

## Section 4 Broadcasting Sector

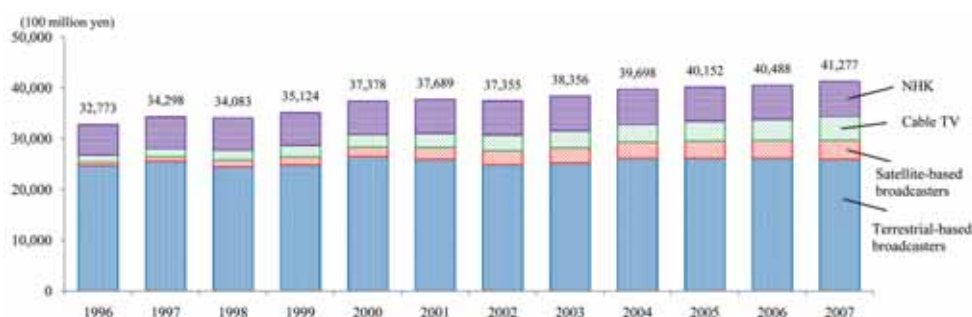
### 1. Broadcasting market

Total sales in the broadcasting sector, including revenue from broadcasting and non-broadcasting business activities, showed an increase for the fourth consecutive year, reflecting an increase in the number of pay-TV subscribers, marking 4.1277 trillion yen (a year-on-year increase of 1.9%) (figure 4-7).

### 2. Status of broadcasting media uses

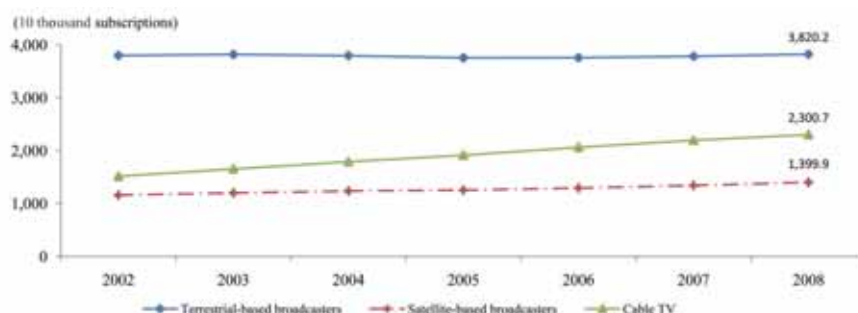
The total number of subscriptions to broadcasting services increased from last year, and in FY 2008 the number of subscriptions to terrestrial broadcasting services<sup>57</sup> was 38.2 million, to satellite<sup>58</sup> 23.01 million and to cable TV<sup>59</sup> 14 million (figure 4-8).

Figure 4-7 Changes in the market size of broadcasting industries



Compiled from materials provided by the Ministry of Internal Affairs and the NHK yearbook of respective years

Figure 4-8 The number of subscriptions to broadcasting services



Compiled from materials provided by Japan Cable Laboratories, NHK, and the Ministry of Internal Affairs and Communications

<sup>57</sup> The number of subscriptions to NHK (terrestrial broadcast) is the number of subscription to all forms of NHK services

<sup>58</sup> The number of subscriptions to satellite is the number of subscriptions to NHK's satellite services

<sup>59</sup> The number of subscriptions to cable TV is the number of subscriptions to authorized facilities that provide independent broadcasting services