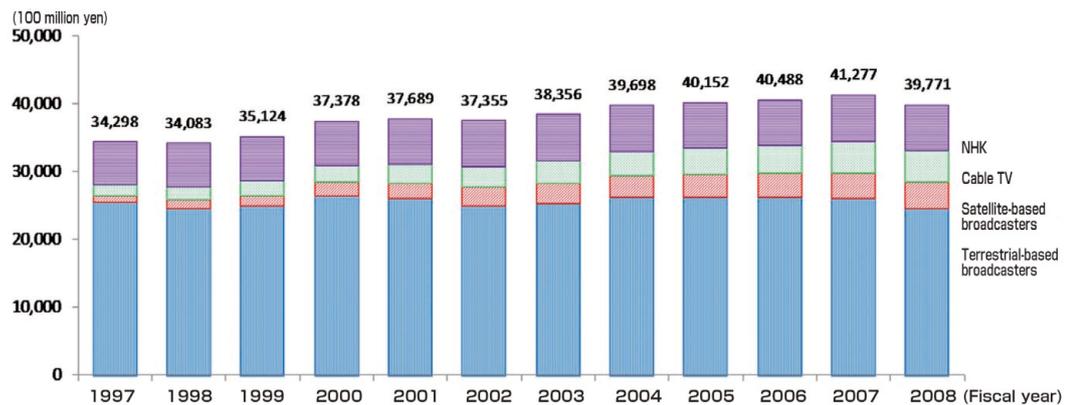


## Section 4 Broadcasting Sector

### 1. Broadcasting market

Total sales in the broadcasting sector, including revenue from broadcasting and non-broadcasting business activities, had been increasing for four consecutive years, reflecting an increase in the number of pay-TV subscribers. However, fiscal 2008 saw sales fall to 3.9771 trillion yen (a year-on-year decrease of 3.6%) (figure 4-7).

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



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

### 2. Status of broadcasting media uses

Looking at the total number of subscriptions to broadcasting services, in FY 2008 the number of subscriptions to terrestrial broadcasting services<sup>30</sup> was 38.2 million, to NHK-BS satellite<sup>31</sup> 14 million, and to cable TELEVISION<sup>32</sup> 23.1 million (figure 4-8).

**Figure 4-8 The number of subscriptions to broadcasting services**



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

<sup>30</sup> Number of terrestrial broadcast (NHK) subscribers is equivalent to the total number of full NHK reception contracts

<sup>31</sup> Number of NHK-BS subscribers is equivalent to the number of NHK satellite TV subscriptions

<sup>32</sup> Number of cable TV subscribers is equivalent to the number of contracts for licensed facilities conducting voluntary broadcasts