Section 3 Trends in the Broadcasting and Content Sectors

1. Broadcasting

(1) Size of the broadcasting market

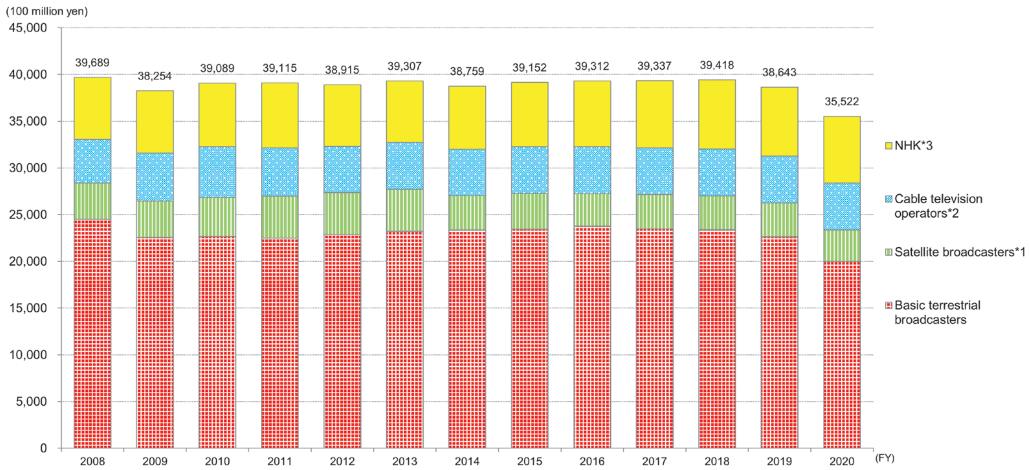
i Sales of broadcasters

In Japan, broadcasting is operated by NHK based on subscription fee income and private broadcasters based on advertising revenue or broadcast fee. In addition, the Open University of Japan operates broadcasting for education.

Total sales of all broadcasters including broadcasting business income and other income decreased to 3.5522 trillion yen (8.1% decrease year-on-year) in fiscal 2020.

In detail, total sales of private basic terrestrial television broadcasters were 1.9993 trillion yen (11.7% decrease year-on-year), total sales of private satellite broadcasters were 338.6 billion yen (6.5% decrease year-on-year), total sales of cable television operators were 500.6 billion yen (almost unchanged from the previous year) and ordinary business income of NHK was 713.7 billion yen (3.2% decrease year-on-year) (**Figure 3-3-1-1**).

Figure 3-3-1-1 Changes in and breakdown of the size of the broadcasting sector market (total sales)



FY			2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Private broadcasters	Basic terrestrial broadcasters		24,493	22,574	22,655	22,502	22,870	23,216	23,375	23,461	23,773	23,471	23,396	22,640	19,993
		(community broadcasters of the above*4)	150	123	116	120	115	124	127	126	136	136	143	145	130
	Satellite broadcasters*1		3,905	3,887	4,185	4,490	4,510	4,491	3,661	3,809	3,463	3,697	3,619	3,623	3,386
	Cable television operators*2		4,667	5,134	5,437	5,177	4,931	5,030	4,975	5,003	5,031	4,992	5,030	5,008	5,006
NHK*3			6,624	6,659	6,812	6,946	6,604	6,570	6,748	6,879	7,045	7,177	7,373	7,372	7,137
Total			39,689	38,254	39,089	39,115	38,915	39,307	38,759	39,152	39,312	39,337	39,418	38,643	35,522

*1 Business income pertaining to satellite broadcasting is counted.
*2 Up to fiscal 2010: corporations for profit that had facilities that were approved under the former Cable Television Broadcasting Act and conducted independent broadcasting (including facilities registered under the Act on Broadcast on Telecommunications Services and with broadcasting method equivalent to the said facilities) are counted. From fiscal 2011: registered general commercial broadcasters conducting independent broadcasting using wire telecommunication equipment (excluding business operators using IP multicast method in either case) are counted.
*3 The values of NHK are ordinary business income.
*4 Excluding community broadcasters combining cable television business, etc.

(Source) Prepared from MIC "Income and Expenditure of Private Broadcasters" of each fiscal year and NHK financial statements for each fiscal year

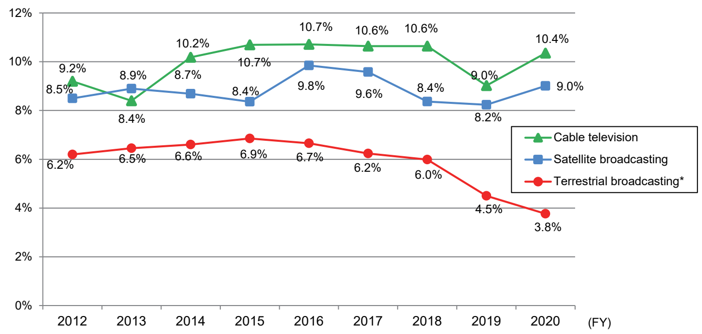
Advertising expenditures of basic terrestrial broadcasters was 1.829 trillion yen. In detail, 1.7184 trillion yen pertaining to terrestrial television broadcasting and 110.6 billion yen pertaining to radio broadcasting.[37]

ii Financial status of private broadcasters

Private basic terrestrial broadcasters (operating profit on sales was 3.8% in fiscal 2020), private satellite broadcasters (9.0%) and cable television operators (10.4%) all continued to post profits following fiscal 2019 (**Figure 3-3-1-2**).

[37] For the entire advertising market, see Chapter 3, Section 3-2 "2 Advertisement".

Figure 3-3-1-2 Changes in operating profits on sales of private broadcasters



*Basic terrestrial broadcast excluding community broadcast

(Source) Prepared from MIC, "Income and Expenditure of Private Broadcasters "of each fiscal year, etc.

(2) Number of business operators

At the end of fiscal 2021, breakdown of private broadcasters was: 534 private basic terrestrial broadcasters (including 338 broadcasters conducting community broadcasting) and 42 private satellite broadcasters (**Figure 3-3-1-3**).

Figure 3-3-1-3 Changes in the number of private broadcasters

At the end of fiscal year			2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Terrestrial	Television broadcast (Single operation)	VHF	16	93	93	94	94	98	94	94	95	95	95	96
		UHF	77											
	Radio broadcast (single operation)	Medium -wave (AM) broadcasting	13	13	13	14	14	14	14	14	15	15	15	16
		Ultrashort wave (FM) broadcasting	298	307	319	332	338	350	356	369	377	384	384	388
		Community broadcasting of the above	246	255	268	281	287	299	304	317	325	332	334	338
		Short wave	1	1	1	1	1	1	1	1	1	1	1	1
	Television/radio broadcasting (combined operation)		34	34	34	33	33	33	33	33	32	32	32	31
	Text broadcasting (single operation)		1	1	0	0	0	0	0	0	0	0	0	0
	Multimedia broadcasting				1	1	1	4	4	4	6	6	2	2
	Subtotal		440	449	461	475	481	500	502	515	526	533	529	534
Satellite	Basic satellite broadcasting	BS broadcasting	20	20	20	20	20	20	19	19	22	22	20	22
		110 degrees east longitude CS broadcasting	13	13	22	23	23	23	23	20	20	20	20	20
	General satellite broadcasting		91	82	65	45	7	5	4	4	4	4	4	4
	Subtotal		113	108	92	72	46	44	41	39	41	41	39	42
Cable television	General cable broadcasting pertaining to registration (limited to operators of voluntary broadcasting)	Broadcasting using former authorized facilities (limited to operators of voluntary broadcasting)	502	556	545	539	520	510	508	504	492	471	464	-
		Broadcasting using former cable services	26											
		IP multicast broadcasting of the above	5	5	4	3	3	3	5	5	5	5	5	-
	Subtotal		528	556	545	539	520	510	508	504	492	471	464	-

*1 The number of television broadcasters (single operation) at the end of fiscal 2015 includes five operators conducting basic terrestrial broadcasting for mobile reception (one of them combined basic terrestrial broadcasting)

*2 Regarding satellite broadcasters, BS broadcasting and 110 degrees east longitude CS broadcasting are counted as basic satellite broadcasting, while other satellite broadcasting is counted as general satellite broadcasting based on the Broadcast Act amended and enforced in June 2011.

*3 Because some of the satellite broadcasters combine more than two of "BS broadcasting, "110 degrees east longitude CS broadcasters" and "general satellite broadcasting," sum of the values of the columns does not agree with the value of subtotal. Only operating broadcasters are included in fiscal 2011 and after.

*4 Cable television operators include: former approved facility operators under the former Cable Television Broadcasting Act and registered operators under the former Act on Broadcast on Telecommunications Services up to fiscal 2010, and: registered general broadcasters conducting independent broadcasting using wire telecommunication equipment under the Broadcast Act in fiscal 2011 and after (IP multicast broadcasting is included in former broadcasting using cable service up to fiscal 2010, and; in registered general broadcasters conducting independent broadcasting using wire telecommunications equipment in fiscal 2011 and after)

(Source) Prepared from MIC, "Current State of Cable Television"[38] (only the values of cable television operators)

(3) State of the provision of broadcasting services

i Terrestrial television broadcasting

Nationwide 127 companies (including 31 combined operation) were providing private terrestrial television broadcasting at the end of fiscal 2021.

ii Terrestrial radio broadcasting

Medium-wave (AM) broadcasting service is provided by local private basic terrestrial broadcasters (47 companies at the end of fiscal 2021)

Ultrashort wave (FM) broadcasting is provided by local private basic terrestrial broadcasters (388 companies at the end of fiscal 2021). Of them, 338 are community broadcasters for some districts of a municipality in principle.

Short wave broadcasting was conducted by one private basic terrestrial broadcaster at the end of fiscal 2021.

iii Multimedia broadcasting

V-Low multimedia broadcasting using 99MHz-108MHz spectrum that has become available through the digitali-

[38] https://www.soumu.go.jp/main_content/000504511.pdf

zation of terrestrial television broadcasting is conducted by two private basic broadcasters (as of the end of fiscal 2021).

iv Satellite broadcasting

A Basic satellite broadcasting

BS broadcasting is conducted by NHK, the Open University of Japan and 22 private broadcasters (as of the end of fiscal 2021) by using satellites of the Broadcasting Satellite System Corporation. 110 degrees east longitude CS broadcasting is conducted by 20 private broadcasters (as of the end of fiscal 2021) by using satellites of Sky Perfect JSAT (**Figure 3-3-1-5**).

Since December 2018, new 4K8K satellite broadcasting has been conducted for 18 programs of 10 companies in BS and 110 degrees east longitude CS broadcasting. In the field of dextrorotation BS broadcasting, in March 2022, three companies (BS Yoshimoto Co., LTD., BS Shochiku Tokyu Co., Ltd. and Japanet Broadcasting Co., Ltd.) that were authorized for basic satellite broadcasting in November 2019 opened free channels with diverse themes including regional revitalization

B General satellite broadcasting

General satellite broadcasting is conducted by 4 private broadcasters (as of the end of fiscal 2021) by using satellites of Sky Perfect JSAT Corporation (**Figure 3-3-1-5**).

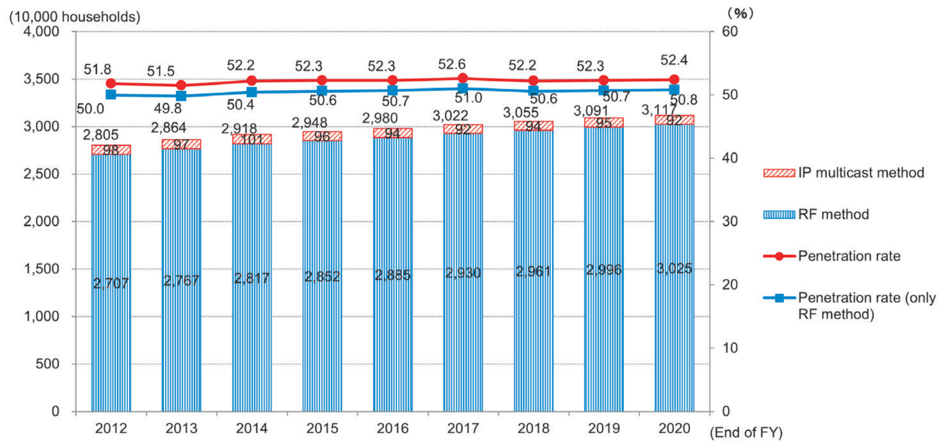
Figure 3-3-1-5 Major satellites used for satellite broadcasting in Japan (at the end of fiscal 2021)

Broadcasting type	Satellites	Orbit (east longitude)	Start of operation
Basic satellite broadcasting	BSAT-3a	110 degrees	Oct. 2007
	BSAT-3b	110 degrees	Jul. 2011
	BSAT-3c/JCSAT-110R	110 degrees	Sep. 2011
	JCSAT-110A	110 degrees	Apr. 2017
	BSAT-4a	110 degrees	Dec. 2018
	BSAT-4b	110 degrees	Sep. 2020
General satellite broadcasting	JCSAT-4B	124 degrees	Aug. 2012
	JCSAT-3A	128 degrees	Mar. 2007

v Cable television

The number of cable television operators was 464 at the end of fiscal 2020. Cable television provides multichannel broadcasting including re-transmission of terrestrial and satellite broadcasting and independent broadcasting channels. The number of the subscribed households receiving service through wire telecommunications equipment (with more than 501 terminals) for independent broadcasting pertaining to registration is approximately 31.17 million and their ratio to all households is approximately 52.4% (**Figure 3-3-1-6**).

Figure 3-3-1-6 Changes in the number and ratio of the subscribed households receiving service through wire telecommunications equipment for independent broadcasting pertaining to registration



*1 Penetration ratio was calculated based on the number of households in the basic resident register.

*2 Number of the subscribed households and penetration ratio of: facilities that were authorized under the former Cable Television Broadcasting Act and conducted independent broadcasting (including facilities registered under the former Act on Broadcast on Telecommunications Services and with broadcasting method equivalent to the said facilities) up to fiscal 2010, and; wire telecommunications equipment for independent broadcasting pertaining to its registration in fiscal 2011 and after

*3 "Number of households" in RF method refers to the total number of households connected to wire telecommunications equipment pertaining to its registration (including the households with radio disturbance)

(Source) Prepared from MIC, "Actual State of Cable Television"[39]

[39] https://www.soumu.go.jp/main_content/000504511.pdf

(4) State of NHK

i State of domestic broadcasting by NHK

At the end of fiscal 2021, the number of domestic NHK broadcasting channels was 9: two channels for terrestrial television broadcasting; three channels for radio broadcasting; and four channels for satellite television broadcasting (**Figure 3-3-1-7**).

Figure 3-3-1-7 Domestic broadcasting by NHK (end of fiscal 2021)

Category			Number of channels
Terrestrial broadcasting	Television broadcasting		2
	Radio broadcasting	Medium-wave (AM) broadcasting	2
		Ultrashort wave (FM) broadcasting	1
Satellite broadcasting (BS broadcasting)	Television broadcasting		4

*1 Number of broadcast waves of radio broadcasting is also listed as channels.
*2 With the end of analog television broadcasting on March 31, 2021, all television broadcasting has moved to digital broadcasting.

ii State of international television/radio broadcasting by NHK

NHK is broadcasting international television/radio programs for overseas Japanese and foreigners almost all over the world (**Figure 3-3-1-8**).

Figure 3-3-1-8 State of international television/radio broadcasting by NHK (as planned in April 2022)

	Television		Radio
	For overseas Japanese	For foreigners	For overseas Japanese and foreigners
Broadcasting hours	Around 5 hours a day	24 hours a day	56 hours 19 minutes in total per day
Budget	21.1 billion yen (FY2022 NHK budget)		5.2 billion yen (same as on the left)
Language	Japanese	English	18 languages
Service area	Almost all over the world		Almost all over the world
Satellites used / Transmission facilities	Foreign satellites, CATV, etc.		Domestic transmitting stations, overseas relay stations, etc.

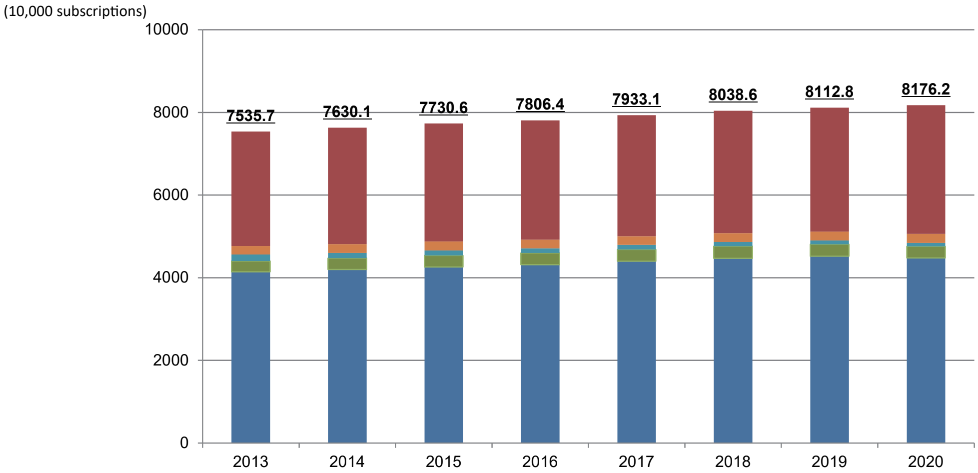
*Hours of international television broadcasting for foreigners include the hours of JIB (Japan International Broadcasting)

(5) Usage status of broadcasting services

i Number of subscribers

In fiscal 2020, the number of subscribers with 110 degrees east longitude CS broadcasting and cable television increased compared with the previous fiscal year, whereas subscribers with other broadcasting services decreased (**Figure 3-3-1-9**).

Figure 3-3-1-9 Number of subscribers with broadcasting services



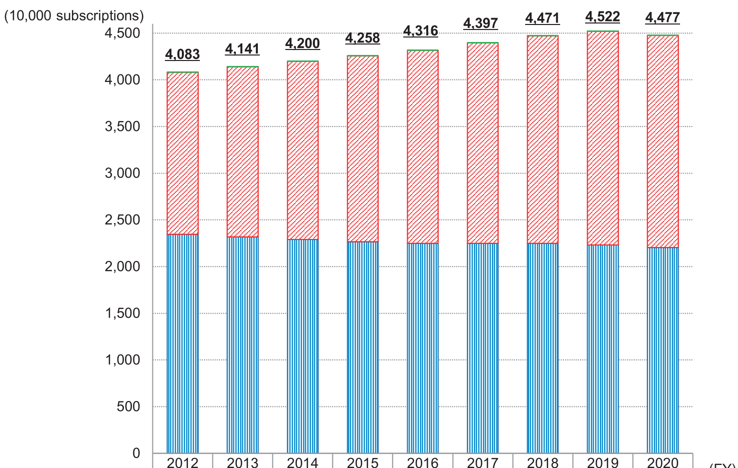
(FY)	2013	2014	2015	2016	2017	2018	2019	2020
Cable television	2,767.0	2,817.0	2,852.0	2,885.0	2,930.3	2,960.7	2,995.9	3,117.1
110 degrees east longitude CS	205.6	212.0	219.5	209.3	208.4	213.7	215.8	218.3
124/128 degrees east longitude CS	157.1	125.4	120.3	114.4	109.4	102.7	93.1	84.4
WOWOW	264.8	275.6	280.5	282.3	287.6	290.1	285.5	279.1
NHK	4,141.2	4,200.1	4,258.3	4,315.4	4,397.4	4,471.4	4,522.5	4,477.3
Satellite contract, etc.	1,823.2	1,911.3	1,993.3	2,066.7	2,147.6	2,221.5	2,289.1	2,274.2

*1 The number of cable television subscribers is the number of the households subscribed: with former facilities that were approved under the former Cable Television Broadcasting Act and conducted independent broadcasting (including facilities registered under the former Act on Broadcast on Telecommunications Services and with broadcasting method equivalent to the said facilities) up to fiscal 2010; and with wire telecommunications equipment for independent broadcasting pertaining to registration in fiscal 2011 and after (excluding IP-multicast broadcasting in either case)
*2 The number of subscribers with 110 degrees east longitude CS is the number of contracts with SKY Perfect!
*3 The number of subscribers with 124/128 degrees east longitude CS is the number of contracts with SKY Perfect! Premium Service
*4 The number of subscribers with WOWOW is the number of contracts with WOWOW.
*5 Number of NHK terrestrial broadcasting is the number of all receiver contracts with NHK.
*6 The number of subscribers with satellite contract, etc. is the number of satellite contracts and special contracts with NHK.
(Source) Prepared from materials of the Japan Electronics and Information Technology Industries Association, the Japan Cable Laboratories, NHK and MIC "Current State of Satellite Broadcasting" and "Current State of Cable TV"

ii Number of receiving contracts with NHK

In fiscal 2020, the number of receiving contracts with NHK was 44.77 million, consisting of about 22.03 terrestrial contracts (ordinary and color), 22.73 million satellite contracts and 10,000 special contracts (**Figure 3-3-1-10**).

Figure 3-3-1-10 Changes in the number of receiving contracts with NHK



	2012	2013	2014	2015	2016	2017	2018	2019	2020 (FY)
Special contract	1	1	1	1	1	1	1	1	1
Satellite contract	1,736	1,822	1,910	1,992	2,066	2,146	2,220	2,288	2,273
Terrestrial contract	2,346	2,318	2,289	2,265	2,249	2,250	2,250	2,233	2,203
Total	4,083	4,141	4,200	4,258	4,316	4,397	4,471	4,522	4,477

(Source) Prepared from NHK material

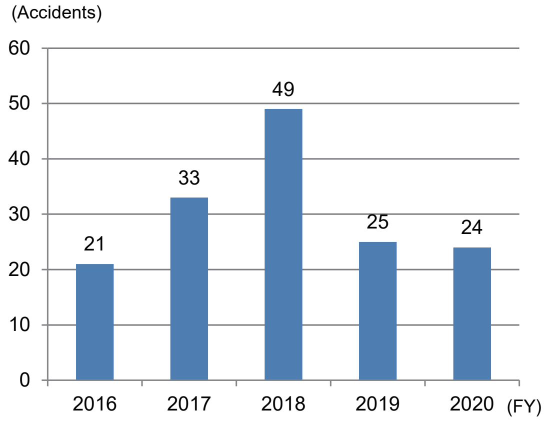
(6) Ensuring of security and reliability of broadcasting equipment

Because broadcasting is of a highly public nature as a means to broadly and instantly transmit information necessary for daily life, including disaster information, high safety and reliability is required from broadcasting equipment.

In fiscal 2020, the number of off-the-air accidents was 384, of which 24 (about 6%) were serious accidents.[40] In the light of these accidents, initiatives to prevent similar accidents have been promoted by sharing the cases in the industry in addition to reliable implementation of recurrence prevention measures by individual business operators (**Figure 3-3-1-11**).

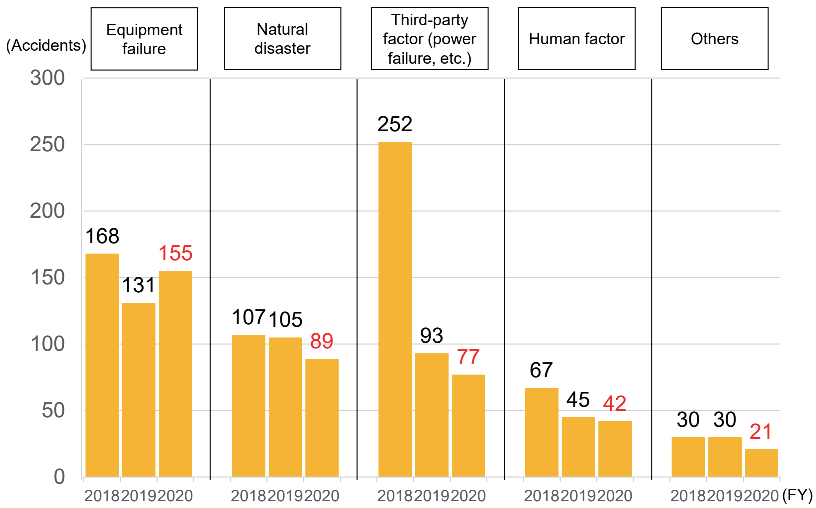
The number of off-the-air accidents of terrestrial/satellite broadcasting was 291, the smallest number since fiscal 2011 when aggregation started. The number of accidents of general cable broadcasting decreased from the number of fiscal 2019, but still higher than the average of the period from fiscal 2016 to 2017. The top cause of the off-the-air accidents in fiscal 2020 was equipment failure followed by natural disaster (**Figure 3-3-1-12**).

Figure 3-3-1-11 Changes in the number of serious accidents*



*Some of the values of the last edition are corrected.
(Source) Prepared from MIC, "Occurrences of off-the-air accidents" (fiscal 2020)[41]

Figure 3-3-1-12 Changes in the number of off-the-air accidents by cause*



*Some of the values of the last edition are corrected.
(Source) Prepared from MIC, "Occurrences of off-the-air accidents" (fiscal 2020)[42]

[40] Accidents falling under the Broadcast Act Articles 113, 122 and 137: "If the suspension of broadcasting caused by the facilities for basic broadcasting or other major accident which is stipulated in the provisions of Order of the Ministry of Internal Affairs and Communications occurs, the approved basic broadcaster must report such matter as well as the reason or cause without delay to the Minister of Internal Affairs and Communications."
[41] https://www.soumu.go.jp/menu_news/s-news/01ryutsu08_02000250.html
[42] https://www.soumu.go.jp/menu_news/s-news/01ryutsu08_02000250.html

2. Content market

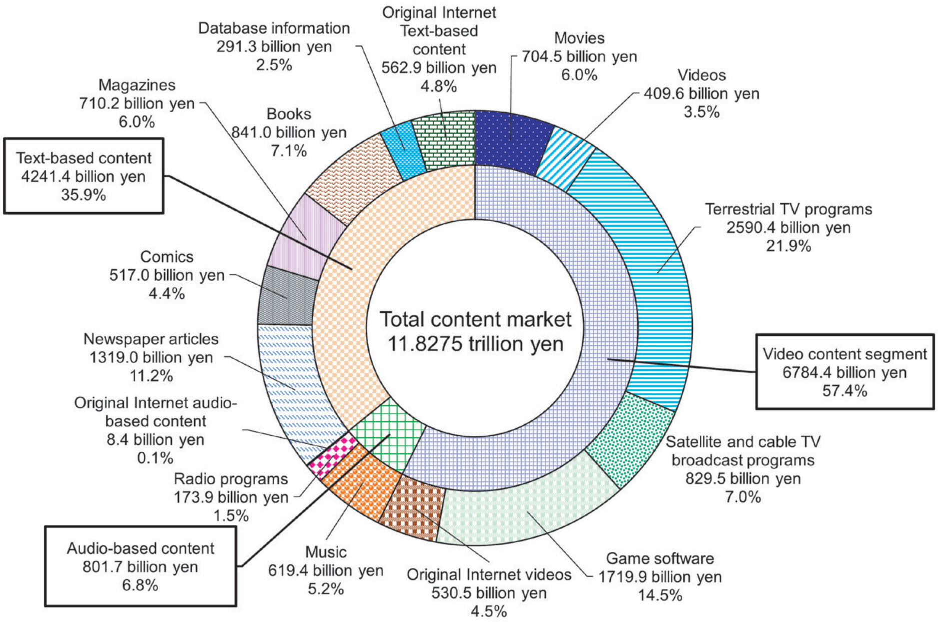
(1) Size of the Japanese content market

i Market overview

The Japanese content market was valued at 11.8275 trillion yen in 2020. By content segment, video-based content accounted for nearly 60% of the market. Text-based content and audio-based content accounted for about 36% and 7% respectively[43] (**Figure 3-3-2-1**).

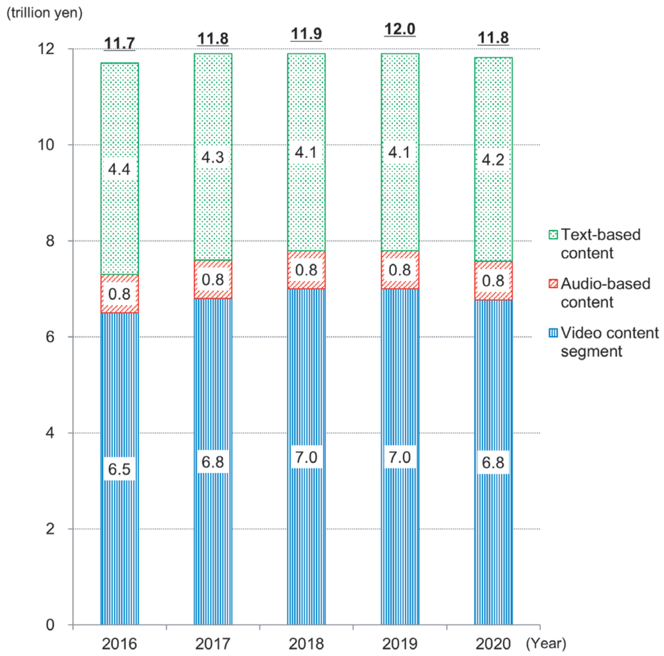
The content market, which had been on the increase in recent years, decreased compared with the previous year. By content segment, video content, which had expanded in recent years, decreased compared with the previous year (**Figure 3-3-2-2**).

Figure 3-3-2-1 Breakdown of Japan's content market (2020)



(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

Figure 3-3-2-2 Changes in the size of the content market of Japan (by content segment)



(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

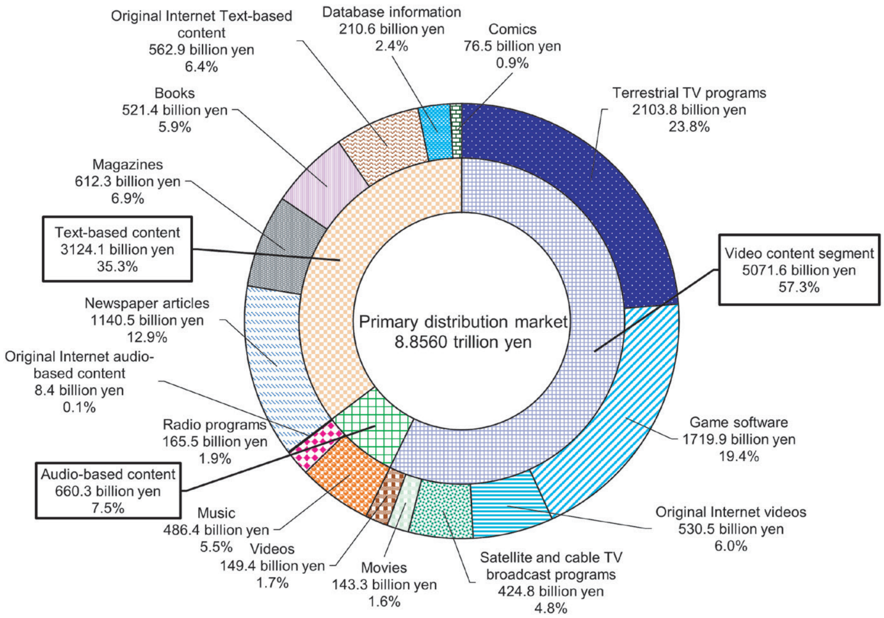
[43] Market size was calculated and analyzed after recounting by distribution stage such as primary distribution and multi-use with focus on the original nature of the content rather than aggregation by media.

ii State of multi-use[44]

In 2020, the primary distribution market was valued at 8.856 trillion yen accounting for about 75% of the entire market. The value is broken down to 5.0716 trillion yen of video-based content, 3.1241 trillion yen of text-based content and 660.3 billion yen of audio-based content (**Figure 3-3-2-3**).

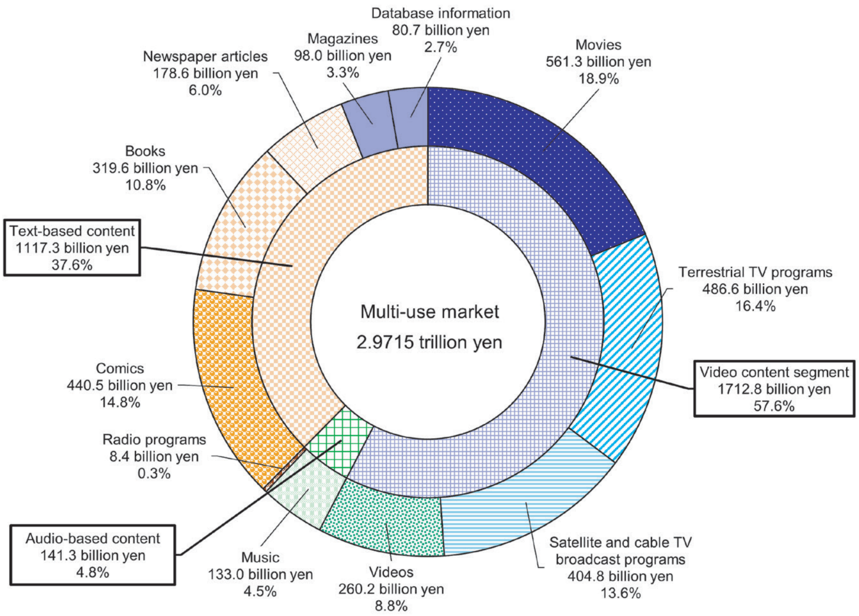
In the same year, the multi-use market was valued at 2.9715 trillion yen accounting for about 25% of the entire market. It is broken down to 1.7128 trillion yen of video-based content, 1.1173 trillion yen of text-based content and 141.3 billion yen of audio-based content (**Figure 3-3-2-4**).

Figure 3-3-2-3 Breakdown of the primary distribution market (2020)



(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

Figure 3-3-2-4 Breakdown of the multi-use market (2020)



(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

iii Communication content market

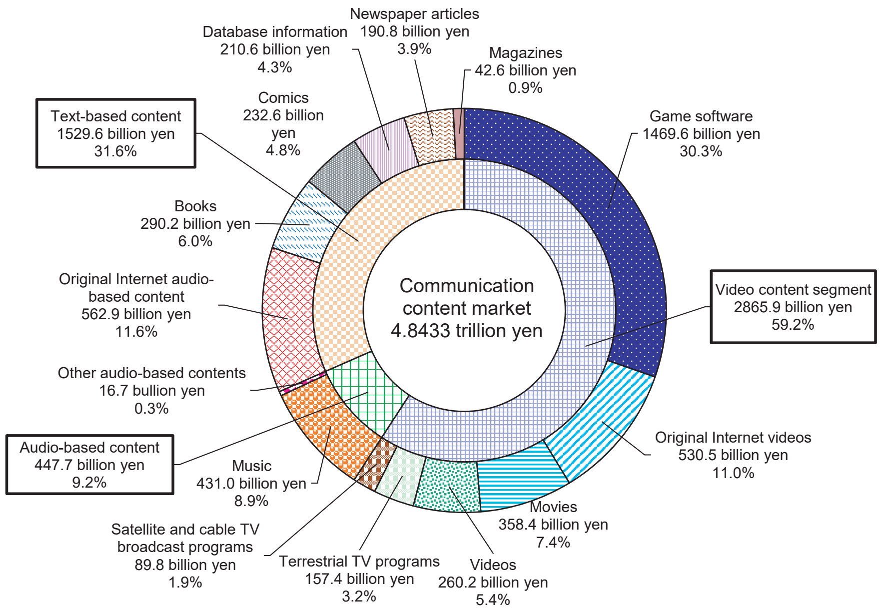
Among the content markets, the market size of communication content for personal computers, mobile phones, etc. via the internet is valued at 4.8433 trillion yen. In composition ratio by content segment, video-based content, text-based content and audio-based content account for

[44] Distribution of software in multiple media in secondary use and after, while maintaining its identical content.

59.2%, 31.6% and 9.2% respectively (**Figure 3-3-2-5**).

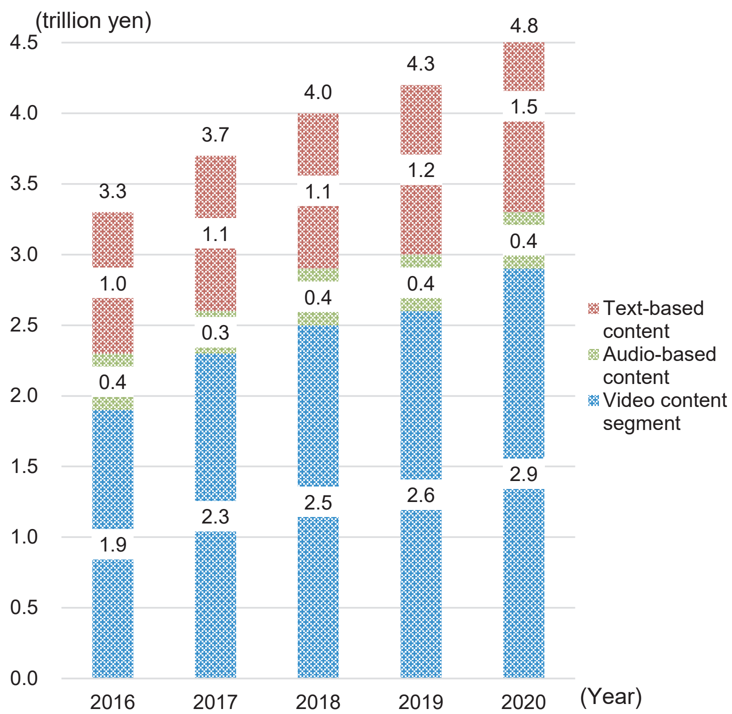
The market size of the communication content has been growing in recent years. By content segment, video content continues to increase due to the growth in movies, net originals, game software, etc., while text-based content is also increasing thanks to the growth in books, comics and original internet content, which contributes to the expansion of the communication content market (**Figure 3-3-2-6**).

Figure 3-3-2-5 Breakdown of the communication content market (2020)



(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

Figure 3-3-2-6 Changes in the market size of communication content (by content segment)

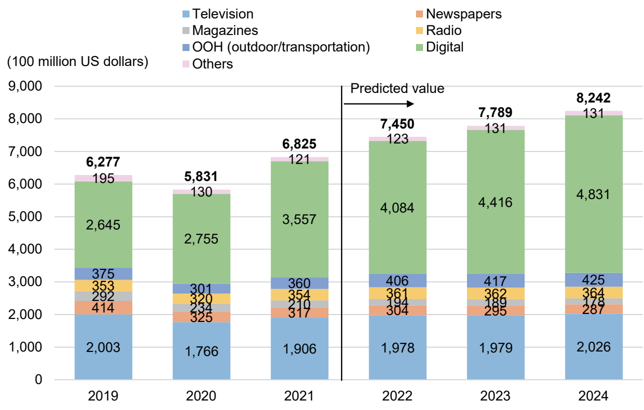


(Source) Institute for Information and Communications Policy, MIC, "Survey on the Production and Distribution of Media Content"

(2) Advertisement

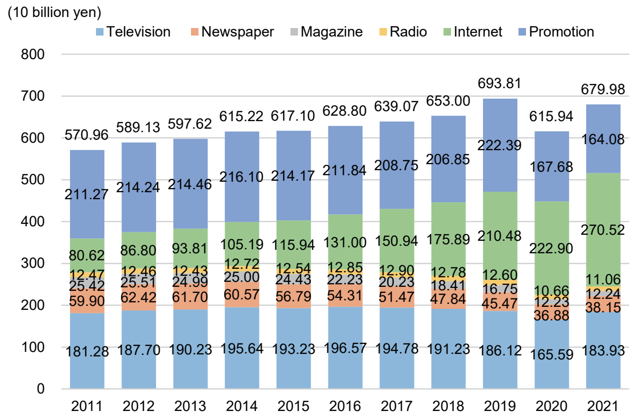
With the penetration of digitalization triggered by the COVID-19 pandemic, digital advertisements led the growth of the entire advertising market of the world and grew to 39.0396 trillion yen (32.7% increase year-on-year) in 2021 (**Figure 3-3-2-7**). The digital advertisement market is substantially growing in Japan also, where internet advertising expenditures (2.7052 trillion yen) exceeded the four traditional media[45] advertising expenditures (2.4538 trillion yen) for the first time in 2021 (**Figure 3-3-2-8**).

Figure 3-3-2-7 Changes in and projections of advertisement expenses by media in the world



(Source) Prepared from Dentsu Group, "Projection of the growth rate of the advertisement expenses in the world (2021-2024)"[46]

Figure 3-3-2-8 Changes in advertising expenditures by media in Japan[47]



(Source) Prepared from Dentsu, "Advertisement Expenses in Japan (annual)"[48]

Related data
Changes in and projections of total global advertisement expenses
Source: Dentsu Group, "Global advertisement spend growth rate forecast (2021-2024)"
URL: https://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2022/data_collection.pdf#3-3-31 (Data Collection)

(3) Trends of exports of broadcasting content of Japan

Among the types of the broadcast programs produced by enterprises doing a business that falls under "broadcast program production", the ratio of "information programs (including publicity)" is highest at 69.6% (1.3 point decrease from the previous fiscal year), followed by "CM" at 55.0% (2.8 point decrease from the previous fiscal year) and "variety" at 50.5% (0.9% decrease from the previous fiscal year) in fiscal 2020.

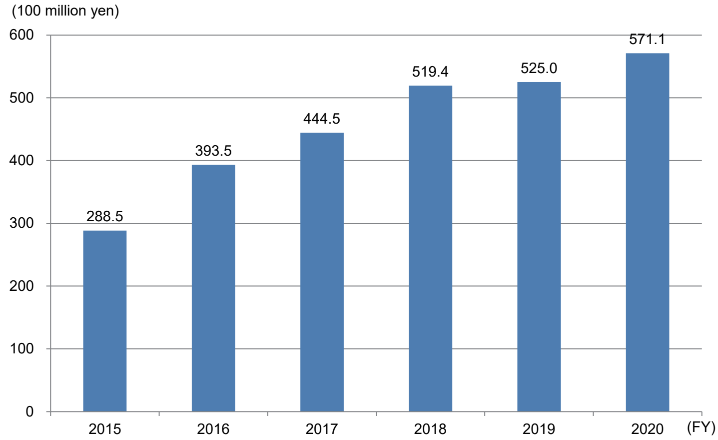
Related data
Ratio of the types of broadcast programs produced (multiple answers)
Source: MIC/METI "2021 Basic Survey on the Information and Communications Industry"
URL: https://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2022/data_collection.pdf#3-3-32 (Data Collection)

In fiscal 2020, export of broadcast content continued to increase and reached 57.11 billion yen (**Figure 3-3-2-9**).

With the growth of video distribution services, value of program broadcasting right, video release right, etc. decreased, while the ratio of Internet distribution right increased (**Figure 3-3-2-10**).

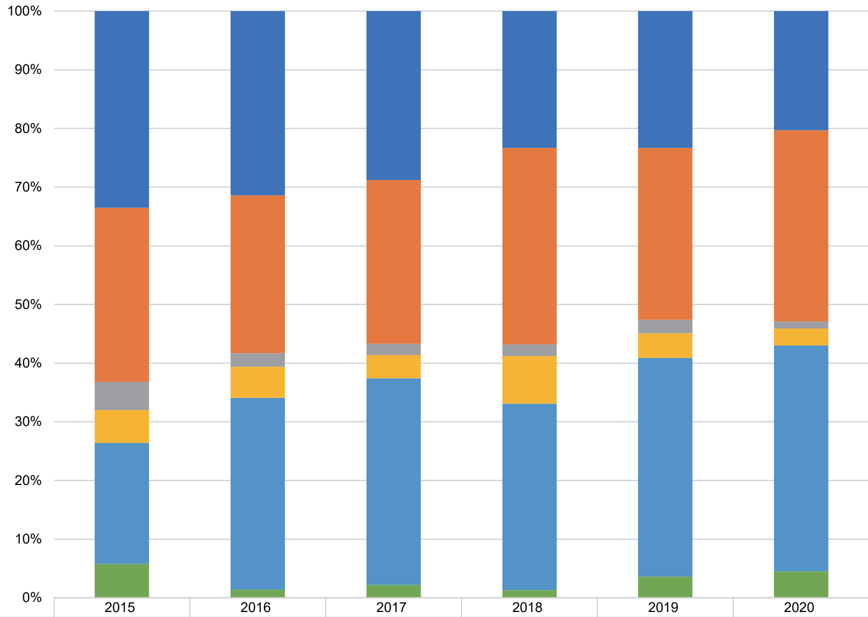
[45] Television, newspapers, magazines and radio
[46] https://www.group.dentsu.com/jp/news/release/000643.html
[47] Since 2019, "advertisement on EC platform for sales of goods" and "event field" are included in the advertisement expenses of Japan to estimate the advertisement market. Data of 2018 and before are not retroactively adjusted.
[48] https://www.dentsu.co.jp/knowledge/ad_cost/index.html

Figure 3-3-2-9 Changes in the export value of Japanese broadcast content



*1 Export value of broadcast content: total of the overseas sales of program broadcasting right, internet distribution right, video/DVD release right, TV formatting/remaking right and merchandizing right
*2 Calculated based on questionnaire surveys of NHK, key private stations, sub key private stations in Osaka, local stations, satellite broadcasters, CATV operators, productions, and others.
*3 After fiscal 2016, there have been changes such as clear inclusion of right to turn into a game in calculation.
(Source) Prepared from MIC, annual "Present Data Analysis on Overseas deployment of broadcast content"[49]

Figure 3-3-2-10 Changes in the ratio of the export value of Japanese broadcast content by type of right



	2015	2016	2017	2018	2019	2020 (FY)
Program broadcasting right	33.5	31.4	28.8	23.3	23.3	20.3
Internet distribution right	29.7	26.9	27.9	33.5	29.3	32.6
Video/DVD release right	4.8	2.3	1.9	2.0	2.3	1.2
TV formatting/remaking right	5.6	5.3	4.0	8.1	4.2	2.9
Merchandizing right	20.6	32.7	35.2	31.8	37.3	38.5
Others	5.8	1.4	2.2	1.3	3.6	4.5

*1 Merchandizing right and video/DVD release right do not include overseas sales of characters and other merchandise and medium itself such as videos and DVDs.
*2 In cases where clear division is not possible, for example, when multiple rights including program broadcasting right were sold or the question on category was not answered, the sales are classified as program broadcasting right.
*3 After fiscal 2016, there have been changes such as clear inclusion of right to turn into a game in calculation.
(Source) Prepared from MIC, annual "Present Data Analysis on Overseas deployment of broadcast content"[50]

Related data
Changes in ratio of Japan's exports of broadcast content by entity
Source: Prepared from MIC, annual "Analysis of Current Situation of Overseas Export of Broadcasting Content"
URL: https://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2022/data_collection.pdf#3-3-35 (Data Collection)

[49] https://www.soumu.go.jp/menu_news/s-news/01ryutsu04_02000185.html
[50] https://www.soumu.go.jp/menu_news/s-news/01ryutsu04_02000185.html