-	-	-
	BS FUDJI	-	-	-	-
	BS HI VISION	-	-	-	-
	BS JAPAN	-	-	-	-
	BS NIPPON	-	-	-	-
	BS-I	-	-	-	-
	SKY PERFECT	-	-	-	-
	WOWOW	-	-	-	-
<b>TOTAL</b>		<b>96,8</b>	<b>96,3</b>	<b>97,9</b>	<b>97,4</b>



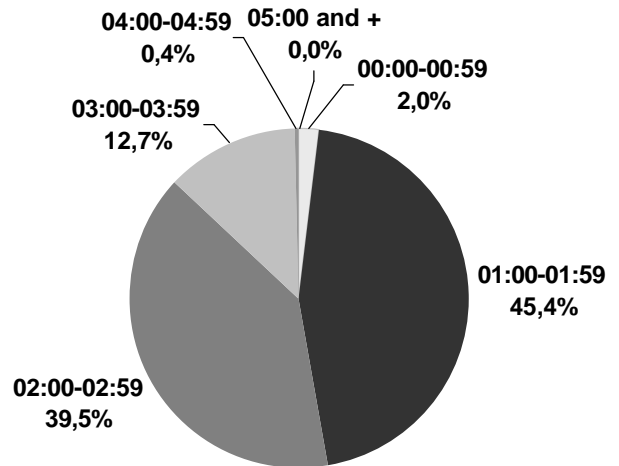
## II. Advertising

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

**2002**



**2003**



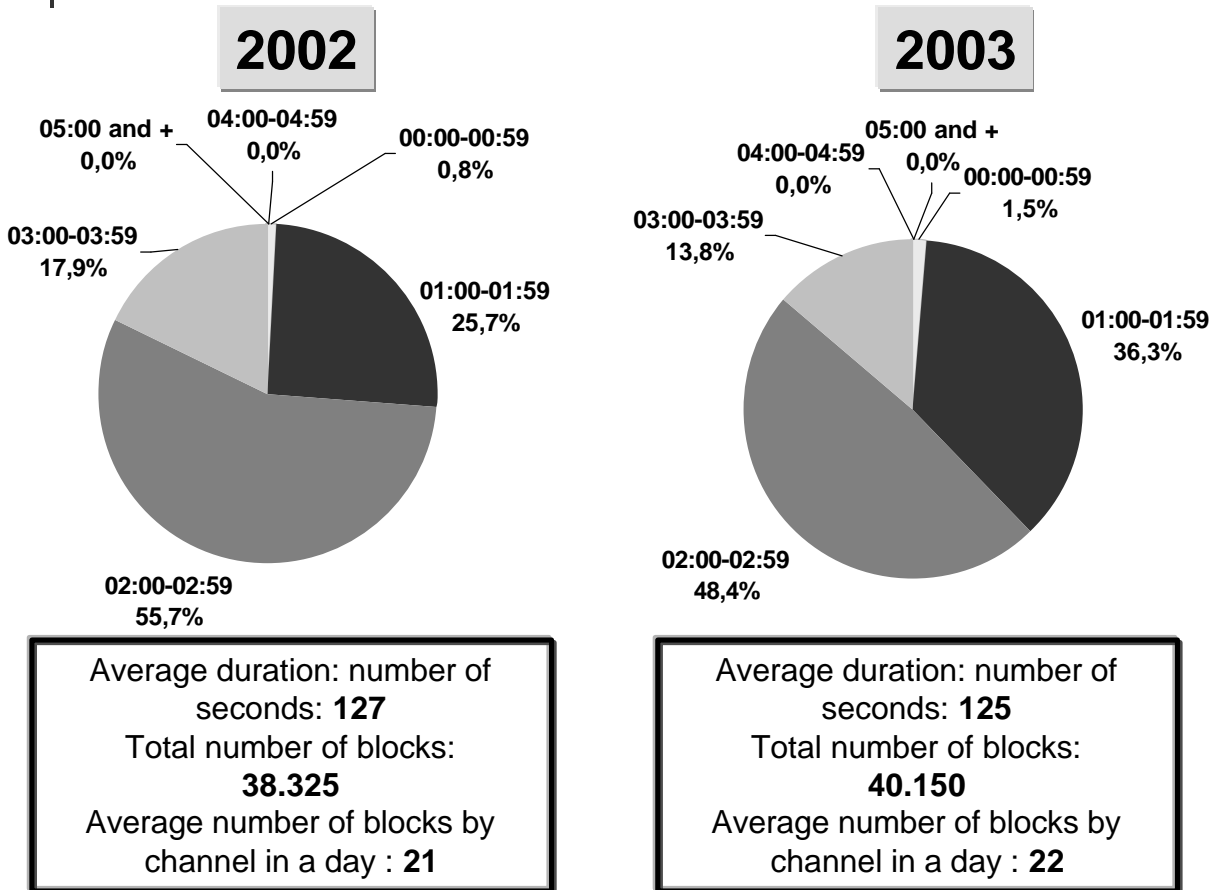
Average duration: number of seconds: **105**  
 Total number of blocks: **246.375**  
 Average number of blocks by channel in a day : **135**

Average duration: number of seconds: **105**  
 Total number of blocks: **237.250**  
 Average number of blocks by channel in a day : **130**

**5 channels covered: NTV, TBS, FUJI TV(CX), TV ASAHI (EX), TV TOKYO (TX)**  
**Audience Share: 77,5% (All Day – 2003 – Target Adults 20+)**

\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME



**5 channels covered: NTV, TBS, FUJI TV(CX), TV ASAHI (EX), TV TOKYO (TX)**  
**Audience Share: 79% (Prime Time – 2003 – Target Adults 20+)**

\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

## 4. Blocks interrupting programmes

### Per genre and frequency

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Preliminary note : the usual industry tools and data do not give access to dynamic information on programmes interruptions (possibility to run cross tabulations between block interruptions and programmes or any kind of statistics). The present subchapter is a customized focus provided this object is essential in the global frame of the survey.

**Objective: to compare the commercial practices referred to in article 11 of the Directive related to TV advertising interrupting programmes**

Sample base : a standard week in the year 2003 was selected in order to analyse the construction of the programming schedule of the key channels, in terms of TV advertising investments (cfr chapter 6 classification: the top TV stations versus their gross advertising revenues observed in 2003).

Method of counting: The number of programmes interrupted, the proportion of advertising breaks included in a programme in comparison with the total number of breaks, and the average number of minutes separating each of the breaks were calculated per type of programme. The summary tables give firstly a visual presentation of the multiple variables of programme interruptions.

As article 11 of the Directive stipulates: feature films, films made for television, series and serials, documentaries, light entertainment, sports programmes, children's programmes (including series listed as cartoons), current affairs programmes and the news are presented in isolation in the results.

For any further details, see the attached report ' Methodological aspects '

# 4. Blocks interrupting programmes

## Per genre and frequency

JAPAN Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES	TELESHOPPING/INFOMERCIAL	Other Magazines	Other
Total nbr of blocks		5352											
average number of blocks per hour		5											
Nbr of broadcasts containing blocks		911	18	88	29	67	133	46	232	116	9	153	20
Nbr of blocks Inside vs Total nbr of blocks		4157	113	398	110	203	672	306	869	1020	28	394	44
77,7%													
average duration between all blocks		0:10:09	0:15:03	0:12:40	0:10:47	0:09:09	0:08:13	0:09:49	0:09:52	0:10:27	0:07:38	0:09:49	0:10:30
Nbr of broadcasts containing 1 block		132		1	2	6	16	4	15	18	1	59	10
Nbr of blocks		132		1	2	6	16	4	15	18	1	59	10
vs nbr of blocks Inside		3%	0%	0%	2%	3%	2%	1%	2%	2%	4%	15%	23%
average duration between blocks inside		-	-	-	-	-	-	-	-	-	-	-	-
Nbr of broadcasts containing 2 blocks		139		4	9	11	25	4	46	10	1	28	1
Nbr of blocks		278		8	18	22	50	8	92	20	2	56	2
vs nbr of blocks Inside		7%	0%	2%	16%	11%	7%	3%	11%	2%	7%	14%	5%
average duration between blocks inside		0:09:27	0:22:30	0:10:20	0:10:00	0:10:00	0:07:26	0:11:15	0:11:01	0:05:24	0:13:00	0:07:19	0:11:00
average duration between 2 blocks		0	0:22:30	0:10:20	0:10:00	0:07:26	0:11:15	0:11:01	0:05:24	0:13:00	0:07:19	0:11:00	
Nbr of broadcasts containing 3 blocks		185	1	21	3	30	21	5	60	6	4	29	5
Nbr of blocks		555	3	63	9	90	63	15	180	18	12	87	15
vs nbr of blocks Inside		13%	3%	16%	8%	44%	9%	5%	21%	2%	43%	22%	34%
average duration between blocks inside		0:09:47	0:06:30	0:10:27	0:12:00	0:11:18	0:07:43	0:08:36	0:09:39	0:12:20	0:08:00	0:09:08	0:10:48
average duration between first and second interruption		0:10:28	0:07:00	0:11:11	0:17:20	0:10:52	0:08:17	0:09:24	0:10:33	0:13:30	0:07:45	0:10:23	0:10:00
average duration between second and third interruption		0:09:06	0:06:00	0:09:43	0:06:40	0:11:44	0:07:09	0:07:48	0:08:46	0:11:10	0:08:15	0:07:54	0:11:36
Nbr of broadcasts containing 4 blocks		158	1	28	10	15	13	9	60	2	2	15	3
Nbr of blocks		632	4	112	40	60	52	36	240	8	8	60	12
vs nbr of blocks Inside		15%	4%	28%	36%	30%	8%	12%	28%	1%	29%	15%	27%
average duration between blocks inside		0:10:35	0:46:20	0:13:15	0:09:54	0:07:41	0:07:55	0:10:36	0:10:15	0:15:00	0:04:50	0:10:41	0:09:27
average duration between first and second interruption		0:11:49	0:46:00	0:13:45	0:12:24	0:09:20	0:10:32	0:12:20	0:11:46	0:22:30	0:03:30	0:08:56	0:10:20
average duration between second and third interruption		0:11:08	0:44:00	0:12:36	0:09:54	0:10:20	0:07:37	0:10:13	0:11:20	0:09:30	0:04:30	0:12:04	0:09:00
average duration between the next interruptions		0:08:50	0:49:00	0:13:24	0:07:24	0:03:24	0:05:37	0:09:13	0:07:38	0:13:00	0:06:30	0:11:04	0:09:00
Nbr of broadcasts containing 5 blocks		70	4	13	1	5	8	6	15	2	1	14	1
Nbr of blocks		350	20	65	5	25	40	30	75	10	5	70	5
vs nbr of blocks Inside		8%	18%	16%	5%	12%	6%	10%	9%	1%	18%	18%	11%
average duration between blocks inside		0:10:09	0:12:34	0:11:53	0:15:45	0:05:33	0:07:19	0:14:10	0:09:45	0:11:15	0:09:45	0:09:09	0:12:00
average duration between first and second interruption		0:12:00	0:14:00	0:13:46	0:21:00	0:05:48	0:10:00	0:23:30	0:11:00	0:10:00	0:07:00	0:09:09	0:14:00
average duration between second and third interruption		0:09:49	0:12:15	0:10:37	0:22:00	0:05:48	0:05:15	0:10:40	0:10:16	0:11:30	0:10:00	0:10:13	0:13:00
average duration between the interruptions 3-4		0:09:17	0:12:45	0:12:05	0:12:00	0:05:48	0:08:00	0:08:50	0:07:56	0:10:30	0:09:00	0:08:43	0:13:00
average duration between the interruptions 4-5		0:09:29	0:11:15	0:11:05	0:08:00	0:04:48	0:06:00	0:13:40	0:09:48	0:13:00	0:13:00	0:08:30	0:08:00
Nbr of broadcasts containing 6 blocks		46	3	7	1		9	1	12	11		2	
Nbr of blocks		276	18	42	6		54	6	72	66		12	
vs nbr of blocks Inside		7%	16%	11%	5%	0%	8%	2%	8%	6%	0%	3%	0%
average duration between blocks inside		0:11:11	0:16:52	0:15:22	0:14:48		0:08:17	0:14:00	0:09:40	0:10:45		0:09:24	
average duration between first and second interruption		0:11:34	0:26:20	0:19:43	0:15:00		0:06:47	0:11:00	0:10:55	0:07:33		0:07:00	
average duration between second and third interruption		0:13:31	0:20:40	0:14:51	0:29:00		0:08:27	0:10:00	0:14:00	0:14:33		0:06:30	

# 4. Blocks interrupting programmes

## Per genre and frequency

JAPAN Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES	TELESHOPPING/INFOMERCIAL	Other Magazines	Other
<b>Nbr of broadcasts containing 7 blocks</b>		<b>53</b>	<b>5</b>	<b>8</b>	<b>1</b>		<b>9</b>	<b>5</b>	<b>13</b>	<b>10</b>		<b>2</b>	
	Nbr of blocks	371	35	56	7	0%	63	35	91	70	0%	14	0%
	vs nbr of blocks Inside	9%	31%	14%	6%		9%	11%	10%	7%		4%	
	average duration between blocks inside	0:10:39	0:14:30	0:13:40	0:08:30		0:07:19	0:08:38	0:08:23	0:13:26		0:10:50	
	average duration between first and second interruption	0:13:36	0:12:12	0:22:37	0:02:00		0:07:07	0:08:48	0:09:28	0:22:06		0:12:30	
	average duration between second and third interruption	0:10:09	0:17:48	0:11:45	0:15:00		0:06:00	0:04:48	0:06:23	0:13:48		0:20:30	
	average duration between the interruptions 3-4	0:13:16	0:15:12	0:14:00	0:01:00		0:07:00	0:09:12	0:11:05	0:23:48		0:11:30	
	average duration between the interruptions 4-5	0:12:01	0:10:24	0:13:15	0:16:00		0:15:20	0:13:24	0:11:05	0:10:06		0:06:30	
	average duration between the interruptions 5-6	0:08:22	0:16:48	0:10:53	0:16:00		0:03:40	0:07:24	0:07:05	0:07:24		0:10:00	
	average duration between the interruptions 6-7	0:06:29	0:14:36	0:09:30	0:01:00		0:04:47	0:08:12	0:05:14	0:03:24		0:04:00	
<b>Nbr of broadcasts containing 8 blocks</b>		<b>27</b>	<b>3</b>	<b>3</b>			<b>11</b>	<b>2</b>	<b>4</b>	<b>3</b>		<b>1</b>	
	Nbr of blocks	216	24	24		0%	88	16	32	24	0%	8	0%
	vs nbr of blocks Inside	5%	21%	6%	0%	0%	13%	5%	4%	2%		2%	
	average duration between blocks inside	0:10:28	0:13:57	0:12:37			0:07:55	0:10:00	0:10:58	0:12:20		0:15:00	
	average duration between first and second interruption	0:13:20	0:22:40	0:20:00			0:09:38	0:21:00	0:08:30	0:10:40		0:18:00	
	average duration between second and third interruption	0:13:42	0:15:40	0:08:40			0:14:44	0:06:30	0:17:00	0:11:20		0:20:00	
	average duration between the interruptions 3-4	0:13:09	0:17:20	0:13:20			0:06:38	0:05:30	0:14:45	0:28:40		0:34:00	
	average duration between the interruptions 4-5	0:09:38	0:04:40	0:21:20			0:08:16	0:04:30	0:10:15	0:11:00		0:08:00	
	average duration between the interruptions 5-6	0:07:53	0:13:40	0:07:40			0:05:05	0:12:30	0:08:30	0:08:40		0:08:00	
	average duration between the interruptions 6-7	0:09:04	0:09:40	0:07:40			0:08:22	0:09:30	0:11:00	0:09:40		0:09:00	
	average duration between the interruptions 7-8	0:06:31	0:14:00	0:09:40			0:02:44	0:10:30	0:06:45	0:06:20		0:08:00	
<b>Nbr of broadcasts containing 9 blocks</b>		<b>25</b>	<b>1</b>	<b>3</b>			<b>4</b>	<b>2</b>	<b>1</b>	<b>12</b>		<b>2</b>	
	Nbr of blocks	225	9	27		0%	36	18	9	108	0%	18	0%
	vs nbr of blocks Inside	5%	8%	7%	0%	0%	5%	6%	1%	11%		5%	
	average duration between blocks inside	0:10:01	0:12:00	0:08:37			0:06:24	0:11:11	0:12:15	0:10:35		0:12:34	
	average duration between first and second interruption	0:10:55	0:13:00	0:11:20			0:07:15	0:13:30	0:07:00	0:11:45		0:11:00	
	average duration between second and third interruption	0:12:10	0:14:00	0:05:40			0:09:15	0:30:30	0:13:00	0:11:25		0:12:30	
	average duration between the interruptions 3-4	0:16:17	0:12:00	0:12:00			0:07:00	0:16:30	0:15:00	0:19:50		0:22:30	
	average duration between the interruptions 4-5	0:09:48	0:02:00	0:09:00			0:06:00	0:07:00	0:26:00	0:08:40		0:24:00	
	average duration between the interruptions 5-6	0:09:17	0:15:00	0:11:00			0:08:30	0:03:30	0:07:00	0:09:45		0:09:30	
	average duration between the interruptions 6-7	0:07:02	0:21:00	0:05:40			0:05:45	0:02:30	0:10:00	0:06:50		0:09:00	
	average duration between the interruptions 7-8	0:08:29	0:16:00	0:10:40			0:04:30	0:11:00	0:12:00	0:08:05		0:07:30	
	average duration between the interruptions 8-9	0:06:07	0:03:00	0:03:40			0:03:00	0:05:00	0:08:00	0:08:20		0:04:30	
<b>Nbr of broadcasts containing 10 blocks</b>		<b>16</b>		<b>1</b>			<b>3</b>	<b>2</b>	<b>3</b>	<b>6</b>		<b>1</b>	
	Nbr of blocks	160		10		0%	30	20	30	60	0%	10	0%
	vs nbr of blocks Inside	4%	0%	0%	9%	0%	4%	7%	3%	6%		3%	
	average duration between blocks inside	0:09:39		0:10:27			0:09:11	0:07:33	0:10:07	0:09:48		0:12:07	
	average duration between first and second interruption	0:09:15		0:06:00			0:06:20	0:12:30	0:09:00	0:11:30		0:02:00	
	average duration between second and third interruption	0:04:56		0:10:00			0:06:00	0:03:30	0:04:40	0:04:20		0:04:00	
	average duration between the interruptions 3-4	0:10:22		0:14:00			0:09:00	0:06:00	0:12:40	0:10:00		0:15:00	
	average duration between the interruptions 4-5	0:11:52		0:01:00			0:18:40	0:02:30	0:10:40	0:13:00		0:18:00	
	average duration between the interruptions 5-6	0:13:08		0:10:00			0:07:40	0:08:00	0:16:20	0:12:00		0:40:00	
	average duration between the interruptions 6-7	0:13:00		0:25:00			0:12:40	0:04:30	0:07:00	0:17:10		0:12:00	
	average duration between the interruptions 7-8	0:05:52		0:08:00			0:07:00	0:05:00	0:07:20	0:05:10		0:02:00	
	average duration between the interruptions 8-9	0:11:19		0:14:00			0:10:40	0:22:30	0:11:00	0:07:50		0:10:00	
	average duration between the interruptions 9-10	0:07:04		0:06:00			0:04:40	0:03:30	0:12:20	0:07:10		0:06:00	



# 4. Blocks interrupting programmes

## Per genre and frequency

JAPAN Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES	TELESHOPPING/INFOMERCIAL	Other Magazines	Other
<b>Nbr of broadcasts containing 12 blocks</b>		<b>13</b>					<b>4</b>			<b>9</b>			
	Nbr of blocks	156					48			108			
	vs nbr of blocks Inside	4%	0%	0%	0%	0%	7%	0%	0%	11%	0%	0%	0%
	average duration between blocks inside	0:08:51					0:09:12			0:08:42			
	average duration between first and second interruption	0:11:55					0:10:30			0:12:33			
	average duration between second and third interruption	0:07:18					0:06:45			0:07:33			
	average duration between the interruptions 3-4	0:07:00					0:08:00			0:06:33			
	average duration between the interruptions 4-5	0:12:42					0:07:45			0:14:53			
	average duration between the interruptions 5-6	0:10:37					0:14:00			0:09:07			
	average duration between the interruptions 6-7	0:10:28					0:16:30			0:07:47			
	average duration between the interruptions 7-8	0:07:51					0:09:15			0:07:13			
	average duration between the interruptions 8-9	0:07:28					0:07:15			0:07:33			
	average duration between the interruptions 9-10	0:10:37					0:09:00			0:11:20			
	average duration between the interruptions 10-11	0:07:42					0:09:00			0:07:07			
	average duration between the interruptions 11-12	0:03:46					0:03:15			0:04:00			
<b>Nbr of broadcasts containing 13 blocks</b>		<b>12</b>			<b>1</b>		<b>8</b>		<b>1</b>	<b>2</b>			
	Nbr of blocks	156			13		104		13	26			
	vs nbr of blocks Inside	4%	0%	0%	12%	0%	15%	4%	0%	3%	0%	0%	0%
	average duration between blocks inside	0:08:45			0:10:45		0:09:30	0:04:00		0:07:10			
	average duration between first and second interruption	0:08:00			0:12:00		0:07:52	0:06:00		0:07:30			
	average duration between second and third interruption	0:06:55			0:07:00		0:07:00	0:04:00		0:08:00			
	average duration between the interruptions 3-4	0:06:20			0:08:00		0:06:15	0:04:00		0:07:00			
	average duration between the interruptions 4-5	0:10:10			0:10:00		0:10:00	0:05:00		0:13:30			
	average duration between the interruptions 5-6	0:16:35			0:05:00		0:23:23	0:04:00		0:01:30			
	average duration between the interruptions 6-7	0:10:20			0:14:00		0:11:07	0:04:00		0:08:30			
	average duration between the interruptions 7-8	0:14:30			0:14:00		0:18:22	0:01:00		0:06:00			
	average duration between the interruptions 8-9	0:08:15			0:14:00		0:07:23	0:03:00		0:11:30			
	average duration between the interruptions 9-10	0:06:55			0:16:00		0:06:07	0:06:00		0:06:00			
	average duration between the interruptions 10-11	0:06:40			0:07:00		0:07:07	0:04:00		0:06:00			
	average duration between the interruptions 11-12	0:06:00			0:14:00		0:05:30	0:04:00		0:05:00			
	average duration between the interruptions 12-13	0:04:25			0:08:00		0:03:52	0:03:00		0:05:30			
<b>Nbr of broadcasts containing 14 blocks</b>		<b>2</b>					<b>2</b>						
	Nbr of blocks	28					28						
	vs nbr of blocks Inside	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%
	average duration between blocks inside	0:08:42					0:08:42						
	average duration between first and second interruption	0:07:30					0:07:30						
	average duration between second and third interruption	0:07:00					0:07:00						
	average duration between the interruptions 3-4	0:06:00					0:06:00						
	average duration between the interruptions 4-5	0:08:30					0:08:30						
	average duration between the interruptions 5-6	0:21:00					0:21:00						
	average duration between the interruptions 6-7	0:15:30					0:15:30						
	average duration between the interruptions 7-8	0:15:30					0:15:30						
	average duration between the interruptions 8-9	0:13:00					0:13:00						
	average duration between the interruptions 9-10	0:03:00					0:03:00						
	average duration between the interruptions 10-11	0:04:00					0:04:00						
	average duration between the interruptions 11-12	0:06:00					0:06:00						
	average duration between the interruptions 12-13	0:03:30					0:03:30						
	average duration between the interruptions 13-14	0:02:30					0:02:30						

# 4. Blocks interrupting programmes

## Per genre and frequency

JAPAN Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES	TELESHOPPING/INFOMERCIAL	Other Magazines	Other
<b>Nbr of broadcasts containing 17 blocks</b>		<b>6</b>						<b>1</b>		<b>5</b>			
Nbr of blocks		102						17		85			
vs nbr of blocks Inside		2%	0%	0%	0%	0%	0%	6%	0%	8%	0%	0%	0%
average duration between blocks inside		0:12:24						0:12:23		0:12:24			
average duration between first and second interruption		0:09:00						0:09:00		0:09:00			
average duration between second and third interruption		0:13:20						0:13:00		0:13:24			
average duration between the interruptions 3-4		0:09:10						0:05:00		0:10:00			
average duration between the interruptions 4-5		0:26:40						0:20:00		0:28:00			
average duration between the interruptions 5-6		0:06:00						0:06:00		0:06:00			
average duration between the interruptions 6-7		0:07:50						0:14:00		0:06:36			
average duration between the interruptions 7-8		0:09:50						0:07:00		0:10:24			
average duration between the interruptions 8-9		0:09:50						0:11:00		0:09:36			
average duration between the interruptions 9-10		0:09:00						0:07:00		0:09:24			
average duration between the interruptions 10-11		0:29:40						0:09:00		0:33:48			
average duration between the interruptions 11-12		0:10:40						0:02:00		0:12:24			
average duration between the interruptions 12-13		0:10:00						0:09:00		0:10:12			
average duration between the interruptions 13-14		0:07:50						0:13:00		0:06:48			
average duration between the next interruptions (14+)		0:13:10						0:24:20		0:10:56			
<b>Nbr of broadcasts containing 18 blocks</b>		<b>5</b>								<b>5</b>			
Nbr of blocks		90								90			
vs nbr of blocks Inside		2%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%
average duration between blocks inside		0:09:57								0:09:57			
average duration between first and second interruption		0:06:24								0:06:24			
average duration between second and third interruption		0:23:48								0:23:48			
average duration between the interruptions 3-4		0:04:00								0:04:00			
average duration between the interruptions 4-5		0:08:00								0:08:00			
average duration between the interruptions 5-6		0:06:00								0:06:00			
average duration between the interruptions 6-7		0:09:36								0:09:36			
average duration between the interruptions 7-8		0:04:48								0:04:48			
average duration between the interruptions 8-9		0:05:36								0:05:36			
average duration between the interruptions 9-10		0:25:48								0:25:48			
average duration between the interruptions 10-11		0:11:12								0:11:12			
average duration between the interruptions 11-12		0:11:48								0:11:48			
average duration between the interruptions 12-13		0:05:36								0:05:36			
average duration between the interruptions 13-14		0:06:48								0:06:48			
average duration between the next interruptions (14+)		0:09:57								0:09:57			
<b>Nbr of broadcasts containing 20 blocks</b>		<b>1</b>						<b>1</b>					
Nbr of blocks		20						20					
vs nbr of blocks Inside		0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%
average duration between blocks inside		0:10:22						0:10:22					
average duration between first and second interruption		0:14:00						0:14:00					
average duration between second and third interruption		0:10:00						0:10:00					
average duration between the interruptions 3-4		0:10:00						0:10:00					
average duration between the interruptions 4-5		0:10:00						0:10:00					
average duration between the interruptions 5-6		0:12:00						0:12:00					
average duration between the interruptions 6-7		0:08:00						0:08:00					
average duration between the interruptions 7-8		0:07:00						0:07:00					
average duration between the interruptions 8-9		0:08:00						0:08:00					

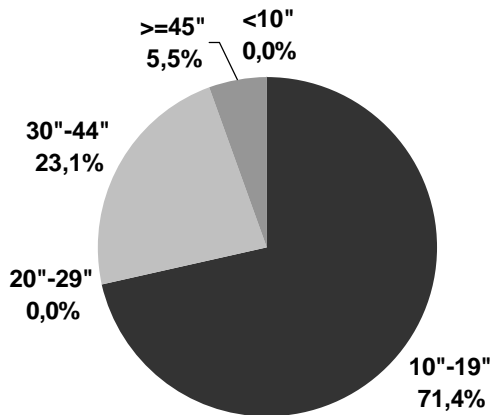
# 4. Blocks interrupting programmes

## Per genre and frequency

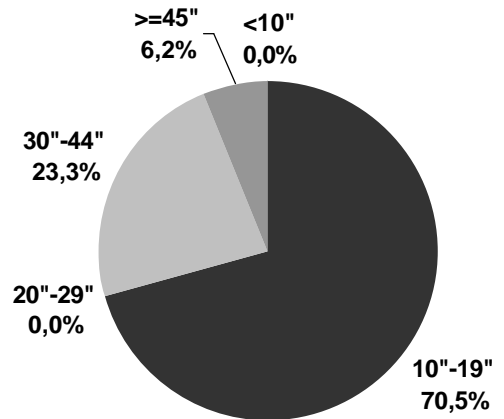
JAPAN Week 43 2003		Top TV Stations	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES	TELESHOPPING/INFOMERCIAL	Other Magazines	Other
<b>Nbr of broadcasts containing 23 blocks</b>		<b>4</b>						<b>1</b>		<b>3</b>			
Nbr of blocks		92						23		69			
vs nbr of blocks Inside		2%	0%	0%	0%	0%	0%	8%	0%	7%	0%	0%	0%
average duration between blocks inside		0:09:36						0:08:41		0:09:55			
average duration between first and second interruption		0:06:45						0:10:00		0:05:40			
average duration between second and third interruption		0:06:00						0:06:00		0:06:00			
average duration between the interruptions 3-4		0:11:30						0:07:00		0:13:00			
average duration between the interruptions 4-5		0:09:00						0:09:00		0:09:00			
average duration between the interruptions 5-6		0:06:15						0:07:00		0:06:00			
average duration between the interruptions 6-7		0:11:45						0:08:00		0:13:00			
average duration between the interruptions 7-8		0:07:30						0:10:00		0:06:40			
average duration between the interruptions 8-9		0:07:30						0:05:00		0:08:20			
average duration between the interruptions 9-10		0:07:45						0:07:00		0:08:00			
average duration between the interruptions 10-11		0:15:00						0:11:00		0:16:20			
average duration between the interruptions 11-12		0:06:00						0:06:00		0:06:00			
average duration between the interruptions 12-13		0:08:15						0:20:00		0:04:20			
average duration between the interruptions 13-14		0:21:00						0:10:00		0:24:40			
average duration between the next interruptions (14+)		0:09:40						0:08:20		0:10:07			
<b>Nbr of broadcasts containing 28 blocks</b>		<b>4</b>								<b>4</b>			
Nbr of blocks		112								112			
vs nbr of blocks Inside		3%	0%	0%	0%	0%	0%	0%	0%	11%	0%	0%	0%
average duration between blocks inside		0:10:41								0:10:41			
average duration between first and second interruption		0:10:00								0:10:00			
average duration between second and third interruption		0:07:15								0:07:15			
average duration between the interruptions 3-4		0:10:30								0:10:30			
average duration between the interruptions 4-5		0:23:15								0:23:15			
average duration between the interruptions 5-6		0:07:15								0:07:15			
average duration between the interruptions 6-7		0:05:15								0:05:15			
average duration between the interruptions 7-8		0:10:00								0:10:00			
average duration between the interruptions 8-9		0:12:30								0:12:30			
average duration between the interruptions 9-10		0:11:45								0:11:45			
average duration between the interruptions 10-11		0:10:30								0:10:30			
average duration between the interruptions 11-12		0:09:00								0:09:00			
average duration between the interruptions 12-13		0:10:45								0:10:45			
average duration between the interruptions 13-14		0:08:30								0:08:30			
average duration between the next interruptions (14+)		0:10:50								0:10:50			
<b>Nbr of broadcasts containing 29 blocks</b>		<b>1</b>								<b>1</b>			
Nbr of blocks		29								29			
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
average duration between blocks inside		0:10:26								0:10:26			
average duration between first and second interruption		0:01:00								0:01:00			
average duration between second and third interruption		0:10:00								0:10:00			
average duration between the interruptions 3-4		0:06:00								0:06:00			
average duration between the interruptions 4-5		0:06:00								0:06:00			
average duration between the interruptions 5-6		0:29:00								0:29:00			
average duration between the interruptions 6-7		0:08:00								0:08:00			
average duration between the interruptions 7-8		0:05:00								0:05:00			
average duration between the interruptions 8-9		0:08:00								0:08:00			

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

**2002**



**2003**



Average duration: number of seconds: **17,8**

Total number of spots broadcast:  
**1.443.610**

Average number of spots by channel in a day : **791**

Average duration: number of seconds: **18,0**

Total number of spots broadcast:  
**1.442.722**

Average number of spots by channel in a day : **791**

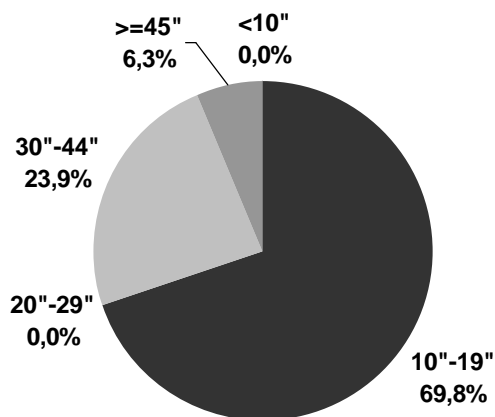
**5 channels covered: NTV, TBS, FUJI TV(CX), TV ASAHI (EX), TV TOKYO (TX)**  
**Audience Share: 77,5% (All Day – 2003 – Target Adults 20+)**

### Comments:

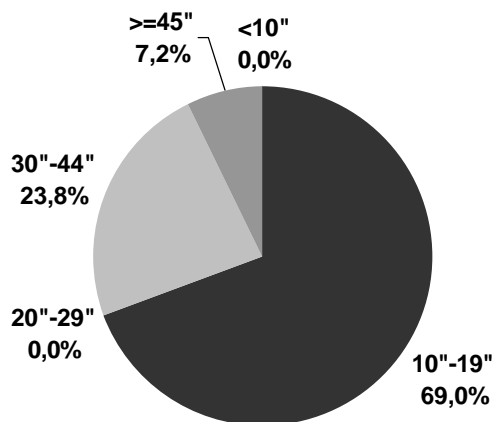
- Very large number of spots by channel, but with a shorter average length
- Commercial length: 15, 30 and 60 seconds only
- Spot package buying (4 standard packages)
- Impossible to buy specific time zone

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

**2002**



**2003**



Average duration: number of seconds: **18,1**

Total number of spots broadcast: **371.006**

Average number of spots by channel in a day : **203**

Average duration: number of seconds: **18,2**

Total number of spots broadcast: **365.379**

Average number of spots by channel in a day : **200**

**5 Channels covered: NTV, TBS, FUJI TV(CX), TV ASAHI (EX), TV TOKYO (TX)**  
Audience Share: 79% ((Prime Time – 2003 – Target Adults 20+)

### Comments:

- Very large number of spots by channel, but with a shorter average length
- Commercial length: 15, 30 and 60 seconds only
- Spot package buying (4 standard packages)
- Impossible to buy a specific time zone

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
FUJI TV	2.264.549 €	
NTV	2.069.502 €	
TBS	1.929.154 €	
TV Asahi	1.465.621 €	
TV Tokyo	619.393 €	% of tot TV in 2002
<b>TOTAL</b>	<b>8.348.219 €</b>	<b>57,6%</b>

gross income 2003 in (000) euros		
FUJI TV	2.283.177 €	
NTV	1.992.085 €	
TBS	1.927.821 €	
TV Asahi	1.473.680 €	
TV Tokyo	616.599 €	% of tot TV in 2003
<b>TOTAL</b>	<b>8.293.362 €</b>	<b>56,8%</b>

Conversion rates for 1 euro :

1 euro = 130 JPY

### Comments:

- Advertising revenues relate to commercial spots only.
- The TV market in Japan is not dominated by demand (client) but by supply (TV stations.) TV stations are not very active in developing other formats, in order to avoid loss of revenue.
  - Due to legal restrictions, i.e., maximum ratio of 18% for commercials during whole on-air time, demand in the Japanese TV market is larger than supply.
  - TV stations want to secure their business. Therefore, in order to avoid being left with unsold slots:
    - Selling currency is not Target GRP but household GRP (They do not guarantee a Target GRP).
    - Very limited formats of TV commercials for easy controlling.

## 7. National Advertising Category: Definitions (1)

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### Advertising

- Advertising spots:
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
  - Spots tied to a sponsorship contract
  - Reinforcement of billboard spots with advertising spots
  - Same as advertising spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment
  - Example: political messages, public health campaigns
- Isolated spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

## 7. National Advertising Category: Definitions (2)

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### **Sponsoring**

- Sponsoring (billboard spots):
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
  - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: a bank's new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop-ups
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

### **Teleshopping**

- Direct Response TV spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot
- Teleshopping spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment



## 7. National Advertising Category: National Measurements

	Does this advertising category exist in Japan?	It is used in Japan ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	Yes	Yes
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	Yes	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	No

## 7. National Advertising Category: National Measurements

Comments		Sources
<b>Advertising</b>		
Advertising Spots	Spot packages Consists of PT (Participation Time) & SB (Station Break) - see comments	Carat
Advertising Spots linked with sponsoring Splitscreen	Measured as a advertising spots	Carat
Public Interest messages	Measured as advertising spots with free position	Carat
Isolated Spot	Measured as a advertising spots	Carat
Insert or Product Placement Verbal reference		
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)		
BreakBumper		
Sponsored Self-Promotion Spots (trailers)		
Infomercial / programming	As a programme Very limited	Carat
Bartering		
Virtual Advertising		
Injection / pop up's		
Scoreboards / chronowatches		
<b>Teleshopping</b>		
Direct Response TV Spots	Measured as a advertising spots	Carat
Teleshopping Spots	Are not bought in the form of spots, usually treated as part of a programme	Carat

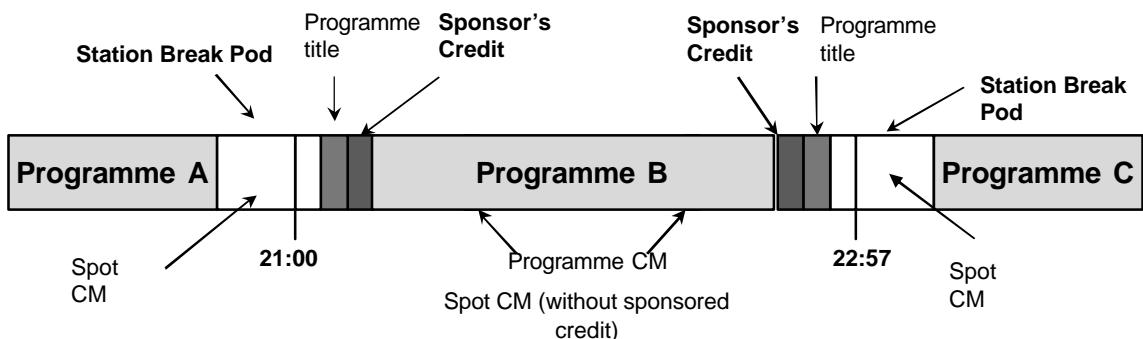
Do you know of other kind of TV advertising messages/action modes in Japan? **Yes**

	Which specific characteristics define this kind of ad ? (Length, visual/sound,...)	Sources
Sponsoring Spots	6 month contract linked to a programme On-air during programme with sponsorship announcement at the end of the programme Requires huge unit cost and less flexible than Advertising Spot i.e. minimum contract period is 6 months - see comments.	Carat

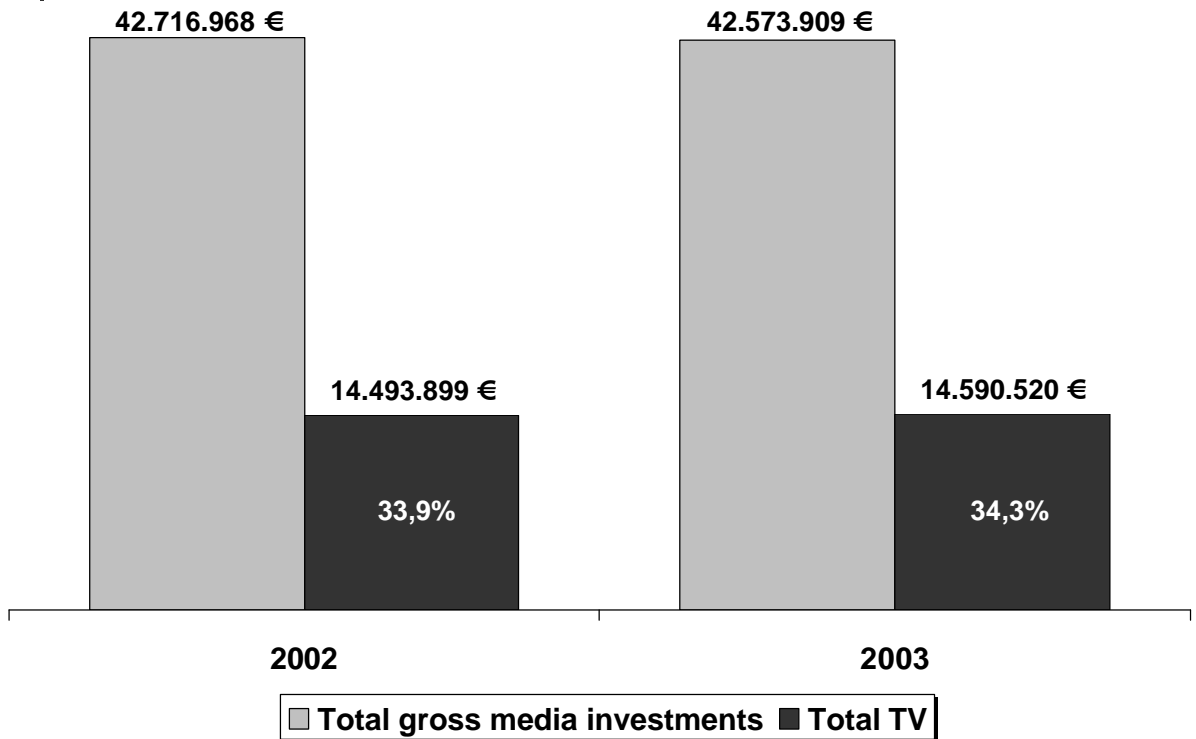
Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
Sponsoring Spots	Yes	Yes

## Comments about commercial offers

- Sponsoring spots are commercials in network or local programmes with sponsor's credit
  - Only twice per year is there an opportunity to buy major TV programmes.
  - A 6-month contract is the basic principle.
- Advertising spots are commercials (CM) in station break pods, or in programmes without sponsor's credit
  - Spots are sold in packages consisting of multiple time zones.
  - When buying spots, time zones are identified first and then the most appropriate spot package is selected.
  - Advertising spots consist of 2 types of spots:
    - Participation time "PT": a spot commercial in a programme without sponsor's credit is called a PT spot
    - Station Break "ST": a spot commercial i.e. aired in station break pods (between 2 programmes)
    - These are sold in packages which are a mixture of the 2 types of spots



## 8. Media Investments (gross) Rate cards \* - in 000 EURO



### Comments:

Advertising revenues relate to commercial spots only.

\* Rate cards: based on official rates as applied by media sales houses  
-see methodological report.

## 9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
FUJI TV (CX)	496.514	520.288	87.600	87.600
NTV	486.385	522.648	87.600	87.600
TBS	506.045	519.024	87.600	87.600
TV ASAHI (EX or ANB)	528.388	515.634	87.600	87.600
TV TOKYO (TX)	532.756	504.699	87.600	87.600
Total number of minutes	2.550.089	2.582.294	438.000	438.000
Average Number of hours / day	120	119	20	20
Maximum Potential per year in nbr of minutes	525.600	525.600	87.600	87.600
Source	NNN Station			

### Comments:

- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, except for the prime time day part in table 10, as explained in the methodological report. Prime Time in Table 12 is not available.

## 10. Category of advertising by Channel – All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	FUJI TV (CX)	293.749	297.670	986.188,45	1.010.983,27
	NTV	287.481	284.342	1.048.918,70	1.060.391,73
	TBS	285.688	289.436	1.057.769,11	1.084.114,21
	TV ASAHI (EX or ANB)	298.900	296.467	1.122.456,87	1.119.501,61
	TV TOKYO (TX)	277.792	274.807	928.662,18	928.021,26
	<b>TOTAL</b>	<b>1.443.610</b>	<b>1.442.722</b>	<b>5.143.995,31</b>	<b>5.203.012,09</b>
Advertising Spots :	FUJI TV (CX)	218.477	224.154	901.448,24	927.049,36
	NTV	220.192	220.804	968.203,69	981.902,67
	TBS	220.583	224.976	977.703,48	1.003.382,27
	TV ASAHI (EX or ANB)	241.578	241.347	1.044.862,42	1.042.563,73
	TV TOKYO (TX)	206.128	203.783	851.958,14	852.370,24
	<b>TOTAL</b>	<b>1.106.958</b>	<b>1.115.064</b>	<b>4.744.175,96</b>	<b>4.807.268,28</b>
TOTAL Advertising	FUJI TV (CX)	218.477	224.154	901.448,24	927.049,36
	NTV	220.192	220.804	968.203,69	981.902,67
	TBS	220.583	224.976	977.703,48	1.003.382,27
	TV ASAHI (EX or ANB)	241.578	241.347	1.044.862,42	1.042.563,73
	TV TOKYO (TX)	206.128	203.783	851.958,14	852.370,24
	<b>TOTAL</b>	<b>1.106.958</b>	<b>1.115.064</b>	<b>4.744.175,96</b>	<b>4.807.268,28</b>
Sponsoring Spots :	FUJI TV (CX)	75.272	73.516	84.740,21	83.933,91
	NTV	67.289	63.538	80.715,01	78.489,06
	TBS	65.105	64.460	80.065,63	80.731,94
	TV ASAHI (EX or ANB)	57.322	55.120	77.594,45	76.937,88
	TV TOKYO (TX)	71.664	71.024	76.704,04	75.651,02
	<b>TOTAL</b>	<b>336.652</b>	<b>327.658</b>	<b>399.819,35</b>	<b>395.743,81</b>
TOTAL Sponsoring	FUJI TV (CX)	75.272	73.516	84.740,21	83.933,91
	NTV	67.289	63.538	80.715,01	78.489,06
	TBS	65.105	64.460	80.065,63	80.731,94
	TV ASAHI (EX or ANB)	57.322	55.120	77.594,45	76.937,88
	TV TOKYO (TX)	71.664	71.024	76.704,04	75.651,02
	<b>TOTAL</b>	<b>336.652</b>	<b>327.658</b>	<b>399.819,35</b>	<b>395.743,81</b>
TOTAL Teleshopping Spots	FUJI TV (CX)	-	-	-	-
	NTV	-	-	-	-
	TBS	-	-	-	-
	TV ASAHI (EX or ANB)	-	-	-	-
	TV TOKYO (TX)	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques are either nonexistent or not measured  
See chapter 7 on the availability of the figures and/or comments on value definition modes

## 10. Category of advertising by Channel - All day

TAB10b		Sum of Broadcast minutes of each advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		<b>TOTAL</b>	<b>FUJI TV (CX)</b>	86.442	87.978	10,4	10,1
	<b>NTV</b>	84.182	83.861	10,4	9,6	17,3%	16,0%
	<b>TBS</b>	84.834	86.692	10,1	10,0	16,8%	16,7%
	<b>TV ASAHI (EX or ANB)</b>	88.496	88.692	10,0	10,3	16,7%	17,2%
	<b>TV TOKYO (TX)</b>	85.359	84.966	9,6	10,1	16,0%	16,8%
	<b>TOTAL</b>	<b>429.312</b>	<b>432.188</b>	<b>10,1</b>	<b>10,0</b>	<b>100,0%</b>	<b>100,0%</b>
<b>Advertising Spots :</b>	<b>FUJI TV (CX)</b>	58.456	60.092	7,1	6,9	11,8%	11,5%
	<b>NTV</b>	58.374	58.875	7,2	6,8	12,0%	11,3%
	<b>TBS</b>	58.955	60.644	7,0	7,0	11,7%	11,7%
	<b>TV ASAHI (EX or ANB)</b>	63.830	64.259	7,2	7,5	12,1%	12,5%
	<b>TV TOKYO (TX)</b>	59.368	58.893	6,7	7,0	11,1%	11,7%
	<b>TOTAL</b>	<b>298.983</b>	<b>302.763</b>	<b>7,0</b>	<b>7,0</b>	<b>69,6%</b>	<b>70,1%</b>
<b>TOTAL Advertising</b>	<b>FUJI TV (CX)</b>	58.456	60.092	7,1	6,9	11,8%	11,5%
	<b>NTV</b>	58.374	58.875	7,2	6,8	12,0%	11,3%
	<b>TBS</b>	58.955	60.644	7,0	7,0	11,7%	11,7%
	<b>TV ASAHI (EX or ANB)</b>	63.830	64.259	7,2	7,5	12,1%	12,5%
	<b>TV TOKYO (TX)</b>	59.368	58.893	6,7	7,0	11,1%	11,7%
	<b>TOTAL</b>	<b>298.983</b>	<b>302.763</b>	<b>7,0</b>	<b>7,0</b>	<b>69,6%</b>	<b>70,1%</b>
<b>Sponsoring Spots :</b>	<b>FUJI TV (CX)</b>	27.986	27.886	3,4	3,2	5,6%	5,4%
	<b>NTV</b>	25.808	24.986	3,2	2,9	5,3%	4,8%
	<b>TBS</b>	25.879	26.048	3,1	3,0	5,1%	5,0%
	<b>TV ASAHI (EX or ANB)</b>	24.666	24.433	2,8	2,8	4,7%	4,7%
	<b>TV TOKYO (TX)</b>	25.991	26.073	2,9	3,1	4,9%	5,2%
	<b>TOTAL</b>	<b>130.330</b>	<b>129.425</b>	<b>3,1</b>	<b>3,0</b>	<b>30,4%</b>	<b>29,9%</b>
<b>TOTAL Sponsoring</b>	<b>FUJI TV (CX)</b>	27.986	27.886	3,4	3,2	5,6%	5,4%
	<b>NTV</b>	25.808	24.986	3,2	2,9	5,3%	4,8%
	<b>TBS</b>	25.879	26.048	3,1	3,0	5,1%	5,0%
	<b>TV ASAHI (EX or ANB)</b>	24.666	24.433	2,8	2,8	4,7%	4,7%
	<b>TV TOKYO (TX)</b>	25.991	26.073	2,9	3,1	4,9%	5,2%
	<b>TOTAL</b>	<b>130.330</b>	<b>129.425</b>	<b>3,1</b>	<b>3,0</b>	<b>30,4%</b>	<b>29,9%</b>
<b>TOTAL Teleshopping Spots</b>	<b>FUJI TV (CX)</b>	-	-	-	-	-	-
	<b>NTV</b>	-	-	-	-	-	-
	<b>TBS</b>	-	-	-	-	-	-
	<b>TV ASAHI (EX or ANB)</b>	-	-	-	-	-	-
	<b>TV TOKYO (TX)</b>	-	-	-	-	-	-
	<b>TOTAL</b>	-	-	-	-	-	-

Note that new adv. or sponsorship techniques either nonexistent or not measured

See chapter 7 on the availability of the figures and/or comments on value definition modes

# 10. Category of advertising by Channel Prime Time

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	FUJI TV (CX)	55.254	55.494	438.705,85	449.457,90
	NTV	56.235	57.425	315.396,56	329.692,20
	TBS	53.574	54.383	304.613,43	310.738,00
	TV ASAHI (EX or ANB)	52.195	51.450	292.576,85	286.220,84
	TV TOKYO (TX)	53.654	53.011	278.763,87	289.019,70
	<b>TOTAL</b>	<b>270.912</b>	<b>271.763</b>	<b>1.630.056,56</b>	<b>1.665.128,64</b>
Advertising Spots :	FUJI TV (CX)	32.227	32.775	401.012,50	412.027,00
	NTV	32.674	34.338	275.711,02	290.658,81
	TBS	31.438	32.126	265.316,77	271.089,32
	TV ASAHI (EX or ANB)	29.999	29.096	254.018,11	246.746,07
	TV TOKYO (TX)	33.563	34.801	243.824,22	256.234,40
	<b>TOTAL</b>	<b>159.901</b>	<b>163.136</b>	<b>1.439.882,62</b>	<b>1.476.755,59</b>
TOTAL Advertising	FUJI TV (CX)	32.227	32.775	401.012,50	412.027,00
	NTV	32.674	34.338	275.711,02	290.658,81
	TBS	31.438	32.126	265.316,77	271.089,32
	TV ASAHI (EX or ANB)	29.999	29.096	254.018,11	246.746,07
	TV TOKYO (TX)	33.563	34.801	243.824,22	256.234,40
	<b>TOTAL</b>	<b>159.901</b>	<b>163.136</b>	<b>1.439.882,62</b>	<b>1.476.755,59</b>
Sponsoring Spots :	FUJI TV (CX)	23.027	22.719	37.693,35	37.430,90
	NTV	23.561	23.087	39.685,54	39.033,39
	TBS	22.136	22.257	39.296,66	39.648,69
	TV ASAHI (EX or ANB)	22.196	22.354	38.558,74	39.474,77
	TV TOKYO (TX)	20.091	18.210	34.939,65	32.785,30
	<b>TOTAL</b>	<b>111.011</b>	<b>108.627</b>	<b>190.173,95</b>	<b>188.373,05</b>
TOTAL Sponsoring	FUJI TV (CX)	23.027	22.719	37.693,35	37.430,90
	NTV	23.561	23.087	39.685,54	39.033,39
	TBS	22.136	22.257	39.296,66	39.648,69
	TV ASAHI (EX or ANB)	22.196	22.354	38.558,74	39.474,77
	TV TOKYO (TX)	20.091	18.210	34.939,65	32.785,30
	<b>TOTAL</b>	<b>111.011</b>	<b>108.627</b>	<b>190.173,95</b>	<b>188.373,05</b>
TOTAL Teleshopping Spots	FUJI TV (CX)	-	-	-	-
	NTV	-	-	-	-
	TBS	-	-	-	-
	TV ASAHI (EX or ANB)	-	-	-	-
	TV TOKYO (TX)	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques are either nonexistent or not measured  
See chapter 7 on the availability of the figures and/or comments on value definition modes



# 10. Category of advertising by Channel Prime Time

TAB10d		Sum of Broadcast minutes of each advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	FUJI TV (CX)	16.476	16.655	11,29	11,41	18,8%	19,0%
	NTV	17.119	17.456	11,73	11,96	19,5%	19,9%
	TBS	16.820	17.079	11,52	11,70	19,2%	19,5%
	TV ASAHI (EX or ANB)	16.219	16.175	11,11	11,08	18,5%	18,5%
	TV TOKYO (TX)	16.383	16.391	11,22	11,23	18,7%	18,7%
	TOTAL	83.017	83.756	11,37	11,47	100,0%	100,0%
Advertising Spots :	FUJI TV (CX)	8.580	8.816	5,9	6,0	9,8%	10,1%
	NTV	8.764	9.240	6,0	6,3	10,0%	10,5%
	TBS	8.434	8.618	5,8	5,9	9,6%	9,8%
	TV ASAHI (EX or ANB)	8.075	7.844	5,5	5,4	9,2%	9,0%
	TV TOKYO (TX)	9.043	9.503	6,2	6,5	10,3%	10,8%
	TOTAL	42.896	44.019	5,9	6,0	51,7%	52,6%
TOTAL Advertising	FUJI TV (CX)	8.580	8.816	5,88	6,04	9,8%	10,1%
	NTV	8.764	9.240	6,00	6,33	10,0%	10,5%
	TBS	8.434	8.618	5,78	5,90	9,6%	9,8%
	TV ASAHI (EX or ANB)	8.075	7.844	5,53	5,37	9,2%	9,0%
	TV TOKYO (TX)	9.043	9.503	6,19	6,51	10,3%	10,8%
	TOTAL	42.896	44.019	5,88	6,03	51,7%	52,6%
Advertising Spots linked with sponsoring:	FUJI TV (CX)	7.896	7.839	5,4	5,4	9,0%	8,9%
	NTV	8.354	8.217	5,7	5,6	9,5%	9,4%
	TBS	8.386	8.461	5,7	5,8	9,6%	9,7%
	TV ASAHI (EX or ANB)	8.144	8.331	5,6	5,7	9,3%	9,5%
	TV TOKYO (TX)	7.341	6.889	5,0	4,7	8,4%	7,9%
	TOTAL	40.121	39.737	5,5	5,4	48,3%	47,4%
TOTAL Sponsoring	FUJI TV (CX)	7.896	7.839	5,4	5,4	9,0%	8,9%
	NTV	8.354	8.217	5,7	5,6	9,5%	9,4%
	TBS	8.386	8.461	5,7	5,8	9,6%	9,7%
	TV ASAHI (EX or ANB)	8.144	8.331	5,6	5,7	9,3%	9,5%
	TV TOKYO (TX)	7.341	6.889	5,0	4,7	8,4%	7,9%
	TOTAL	40.121	39.737	5,5	5,4	48,3%	47,4%
TOTAL Teleshopping Spots	FUJI TV (CX)	-	-	-	-	-	-
	NTV	-	-	-	-	-	-
	TBS	-	-	-	-	-	-
	TV ASAHI (EX or ANB)	-	-	-	-	-	-
	TV TOKYO (TX)	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or not measured

See chapter 7 on the availability of the figures and/or comments on value definition modes



### III. Programmes

## 11. Duration - Breakdown of Programme types

**Channels covered:** NTV, TBS, FUJI TV (CX), TV ASAHI (EX or ANB), TV Tokyo (TX)

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Children, educational programmes, cartoons	2,9%	3,2%
Documentary	4,0%	3,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	21,8%	20,5%
Film, TV Films and Mini Series (TV films in several episodes)	2,7%	2,8%
Information (News, Flash and Info Magazines)	11,2%	10,6%
Other Magazines	24,4%	24,5%
Political, Religious, Philosophical, Unions programmes	0,4%	0,3%
Series and Soap	7,7%	9,4%
Sports	5,6%	5,9%
Teleshopping (excl. of spots and ad formats)	1,2%	1,6%
Advertising (excl. teleshopping programme and channel self-promotion)	16,8%	16,7%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	0,0%	0,0%
Others (1)	0,6%	0,5%
	99%	99%

Total number of minutes in the year	<b>2.538.210</b>	<b>2.579.502</b>
Total number of hours in the year	<b>42.303,49</b>	<b>42.991,70</b>
Cumulative nbr of hours in an average day	<b>116</b>	<b>118</b>
Sources:	<b>Carat Estimations</b>	<b>Carat Estimations</b>

Please, precise the category of Reality TV :	<b>Entertainment</b>
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### Comments:

- Programme time includes advertising. Therefore, the proportion of advertising in the typology of programmes was estimated and based on table 10.
- Prime time figures are not available
- Split of advertising by type of programme is not available

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	FUJI TV (CX)	1,8%	2,8%	-	-
	NTV	1,9%	1,7%	-	-
	TBS	1,1%	0,9%	-	-
	TV ASAHI (EX or ANB)	2,0%	2,1%	-	-
	TV Tokyo (TX)	7,5%	8,3%	-	-
	<b>Total</b>	<b>2,9%</b>	<b>3,2%</b>	-	-
Documentary	FUJI TV (CX)	2,5%	1,9%	-	-
	NTV	2,7%	2,9%	-	-
	TBS	4,0%	2,8%	-	-
	TV ASAHI (EX or ANB)	3,9%	3,6%	-	-
	TV Tokyo (TX)	6,8%	7,1%	-	-
	<b>Total</b>	<b>4,0%</b>	<b>3,6%</b>	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	FUJI TV (CX)	28,5%	27,7%	-	-
	NTV	22,6%	25,6%	-	-
	TBS	20,2%	18,0%	-	-
	TV ASAHI (EX or ANB)	18,2%	15,8%	-	-
	TV Tokyo (TX)	19,9%	15,5%	-	-
	<b>Total</b>	<b>21,8%</b>	<b>20,6%</b>	-	-
Film, TV Films and Mini Series	FUJI TV (CX)	1,1%	2,0%	-	-
	NTV	3,0%	2,6%	-	-
	TBS	1,1%	1,0%	-	-
	TV ASAHI (EX or ANB)	1,4%	2,0%	-	-
	TV Tokyo (TX)	6,9%	6,7%	-	-
	<b>Total</b>	<b>2,7%</b>	<b>2,8%</b>	-	-
Information (News, Flash and Info Magazines)	FUJI TV (CX)	14,1%	10,8%	-	-
	NTV	14,2%	15,8%	-	-
	TBS	10,4%	9,2%	-	-
	TV ASAHI (EX or ANB)	10,5%	9,7%	-	-
	TV Tokyo (TX)	7,4%	7,3%	-	-
	<b>Total</b>	<b>11,2%</b>	<b>10,6%</b>	-	-
Other Magazines	FUJI TV (CX)	21,2%	22,7%	-	-
	NTV	26,4%	25,0%	-	-
	TBS	27,1%	26,2%	-	-
	TV ASAHI (EX or ANB)	25,7%	27,5%	-	-
	TV Tokyo (TX)	21,8%	21,3%	-	-
	<b>Total</b>	<b>24,4%</b>	<b>24,5%</b>	-	-
Political, Religious, Philosophical, Unions programmes	FUJI TV (CX)	1,1%	1,0%	-	-
	NTV	0,8%	0,5%	-	-
	TBS	0,0%	0,0%	-	-
	TV ASAHI (EX or ANB)	0,3%	0,3%	-	-
	TV Tokyo (TX)	0,1%	0,0%	-	-
	<b>Total</b>	<b>0,4%</b>	<b>0,4%</b>	-	-

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	FUJI TV (CX)	6,2%	7,9%	-	-
	NTV	4,2%	3,7%	-	-
	TBS	10,7%	16,5%	-	-
	TV ASAHI (EX or ANB)	11,5%	12,0%	-	-
	TV Tokyo (TX)	5,4%	6,8%	-	-
	<b>Total</b>	<b>7,7%</b>	<b>9,4%</b>	-	-
Sports	FUJI TV (CX)	4,9%	5,6%	-	-
	NTV	4,8%	5,0%	-	-
	TBS	4,8%	6,0%	-	-
	TV ASAHI (EX or ANB)	7,7%	7,3%	-	-
	TV Tokyo (TX)	6,0%	5,8%	-	-
	<b>Total</b>	<b>5,6%</b>	<b>5,9%</b>	-	-
Teleshopping (excl. of spots and adv. formats)	FUJI TV (CX)	0,0%	0,3%	-	-
	NTV	0,5%	0,9%	-	-
	TBS	1,9%	1,5%	-	-
	TV ASAHI (EX or ANB)	1,7%	2,1%	-	-
	TV Tokyo (TX)	1,7%	3,1%	-	-
	<b>Total</b>	<b>1,2%</b>	<b>1,6%</b>	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	FUJI TV (CX)	17,4%	16,9%		
	NTV	17,3%	16,0%		
	TBS	16,8%	16,7%		
	TV ASAHI (EX or ANB)	16,7%	17,2%		
	TV Tokyo (TX)	16,0%	16,8%		
	<b>Total</b>	<b>16,8%</b>	<b>16,7%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	FUJI TV (CX)	0,0%	0,0%		
	NTV	0,0%	0,0%		
	TBS	0,0%	0,0%		
	TV ASAHI (EX or ANB)	0,0%	0,0%		
	TV Tokyo (TX)	0,0%	0,0%		
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>		
Others	FUJI TV (CX)	0,1%	0,1%	-	-
	NTV	0,3%	0,2%	-	-
	TBS	1,3%	1,0%	-	-
	TV ASAHI (EX or ANB)	0,6%	0,8%	-	-
	TV Tokyo (TX)	0,6%	0,6%	-	-
	<b>Total</b>	<b>0,6%</b>	<b>0,5%</b>	-	-
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	<b>FUJI TV (CX)</b>	<b>99,0%</b>	<b>99,8%</b>	-	-
	<b>NTV</b>	<b>98,8%</b>	<b>100,0%</b>	-	-
	<b>TBS</b>	<b>99,4%</b>	<b>99,8%</b>	-	-
	<b>TV ASAHI (EX or ANB)</b>	<b>100,1%</b>	<b>100,4%</b>	-	-
	<b>TV Tokyo (TX)</b>	<b>100,2%</b>	<b>99,3%</b>	-	-
	<b>Total</b>	<b>99,5%</b>	<b>99,9%</b>	-	-



## IV. Specific products

## 13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	NTV	1.482,5	1.428,8	20,7%	20,9%
	TBS	1.627,8	1.563,5	22,8%	22,9%
	FUJI TV (CX)	1.531,8	1.459,5	21,4%	21,4%
	TV ASAHI (EX or ANB)	1.586,8	1.479,0	22,2%	21,7%
	TV Tokyo (TX)	916,3	892,5	12,8%	13,1%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>7.145,0</b>	<b>6.823,3</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	NTV	124,5	27,3	21,1%	13,0%
	TBS	125,5	48,5	21,3%	23,2%
	FUJI TV (CX)	167,5	51,8	28,4%	24,8%
	TV ASAHI (EX or ANB)	125,0	51,3	21,2%	24,5%
	TV Tokyo (TX)	47,3	30,3	8,0%	14,5%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>589,8</b>	<b>209,0</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	NTV	1.233,0	1.194,3	18,4%	19,5%
	TBS	1.472,5	948,3	22,0%	15,5%
	FUJI TV (CX)	1.341,0	1.453,8	20,0%	23,7%
	TV ASAHI (EX or ANB)	1.897,0	1.851,8	28,3%	30,2%
	TV Tokyo (TX)	753,0	680,8	11,2%	11,1%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>6.696,5</b>	<b>6.128,8</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	NTV	8.269,3	8.087,8	18,4%	18,0%
	TBS	7.838,3	7.832,0	17,5%	17,4%
	FUJI TV (CX)	8.168,8	9.180,3	18,2%	20,4%
	TV ASAHI (EX or ANB)	8.408,5	8.431,0	18,8%	18,7%
	TV Tokyo (TX)	12.145,8	11.469,5	27,1%	25,5%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>44.830,5</b>	<b>45.000,5</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	NTV	1.058,8	1.169,8	6,7%	18,0%
	TBS	1.797,8	1.948,8	11,3%	30,0%
	FUJI TV (CX)	5.935,8	1.848,8	37,3%	28,5%
	TV ASAHI (EX or ANB)	5.935,8	838,8	37,3%	12,9%
	TV Tokyo (TX)	1.192,8	686,0	7,5%	10,6%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>15.920,8</b>	<b>6.492,0</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	NTV	3.486,5	3.501,8	20,0%	20,7%
	TBS	4.445,3	4.788,0	25,5%	28,4%
	FUJI TV (CX)	2.631,3	5.194,5	15,1%	30,8%
	TV ASAHI (EX or ANB)	5.305,5	2.225,8	30,4%	13,2%
	TV Tokyo (TX)	1.586,3	1.171,5	9,1%	6,9%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>17.454,8</b>	<b>16.881,5</b>	<b>100,0%</b>	<b>100,0%</b>



## 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	NTV	17.492,8	16.092,8	20,6%	19,2%
	TBS	17.387,3	16.385,8	20,4%	19,5%
	FUJI TV (CX)	16.777,8	14.921,8	19,7%	17,8%
	TV ASAHI (EX or ANB)	14.436,3	17.597,3	17,0%	21,0%
	TV Tokyo (TX)	18.983,3	18.896,0	22,3%	22,5%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>85.077,3</b>	<b>83.893,5</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	NTV	7.297,5	6.221,8	23,5%	21,0%
	TBS	6.393,3	6.648,0	20,6%	22,5%
	FUJI TV (CX)	7.467,0	5.330,0	24,1%	18,0%
	TV ASAHI (EX or ANB)	5.361,5	7.038,8	17,3%	23,8%
	TV Tokyo (TX)	4.505,3	4.357,5	14,5%	14,7%
	NHK	0,0	0,0	0,0%	0,0%
	NHK-ED	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>31.024,5</b>	<b>29.596,0</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	NTV	Forbidden			
	TBS				
	FUJI TV (CX)				
	TV ASAHI (EX or ANB)				
	TV Tokyo (TX)				
	NHK				
	NHK-ED				
<b>TOTAL</b>					

## 13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	NTV	5.502	5.412	20,6%	21,0%
	TBS	5.962	5.830	22,4%	22,6%
	FUJI TV (CX)	5.686	5.394	21,3%	20,9%
	TV ASAHI (EX or ANB)	6.053	5.755	22,7%	22,3%
	TV Tokyo (TX)	3.466	3.368	13,0%	13,1%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>26.669</b>	<b>25.759</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	NTV	498	109	21,3%	13,3%
	TBS	502	194	21,5%	23,6%
	FUJI TV (CX)	649	207	27,8%	25,2%
	TV ASAHI (EX or ANB)	500	191	21,4%	23,2%
	TV Tokyo (TX)	189	121	8,1%	14,7%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>2.338</b>	<b>822</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	NTV	4.656	4.448	18,5%	19,4%
	TBS	5.494	3.437	21,8%	15,0%
	FUJI TV (CX)	5.056	5.472	20,1%	23,9%
	TV ASAHI (EX or ANB)	7.158	7.085	28,5%	30,9%
	TV Tokyo (TX)	2.783	2.475	11,1%	10,8%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>25.147</b>	<b>22.917</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	NTV	30.705	30.266	18,7%	18,2%
	TBS	28.983	29.059	17,6%	17,5%
	FUJI TV (CX)	30.199	33.905	18,4%	20,4%
	TV ASAHI (EX or ANB)	30.895	31.433	18,8%	19,0%
	TV Tokyo (TX)	43.638	41.179	26,5%	24,8%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>164.420</b>	<b>165.842</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	NTV	3.469	3.705	18,0%	18,1%
	TBS	5.911	5.847	30,7%	28,5%
	FUJI TV (CX)	1.976	5.909	10,3%	28,8%
	TV ASAHI (EX or ANB)	5.978	2.768	31,1%	13,5%
	TV Tokyo (TX)	1.891	2.288	9,8%	11,2%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>19.225</b>	<b>20.517</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	NTV	12.017	12.099	20,3%	21,4%
	TBS	14.860	15.655	25,1%	27,7%
	FUJI TV (CX)	8.869	17.588	15,0%	31,1%
	TV ASAHI (EX or ANB)	18.079	7.288	30,5%	12,9%
	TV Tokyo (TX)	5.433	3.871	9,2%	6,9%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>59.258</b>	<b>56.501</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	NTV	63.031	56.965	19,9%	18,3%
	TBS	64.955	60.588	20,5%	19,5%
	FUJI TV (CX)	63.143	54.461	19,9%	17,5%
	TV ASAHI (EX or ANB)	53.038	65.791	16,7%	21,2%
	TV Tokyo (TX)	73.346	72.808	23,1%	23,4%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>317.513</b>	<b>310.613</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	NTV	27.332	23.215	23,3%	20,7%
	TBS	24.116	25.325	20,5%	22,5%
	FUJI TV (CX)	28.992	19.594	24,7%	17,4%
	TV ASAHI (EX or ANB)	19.612	27.379	16,7%	24,4%
	TV Tokyo (TX)	17.481	16.847	14,9%	15,0%
	NHK	0	0	0,0%	0,0%
	NHK-ED	0	0	0,0%	0,0%
	<b>TOTAL</b>	<b>117.533</b>	<b>112.360</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	NTV TBS FUJI TV (CX) TV ASAHI (EX or ANB) TV Tokyo (TX) NHK NHK-ED	Forbidden			

## 13. Advertising for Specific Products by Channel

TAB13g ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	NTV	22.720,45	23.387,12	21,2%	23,0%
	TBS	23.258,62	21.545,29	21,7%	21,2%
	FUJI TV (CX)	21.360,24	18.986,86	19,9%	18,7%
	TV ASAHI (EX or ANB)	27.545,70	25.874,05	25,7%	25,5%
	TV Tokyo (TX)	12.474,94	11.839,14	11,6%	11,6%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>107.359,96</b>	<b>101.632,45</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	NTV	2.269,67	509,18	23,1%	16,0%
	TBS	2.135,54	688,67	21,7%	21,7%
	FUJI TV (CX)	2.651,56	640,53	26,9%	20,2%
	TV ASAHI (EX or ANB)	2.062,55	883,63	21,0%	27,8%
	TV Tokyo (TX)	725,62	455,03	7,4%	14,3%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>9.844,93</b>	<b>3.177,03</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	NTV	20.351,57	19.814,53	19,8%	20,6%
	TBS	21.996,04	14.646,68	21,4%	15,3%
	FUJI TV (CX)	19.730,05	21.060,37	19,2%	21,9%
	TV ASAHI (EX or ANB)	31.060,23	31.734,71	30,2%	33,1%
	TV Tokyo (TX)	9.553,17	8.739,31	9,3%	9,1%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>102.691,06</b>	<b>95.995,60</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13h ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	NTV	113.573,28	115.218,87	21,7%	21,4%
	TBS	99.748,05	104.529,14	19,1%	19,4%
	FUJI TV (CX)	102.336,82	109.495,20	19,6%	20,3%
	TV ASAHI (EX or ANB)	97.811,97	107.482,74	18,7%	20,0%
	TV Tokyo (TX)	108.813,14	101.561,56	20,8%	18,9%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>522.283,25</b>	<b>538.287,51</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	NTV	11.672,34	12.868,23	7,3%	20,8%
	TBS	16.053,68	15.233,96	10,1%	24,6%
	FUJI TV (CX)	60.136,93	16.137,86	37,7%	26,0%
	TV ASAHI (EX or ANB)	60.136,93	9.619,18	37,7%	15,5%
	TV Tokyo (TX)	11.684,81	8.151,20	7,3%	13,1%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>159.684,68</b>	<b>62.010,45</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	NTV	47.900,73	47.821,73	21,1%	22,2%
	TBS	59.502,63	62.045,67	26,3%	28,8%
	FUJI TV (CX)	37.515,75	59.520,88	16,6%	27,6%
	TV ASAHI (EX or ANB)	61.366,39	29.920,59	27,1%	13,9%
	TV Tokyo (TX)	20.333,33	16.305,26	9,0%	7,6%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>226.618,83</b>	<b>215.614,13</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13i ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	NTV	218.032,05	205.785,11	19,8%	18,7%
	TBS	230.814,22	220.003,12	20,9%	20,0%
	FUJI TV (CX)	234.586,27	179.660,75	21,3%	16,4%
	TV ASAHI (EX or ANB)	170.719,05	240.357,55	15,5%	21,9%
	TV Tokyo (TX)	248.945,39	251.849,43	22,6%	22,9%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>1.103.096,96</b>	<b>1.097.655,97</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	NTV	78.020,56	75.340,32	20,0%	20,0%
	TBS	87.105,04	88.500,54	22,3%	23,5%
	FUJI TV (CX)	109.894,51	59.922,97	28,1%	15,9%
	TV ASAHI (EX or ANB)	59.259,08	100.870,41	15,2%	26,8%
	TV Tokyo (TX)	56.747,59	51.475,12	14,5%	13,7%
	NHK	0,00	0,00	0,0%	0,0%
	NHK-ED	0,00	0,00	0,0%	0,0%
	<b>TOTAL</b>	<b>391.026,77</b>	<b>376.109,36</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	NTV	Forbidden			
	TBS				
	FUJI TV (CX)				
	TV ASAHI (EX or ANB)				
	TV Tokyo (TX)				
	NHK				
NHK-ED					
	<b>TOTAL</b>				

## Comments about Specific products

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- A number of brands cover spirits: sake, shochu, whisky, liquor.
- A number of brands cover children – oriented advertising: ice cream, sorbet, cake, doughnuts, crackers, cookies, candy, toffee, candy bars, chocolate, chewing gum, snacks, potato chips, pudding, jelly, juice, coke, soda, yoghurt, drinking yoghurt, medicine for children, school uniforms, children's clothes, handbooks for students, pens, pencils, markers, notebooks, sporting goods, dolls, toys, TV games, schools, kindergarten, nursery school.
- They are no limitations on the creative expression of advertising for alcoholic beverages. Many ads are similar to ads for soft drinks, as a result of which kids cannot distinguish whether the advertising product is an alcoholic beverage or a soft drink.