

Japan -- Media Environment Open; State Looms Large



**Guide to Traditional and Interactive Digital Media 2009:
A Resource for Strategic Communication**

This OSC product is based exclusively on the content and behavior of selected media and has not been coordinated with other US Government components.

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1. Overview

Japan is a media-saturated nation where the level of consumption of both newspapers and television is extremely high by global standards. Furthermore, the news media have the deep trust of the public. The wide reach of news reporting, and the trust it has earned from the Japanese people, give journalists remarkable influence on the public agenda.

- Opinion surveys routinely show that more Japanese adults trust journalism than trust any other institution.
- Broadcasters rank below newspapers, with the exception of the public broadcaster Japan Broadcasting Corporation (NHK), but they are trusted by more Japanese than are schools, the police, or religious institutions.

This influence, attributed to an inner circle of reporters at major newspapers and the NHK in particular, was then reinforced by cautious editorial policies and access to politicians and other government officials.

- The special influence of national dailies and the NHK has been facilitated by close ties to bureaucrats, who were often the best source of information regarding policy.

Japan is different than most Western countries both in the acceptance of government intrusion into the reporting process and in the concentration of print and broadcast journalism in media conglomerates.

As party politics has grown more competitive, however, politicians have taken a greater policy role and, in contrast to bureaucrats, often choose to address the public directly via television.

- Ratings for political talk shows were low in the past because of the stability of Liberal Democratic Party (LDP) rule, but this began to change around the end of the 1980's as the LDP's hold on power started to markedly weaken.
- Telegenic politicians such as former Prime Minister Junichiro Koizumi (2001-2006) have used television to great effect, raising the standard among Japanese leaders.

The influence of interactive digital media (IDM) probably will reinforce the trend toward a more direct and dynamic relationship between politicians and the public, but IDM's impact to date on political dynamics and on public discourse on key issues has been limited.

- The pattern of IDM improving public access to information and raising general awareness of the main themes of public debate is well established and highly likely to recur.
- There is a pattern emerging of politicians and group leaders using IDM to persuade the public or their colleagues, which is likely to recur.

Cell phones have become a significant junction for IDM and traditional media in Japan. Surveys report that over half of adults in Japan read news content on their cell phones.

- To date there are several notable cases of IDM shaping mainstream debate, but the future direction of this trend is unclear. Mobile news websites do not typically challenge other media as providers of unique news content because they primarily re-host articles by daily papers and press agencies.
- A stable group of prominent bloggers who consistently help shape mainstream dialogue on key issues of policy concern has yet to emerge in Japan.
- Weekly tabloids continue to play a key role as an outlet for information, rumors, and investigative reporting that journalists find difficult to publish in newspapers; however, monthly magazines' role as a forum for public debate has been challenged by IDM. (For more information, see the IDM section on page 36.)

Popular News Sources for Japanese Adults

	Cell phone Internet news sites (2008)	Internet news sites from a PC (2008)	Hard-copy Newspapers (2007)
Users in General	59.5%	48.3%	92.3%
Daily Users	68.9%	8.8%	72.7%

Japan Newspaper Publishers and Editors Association 's 2007 media survey

1.1. How Open is Japan's Media Environment?

Japan's news media have been cornerstone of Japan's unique form of democracy. Democratic states are generally distinguished by the limits placed on the ownership and control of media organizations, as well as the norms that inhibit state actors' ability to intervene in the process and production of news reporting.

- Japan is a parliamentary democracy where the leading newspapers have a history of family ownership reaching back a century, which reflects the depth of liberal institutions in Japan. The legal structure is similar to Europe and the United States and guarantees the freedom of the press.
- In large part because of press clubs, the government still has considerable success in setting the agenda for the front pages of the daily press, even in papers that routinely criticize the government inside their editorial pages.*
- At the same time, Japan is different from most Western countries both in the acceptance of government intrusion into the reporting process and in the concentration of print and broadcast journalism in large media conglomerates.

1.2. *Press Clubs Create Cozy Ties With Official Sources*

Privately organized but largely publicly funded press clubs play a key role in Japan's media environment. ***In large part because of the press clubs, the government still has considerable success in setting the agenda for the front pages of the daily press***, even in papers that routinely criticize the government inside their editorial pages.

- Reporters belonging to each club depend almost entirely on the office to which the club is attached for information (*Japan Times*, 30 January 2007). Office supplies, computers, refreshments, telephone services, and other amenities are generally provided at the host's expense.
- In return for access to privileged information, club members often agree to publish only information that their sources authorize. Club members also tend to develop close ties with their sources, which further discourages reporters from publishing damaging information (*Gendai Yogo No Kiso Chishiki*, 2007).

What is a Press Club?

Press clubs comprise a select group of newspaper reporters with exclusive access to a designated facility provided by a specific government office, corporation, or other organization; they play a key role in shaping daily coverage of events, particularly on political and governmental matters.

Press clubs are officially recognized by the Nihon Shimbun Kyokai (NSK) as "institution[s] for news gathering and news reporting." The NSK is an independent organization representing 150 daily papers.

Press clubs have been criticized for perpetuating what critics say is a lack of transparency in the operation of government and parliamentary politics.

- Critics of press clubs say news content tends to be a "simple regurgitation of announcements and releases" provided by the government and corporations. In addition, they claim the system encourages reporters to form cozy, or at best non-adversarial, relationships with government officials, businesses, and lawmakers (*Japan Times*, 30 January 2007).

Press clubs tend to exclude magazine reporters, with the result that reporters are denied information but gain greater freedom to write about sensitive topics. The clubs also excluded foreign reporters until the mid-1990's.

- Many of the clubs that regularly generate news of international importance are now open to foreign correspondents, but hundreds of others remain closed, and the European Union has called the club system an unfair barrier to the free trade of information (*Japan Media Review*, 29 September 2006; *NSK News Bulletin*, 18 December 2003).

In addition to the clubs' partial opening to foreign reporters, there are other indications of a gradual weakening in the press club system.

- In 2001, then Nagano Governor Yasuo Tanaka abolished two press clubs and opened his news conferences to all reporters. The new system remained unchanged for a period even after Tanaka left office (*Japan Times*, 30 January 2007).
- More government ministries are also releasing more information over the Internet, undermining the monopoly press clubs had on basic information about policy.

1.3. *Media Conglomerates Become Last Bastion of Japan, Inc.*

The socioeconomic organization of the media environment resembles that of other Japanese institutions, once collectively referred to as Japan, Inc.

- Five conglomerates dominate Japan's mass media, similar to the large industry groups (*keiretsu*) that dominated markets before the recession and financial crisis of the 1990's. The media conglomerates publish the national daily newspapers, control commercial television and the majority of radio, and operate book and magazine divisions. (See the foldout graphic on the following page for a description of the main conglomerates).
- Media organizations receive financial and operational support from the government, guaranteeing a level of success if they follow informal guidance and honor implicit understandings. Arguably the most important news source, the NHK, has an ambiguous relationship with the government, despite being formally autonomous.

Political Center Shifts Right

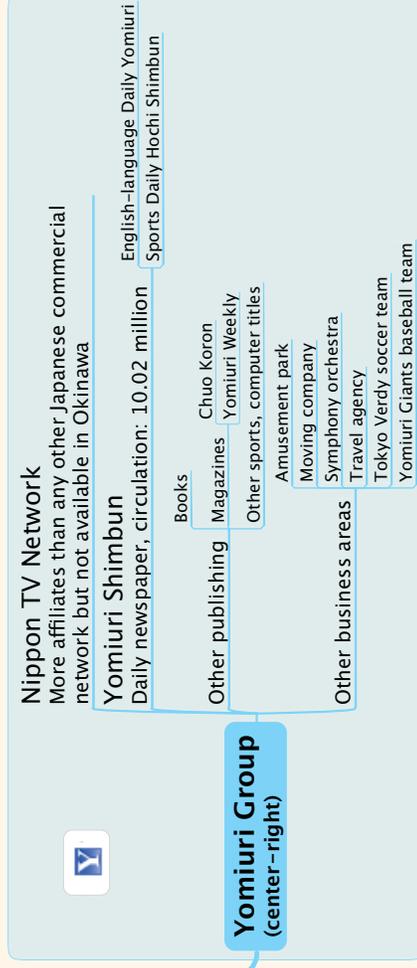
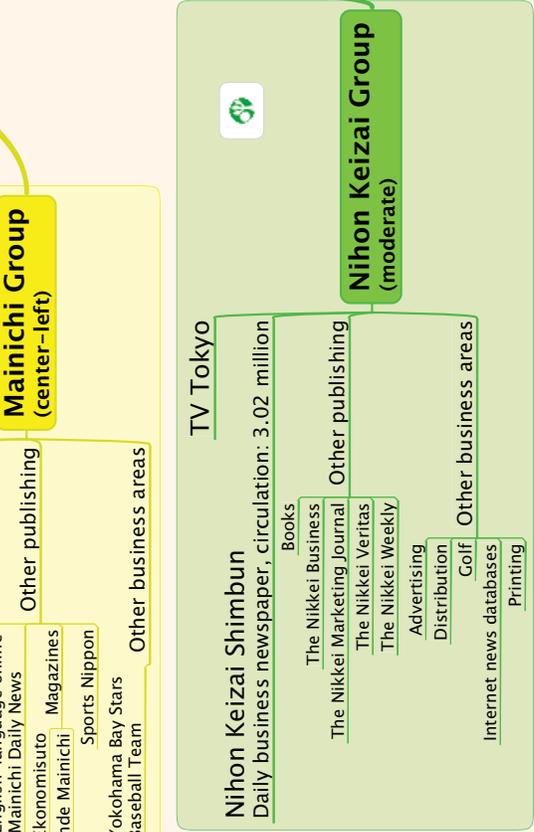
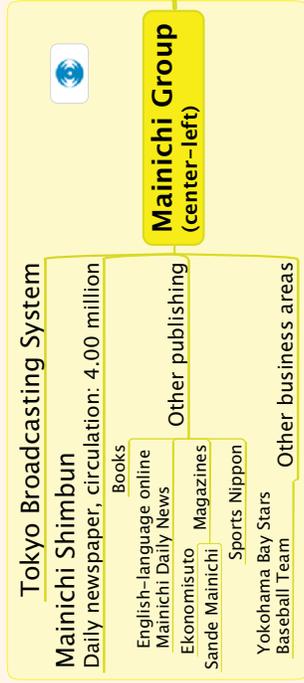
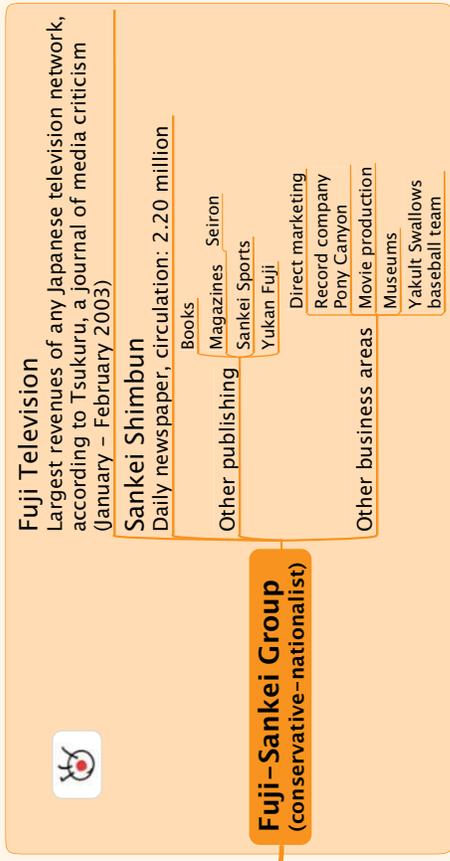
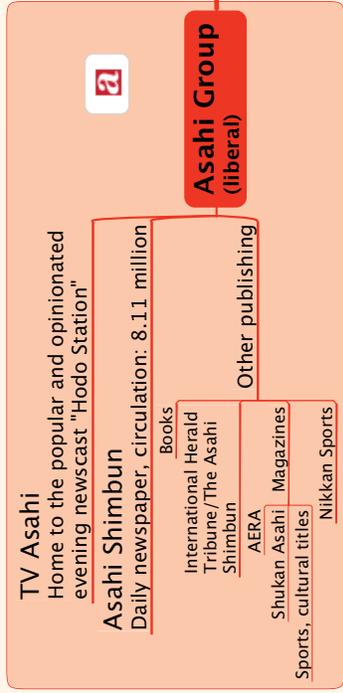
In recent years, the rightward shift in the political center of media commentary took a more nationalist tone on foreign affairs, particularly on relations with China, the DPRK, and Japan's WWII legacy.

- The spectrum of opinion in dailies broadened in the 1980's and 1990's as *Yomiuri Shimbun* began advocating security normalization, which pulled the center of commentary rightward.
- More opinion magazines express right-wing views about history and security, tending to amplify right-wing voices beyond their actual influence and crowd out countervailing opinions from the political center and left.
- Digital media might amplify the opinions of ethnic nationalists. OSC's survey of a popular bulletin board with comment threads on foreign affairs found countless openly racist postings about Japan's Asian neighbors.

Media Conglomerates Establish Main Themes of Debate

Five conglomerates dominate Japan's mass media, publishing the national daily newspapers, controlling commercial television and much radio, and operating book and magazine divisions. They also hold stakes in film studios, record companies, and sports teams.

The five groups represent a broad spectrum of opinion, but their prominence means that certain views tend to dominate mainstream debate. The top conglomerates are listed below from left to right in terms of political orientation.



2. Major Dailies, NHK, Kyodo Form Journalism's Inner Circle

Newspapers and the NHK have retained a commanding presence in the news cycle through their reputation among Japanese for highly credible reporting based on access to official sources. Kyodo News dominates as Japan's premier news agency, with significant influence on the editorial policies of provincial dailies.

- Japan's 127 million people have access to five national dailies with circulation numbers that dwarf any in the United States. Japan's dailies still issue evening as well as morning editions, a practice that has not survived in the United States.
- The NHK is one of the two largest public broadcasters in the world alongside the British Broadcasting Corporation; at the height of its influence in the mid-1980's, the NHK employed as many as 16,000 people.

The Japanese public sees the public broadcaster NHK as a more reliable source than newspapers by a slight margin, but both are seen as far more credible than any other media.

- A 2007 survey by the NSK found that 38.5% and 36.8% of respondents rated NHK and newspapers as a source of reliable information, respectively.
- In the same survey, only 11.1% of respondents said the same for commercial broadcasters; 8.4% for radio, including NHK radio; 5.5% for the Internet; and 3.2% for magazines.
- With regard to their impact on society, the survey found that newspapers are more influential (60.7%) than television (52.8% for the NHK and 55.1% for commercial broadcasters). Newspapers also outranked television as an "essential source of information" and as "useful for everyday life."

With their large circulations, Japan's national daily newspapers set the tone for national debate on current issues, at least among elites; however, they continue to lose general readership and advertising revenue.

- According to the NSK Circulation and Newsprint Section's annual survey, daily general interest newspaper circulation was 51.49 million copies in 2007 -- or 0.98 papers per household -- but circulation has declined steadily since 2004 (pressnet.or.jp, 18 August). This trend has been hastened during the worldwide economic recession, which began in 2008.

2.1. *NHK Emblematic of Non-Adversarial Media Establishment*

The NHK, in contrast to the commercial broadcasters owned by the five major media conglomerates, adopts a studiously neutral tone.

- Critics, such as University of Tokyo communications Professor Mitsunobu Sugiyama, charge that the NHK is strongly influenced by the Japanese Government and the

Liberal Democratic Party (LDP) and charge that the NHK's focus on "safe" institutional topics supports the status quo.

- Ellis Krauss, professor of Japanese politics and policy-making at the University of California, San Diego, has gone further to argue that the NHK was central in legitimizing the postwar state (*Broadcasting Politics in Japan: NHK and Television News*, 2000).

The NHK is independent of but has financial and leadership ties to the government, which critics say invites state interference.

- The NHK says its funding through viewer reception fees allows it to broadcast "impartial, high-quality programs that are not influenced by the government" (NHK Annual Report, 2008). The prime minister, however, with Diet approval, appoints the NHK board, which in turn names the NHK president. In addition, the NHK must win its annual budget approval from the Diet.
- Barbara Gatzert, a German scholar of Japanese media, points out that the "NHK has struggled to maintain the image of a reliable and objective news source, while not antagonizing the political leadership, by avoiding controversial topics" (Japan Media Review, 26 February 2003).
- Professor Ellis Kraus has called the NHK "autonomous from, but somewhat accountable to, the government" (2000).

Despite its plain format, the NHK continues to garner the highest ratings among nightly newscasts.

- NHK's news programs, many of them just 15 minutes in length, tend to hold the top three or four spots in the Video Research Ltd's weekly television news ratings.
- The NHK tends to focus on conveying government decisions and actions by leading politicians and bureaucrats. Announcer-read reports dominate, although the use of sound from the scene of events has increased over the years.

2.1.1. Audience for Daily Papers

Subscriptions to the five major national dailies make up about half of overall daily paper circulation in Japan. Home delivery accounts for the majority of daily paper sales, and many subscribers receive both morning and evening editions; however, evening circulation continues to decline.

Subscriber loyalty is high. Over half (59.6%) of subscribing households have subscribed to the same paper or papers for more than 15 years (pressnet.or.jp, 2007). Similar to US

Newspaper Readership by Age Group (%)		
Age Group	Read	Do Not Read
20's	65	34
30's	66	34
40's	80	20
50's	86	20
60's	93	7

The study was conducted in collaboration with the survey firm Net Mile from August to September 2007 via the Internet, covering 1,000 males and females or 200 for each 10-year segment from the 20's to the 60's (Shuukan Daiyamondo, 21 September 2007).

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media trends, newspaper readership is lowest among the younger respondents and highest among the elderly respondents.

2.2. National Dailies

Yomiuri Shimbun is Japan's largest-circulation daily, with *Asahi Shimbun* coming in second and *Mainichi Shimbun* in third. The circulations of each paper, however, differ from region to region, and some Japanese commentators argue that the circulation patterns of *Mainichi* and *Sankei* are beginning to resemble regional block papers, rather than national dailies.

Paper	Morning Circulation	Evening Circulation
<i>Asahi</i>	8.11 million	3.58 million
<i>Mainichi</i>	4.00 million	1.43 million
<i>Nikkei</i>	3.02 million	1.61 million
<i>Sankei</i>	2.20 million	0.63 million
<i>Yomiuri</i>	10.02 million	3.86 million
<i>All figures are from 2007 (Nihon Shimbun Nenkan, 2007)</i>		

Currently, there are no national dailies that publish in Okinawa, but there is speculation that *Asahi*, *Nikkei*, and *Yomiuri* -- in light of their recent initiatives to combine their mainland publishing and distribution networks -- may attempt to expand into the Okinawa media market. Specifically, one of the two main Okinawan dailies, the *Ryukyu Shimpo*, started a contract with *Nikkei* to print and distribute 7,000 *Nikkei* papers per day to Okinawan readers, starting in November 2008 (*Ryukyu Shimpo*, 20 June 2008; *Sentaku*, 1 May 2008).

The following is a brief description of the five major dailies with a survey of editorial lines on domestic and international issues. They are listed in descending order according to the size of their circulation.

2.2.1. Yomiuri Shimbun

The center-right *Yomiuri Shimbun*, established in 1874, claims to be the world's largest-circulation daily (morning 10.02 million, evening 3.86 million in 2007).



The Shoriki family, which acquired control of the paper in 1924, together with closely associated company executives, holds the majority of *Yomiuri*'s stock. It is widely known that influential media tycoon Tsuneo Watanabe, editor in chief of *Yomiuri Shimbun* Holdings and president until being named chairman in January 2004, has promoted an openly conservative agenda through the paper. He stated in 2000, that with *Yomiuri*'s circulation: "I can move prime ministers... and political parties," (Uozumi, Akira and Tsuneo Watanabe, *Media and Power*, 2000). Longtime *Yomiuri* executive, Hitoshi Uchiyama, succeeded Watanabe as group president on 9 January 2004.

Japan's Military Power: *Yomiuri* was notable for publishing a proposal for a constitutional revision in 1994 and has argued that "to ensure that the Japan-U.S. security alliance functions effectively, it is necessary to enable Japan to exercise its right of collective self-defense" (15 May). The paper has also urged altering laws banning arms exports in order to allow

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"multinational joint development" of "leading-edge" military equipment (20 January). It promotes a broader international role for Japan's military, including dispatching Self-Defense Force (SDF) personnel abroad. The paper has supported the continuation and expansion of Japan's refueling mission in the Indian Ocean by stating: "If vessel inspections are included in the SDF's overseas missions, the Maritime Self-Defense Force could participate not only in refueling activities but also maritime interdiction activities" (24 January 2008).

Relations with the United States: *Yomiuri* consistently supports strong alliance ties with the United States but asserts that the US-Japan alliance should be part of Japan's larger foreign policy strategy. It stated: "Japan must share its perception of the importance of East Asian security with the United States, while confirming that cooperation between the two nations will help ensure that this part of the world survives and prospers in the future" (17 March 2008). *Yomiuri* asserts that Japan and the United States should work together toward resolving regional issues such as forcing DPRK denuclearization and persuading China to "fully discharge its international responsibilities" (27 February 2008).

North Korea: *Yomiuri*, similar to most Japanese media, tends to take a tough stance toward the DPRK and argues for a more proactive role for Japan in the Six-Party Talks, as well as other negotiations toward denuclearization because it "is located within range of Rodong missiles North Korea already has deployed" (25 May). *Yomiuri* has consistently been against removing the DPRK from the United States' list of state sponsors of terrorism. When the United States announced it would proceed with delisting in June 2008, the paper urged the United States to "maintain a firm line" with the North and "exercise utmost caution" with delisting because removal from the list is a "precious bargaining chip that can be used as leverage to force Pyongyang to abandon its nuclear development" (24 June 2008).

China: *Yomiuri* is generally critical of the Chinese Government, though, in principle, it does not appear to be adverse to improvements in Japan-PRC relations. In its criticism of China, *Yomiuri* often points to a perceived gap between the policies of Beijing and the rest of the international community by stating: "As long as China maintains its stance [that Tibet is an internal issue], it will not obtain understanding and support from the international community" (18 April 2008). It also stated that "China remains far apart from the international community in terms of its sense of human rights issues" (27 April 2008).

Domestic Issues: *Yomiuri* traditionally backs the ruling LDP coalition government and is criticizes the DPJ, which is illustrated in its editorials on the March 2008 expiration of Japan's provisional gas tax. On 27 March, for example, *Yomiuri* editorialized that the DPJ "should take [then Prime Minister] Fukuda's proposals concerning the tax seriously and enter discussions with the ruling parties." Similarly, on 25 March the paper wrote: "We think the DPJ is refusing to make concessions because it is not willing to listen to what the ruling parties have to say unless [the DPJ's] demands are accepted. If the DPJ one day takes the reigns of government and becomes a ruling party, could it honestly justify these actions?" *Yomiuri* also criticized the DPJ's stance on the appointment of a new Bank of Japan (BOJ) governor in spring 2008, saying that "the DPJ should be aware of the fact that international and national trust in the BOJ and Japan's politics have been damaged seriously" (8 April).

History Issues: *Yomiuri* significantly altered its editorial line regarding prime ministerial visits to the Yasukuni Shrine in 2005, clarifying its support for the creation of a secular site to

mourn Japan's war dead (4 June). Shrine visits had become a point of contention between Japan and its neighbors, with the latter claiming that the visits honored Class-A war criminals and showed a lack of contrition among Japanese leaders. Yomiuri Group Chairman Tsuneo Watanabe openly expressed concern about historical revisionism in Japan and initiated a year-long series in *Yomiuri* on Japan's responsibility for WWII (News23 TV, 24 January 2006).

2.2.2. *Asahi Shimbun*

Center-left *Asahi Shimbun*, Japan's second-largest circulation national daily (morning 8.11 million, evening 3.58 million in 2007), was established in 1879 in Osaka. The founding Murayama and Ueno families hold the majority of *Asahi* stock; board members and employees own the rest. Kotaro Akiyama succeeded Shinichi Hakoshima as the president and CEO in 2005, and Yoichi Funabashi, formerly *Asahi's* American General Bureau Chief, became the paper's editor in chief in June 2007.



Asahi is distributed nationally, except in Okinawa, but is particularly strong in urban Tokyo and Osaka. According to Video Research Ltd.'s 2008 J-READ survey, the average household income of *Asahi* subscribers is higher than that of *Yomiuri* and *Nikkei* (adv.asahi.com, 18 August). *Asahi* has content partnerships with the *International Herald Tribune* and *Renmin Ribao*, the official newspaper of the Communist Party of China; however, these partnerships are minor in the context of the paper's overall operations and do not appear to influence the paper's ideological stance.

Japan's Military Power: As a strong supporter of Japan's "peace constitution," *Asahi* takes a cautious stance toward attempts to strengthen Japan's SDF or increase the SDF's international role. In response to a government advisory panel report in 2009, *Asahi* opined that "while there is a need for debate of operational modes more closely tailored to realities, including the limits of existing technology, there is no necessity to link this issue to exercising the right of collective self-defense" (6 August). *Asahi* supported the Nagoya High Court's ruling in April 2008 that found Japan's Air Self-Defense Force dispatch to Iraq unconstitutional, saying that the "ruling and opposition camps" within the Japanese Government "should immediately start serious discussions on the withdrawal of ASDF troops from Iraq" (19 April). When the Japanese Defense Agency (JDA) was upgraded to Ministry status in January 2007 -- despite several national dailies expressing concern that the new Ministry of Defense (MOD) might attempt to overstep its bureaucratic bounds -- *Asahi* alone reminded readers of the "disastrous military manipulation of politics before and during World War II" and was most direct in asserting that the SDF should remain "quite different in nature from ordinary military forces" (4 January 2007).

Relations with the United States: *Asahi* gives recognition to the importance of US-Japan relations but favors an independent foreign policy for Japan and is critical of the presence of US military bases in Japan. Ahead of a 2009 US-Japan leadership summit *Asahi* wrote that "while the United States stresses the importance of this partnership, it does not mean that, as is often construed from the Japanese term... Washington will in any way indulge or take special care of Japan. Under this alliance, the United States makes efficient use of Japan for US interests and strategies. The question then is what the Japan side will propose at the summit"

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(19 February). *Asahi*, however, has also been observed to show concern over what it sees as the continued weakening of US international power. For example, in its critique on the fifth anniversary of the Iraq war, *Asahi* predictably called the war a "major historic blunder" but, less characteristically, lamented that "the United States will lose its ability to lead the world, including its economic and diplomatic power and other aspects of soft power," and that "for Japan, which is grappling with North Korea's nuclear power, the weakening of its only ally, the United States, is undesirable" (18 March 2008).

Asahi's dissatisfaction with US bases in Japan is apparent in its editorial response to the February 2008 Iwakuni mayoral election. In contrast to *Yomiuri* that said US "carrier-based aircraft can be transferred to the Iwakuni base even if the Iwakuni mayor remains steadfast in opposing the project" (18 February), *Asahi* sided with Iwakuni rather than Tokyo and stated that "...under the current US-Japan Security Treaty, it is also a fact that Tokyo has to ask some local governments to accept US bases. But this should never mean that the peoples' wishes will go unheeded" (14 February). On the same day, in response to the arrest of a US military serviceman in Okinawa on charges of rape, the paper also encouraged Tokyo to "launch a series of efforts to ease the military burden shouldered by Okinawa" (14 February).

North Korea: Although far from calling for a lenient stance toward the DPRK, among the national dailies, *Asahi* appeared the most willing to consider a "flexible" approach to Japanese sanctions against the North and has urged the Japanese Government to be open to considering "flexible countermeasures" to improve relations with the DPRK. Notably, in October 2007 when Japan renewed its unilateral sanctions, *Asahi* editorialized that "the least Tokyo could have done was to express its approval by partially lifting the sanctions" in response to the shutting down of three DPRK nuclear facilities (11 October). *Asahi's* editorial response to the 10-12 July 2008 Six-Party Talks in Beijing was lukewarm but slightly more positive than editorials in the other dailies (13 July 2008). In 2009, the daily argued that "arguments in Japan for extreme responses to North Korea's provocation appear to be focused so much on the threat posed by the country that they are losing sight of the possibility of such steps undermining crucial regional cooperation" (8 June).

China: *Asahi*, despite being critical of many of Beijing's policies -- including its human rights record -- has nonetheless encouraged Japan and China to mend their differences and has positively evaluated what it perceives as favorable changes in China's foreign policy toward Japan. For example, the paper commended the May 2008 Sino-Japan leadership summit, saying that the relationship has "stumbled onto a new stage" and that "China understands that it cannot carry on as a responsible major power if it remains at odds with Japan" (9 May). *Asahi*, however, remains cautious of China's motives and the future of bilateral relations, as illustrated when the paper warned prior to Hu's visit that "current Japanese-Chinese relations are tinged with a struggle for leadership in East Asia; a minor event can ignite nationalism" (18 March).

History Issues: *Asahi* traditionally is sympathetic toward complaints about Japan's WWII legacy, such as when it called on readers to "seriously consider" Japanese "hard feelings" toward China and to understand both "the sense of humiliation that the Chinese people feel" when remembering events such as the Marco Polo Bridge Incident" and the "persistent resentment against Japan among people in China" (9 July 2007). The paper has been critical of politicians' visits to the controversial Yasukuni Shrine and supports the creation of a new national memorial facility.

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***Asahi* Biggest Target of Right-Wing Violence**

Right-wing activists have attacked a number of media organizations in Japan, but *Asahi* has historically been the largest target among dailies for its liberal editorial line.

- In May 1987, gunmen from the group "Sekihotai" (Blood Revenge Corps) attacked *Asahi's* Hanshin bureau, leaving one reporter dead and another critically injured. More recently, *Asahi* received anonymous death threats in May 2007 alluding to the 1987 shooting and saying: "It is inevitable that one or two of your staff will be killed" (*Japan Times*, 26 May 2007).

Business daily *Nikkei* has also been targeted by extremists; an activist threw a Molotov cocktail at the paper's Tokyo headquarters on 20 July 2006 because he was "angry at the daily for reporting...that records showed Emperor Showa was unhappy about the enshrinement of Class-A war criminals at Yasukuni Shrine" (*Asahi*, 12 May 2007).

Domestic Issues: *Asahi* is typically critical of Japan's conservative LDP-led government and supportive of the DPJ-led opposition, which was seen after the DPJ's decisive victory in the April 2008 Yamaguchi Prefecture by-election where *Asahi* praised the DPJ by saying that "the electoral victory represents clear public support for the hard-line tactics [the DPJ] has adopted in its Diet battles with the ruling camp" (29 April). Similarly, in response to former Prime Minister (2007-2008) Yasuo Fukuda's speech -- in which he introduced his "Fukuda Vision" strategy toward global warming -- *Asahi* alone pointed out that the DPJ had already submitted a bill on measures to tackle global warming, which presented a "more concrete approach to reduce greenhouse gas emissions." In contrast, *Sankei* called the proposal outline "substantial," and *Yomiuri* commended the prime minister for making "comprehensive proposals" to achieve a "low-carbon society" (10 June 2008).

2.2.3. *Mainichi Shimbun*

The center-left *Mainichi Shimbun* (morning 4 million, evening 1.43 million in 2007) is Japan's third-largest circulation daily. *Mainichi* follows a liberal editorial policy, and conservative critics accused it in the past of being a "wannabe" *Asahi* in its stance on security and other issues. *Mainichi* is nationally distributed, except in Okinawa, but is particularly competitive in the Osaka metropolitan area and in Yamaguchi and Fukuoka Prefectures. The president of Mainichi Newspapers Co., Ltd. is Masato Kitamura. In 2001, *Mainichi's* English-language version, *Mainichi Daily News*, became an exclusively online newspaper.



Japan's Military Power: On security issues, *Mainichi* generally opposes expanding the SDF's overseas activities; however, it does not advocate this position as strongly as *Asahi*. For example, after the Nagoya High Court ruling in April 2008 that Japan's ASDF dispatch to Iraq was unconstitutional, *Mainichi* asserted that the ruling "shakes the foundation of the government's assertion that the ASDF's activities in Iraq are constitutional" and urged the "government to take the ruling seriously" and "disclose to the [Japanese] people what the ASDF is transporting" (18 April).

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Relations with the United States: *Mainichi* editorialized in 2009 that "the time has come for Japan to change its policy of simply following the United States. It should seek to rebuild its relations with the United States and strengthen mutual trust with the international community - particularly with Asian neighbors -- in response to changes in the international situation" (25 July). The same editorial acknowledged that "there is no denying that the Japan-U.S. alliance has contributed to the peace and security of Japan in the post-war period, and the importance of the alliance will certainly remain unchanged considering Japan's response to North Korea's nuclear and missile programs and China's military buildup." The United States "shares the same values with Japan, and even though its influence in the international community has declined, the United States still is a global superpower that has built close relations with Japan in various fields including diplomacy, economy and culture."

North Korea: *Mainichi* views the DPRK as a "threat" to Japan (11 July 2008) and, like other papers, places importance on the North's nuclear declaration and the abduction issue. *Mainichi* urges cooperation with the United States on the DPRK issue but acknowledges the two countries' different interests on the matter. For example, *Mainichi's* editorial response to the 10-12 July Six-Party Talks in Beijing was similar to *Asahi's*; while stressing the need for a "verification system without loopholes," it also called on the Japanese Government to press the DPRK for a reinvestigation of the abduction issue (13 July 2008). In June 2008, after the United States announced its intention to delist the DPRK from its list of state sponsors of terrorism, *Mainichi* was critical of the move but also acknowledged that "delisting the DPRK is basically a US domestic issue" (21 June 2008). It urged both the United States and Japan to "respond cautiously" to the DPRK's nuclear declaration.

2.2.4. *Nihon Keizai Shimbun*

The business daily *Nihon Keizai Shimbun* (morning 3.02 million, evening 1.61 million in 2007), founded in 1876, specializes in financial, business, and industry news. *Nikkei*, as the paper is known, maintains a generally conservative, probusiness editorial stance. Tsuneo Kita is the current president and CEO of Nikkei Inc.

Although *Nikkei's* overall circulation lags at fourth behind *Mainichi*, it has been steadily solidifying its national paper status and, in terms of circulation, has moved up to third place in Tokyo, Kanagawa, and Aichi Prefectures (*Facta*, 1 July 2007).

Japan's Military Power: On security issues, *Nikkei* is cautious toward expanding Japan's SDF presence abroad but is not categorically opposed to Japan's overseas antiterrorism activities. Unlike other papers, however, *Nikkei's* concerns over Japan's military activities often appear to be based on the cost to taxpayers. For example, in its 16 May 2008 editorial on the passage of Japan's Basic Space Law, *Nikkei* commented that "there must be a clear line on permissible military use of space technologies" because Japan's "fiscal crunch demands...the elimination of wasteful expenses." In 2009, *Nikkei* continued to support US policies in Afghanistan, saying: "There is no guarantee that the new US policy will immediately produce results, but the diplomatic circumstances have changed considerably. Japan should monitor this change closely and step forward to make a new contribution to regional stability" (2 March). *Nikkei* also supports the use of international frameworks to



control global military expansion. For example, after the US military shot down one of its own satellites in February 2008, the paper warned against sliding "into a quagmire of space arsenal expansion" and brought up the topic of a "framework that will apply the brakes to prevent indiscriminate satellite shoot downs" (28 February).

Relations with the United States: *Nikkei* supports a strong US-Japan relationship and a Japanese foreign policy strategy "based on its alliance with the United States" (28 September 2007), but it can also be critical of US demands. In recent years, the paper has commented on a perceived gap between Tokyo and Washington regarding North Korea. *Nikkei* continues to praise the US-Japan bilateral relationship as being "based on a close security alliance of long standing as well as a wide range of shared interests and values" (17 November 2007) and as having the potential to develop into a "powerful partnership that can respond in an effective and balanced manner to a broad array of issues" (20 February 2007). Regarding perceived differences between the United States and Japan over the DPRK, *Nikkei* warned on 29 June 2008 that the US intention to delist the DPRK from its list of state sponsors of terrorism is a "major diplomatic victory for North Korea and a serious setback for Japan. It has created a diplomatic crisis that could undermine the foundation of Tokyo's alliance with Washington."

China: *Nikkei*, like all of the major national dailies, views apparent improvements in Japan-China relations as beneficial for Japan but has questioned whether the warmer Tokyo-Beijing atmospherics achieved under the administrations of former Prime Minister (2006-2007) Shinzo Abe and former Prime Minister (2007-2008) Yasuo Fukuda will lead to progress in resolving long-standing disputes (8 May 2008). *Nikkei* has been particularly critical of China's human rights record toward Tibet, saying on 2 May 2008 that "the iron-fisted way China is dealing with the Tibet problem is emerging not only as a dark cloud over Hu's visit but also as a potential obstacle for a future improvement in Tokyo-Beijing relations." *Nikkei* also argues that closer Japan-China relations will "serve to improve the environment for the PRC's entrance into the international community" and recognizes the importance of China as one of Japan's major economic partners (29 May 2008).

North Korea: *Nikkei* editorializes on the DPRK less frequently than the other national dailies but repeatedly insists on the complete, verifiable, and irreversible disarmament of the North's nuclear facilities, saying that "unless North Korea's account of its nuclear programs is rigorously checked and verified, the six-nation agreement that launched the process of North Korea's denuclearization will become nonsense" (25 July 2008). *Nikkei* consistently insists that the Japanese Government should not give the North energy aid unless "concrete progress is made on the abduction issue" (7 September, 17 July 2007). For example, in June 2008 after the announcement that Tokyo would partially lift its sanctions, *Nikkei* stated: "Given the [DPRK] regime's terrible track record concerning the abduction dispute, it would be naive to expect it to do a better job this time...The government has acted rashly and prematurely" (16 June 2008).

Domestic Issues: The paper has consistently criticized government policies it perceives as contributing to fiscal waste and has generally been less critical of LDP administrations than *Asahi* and *Mainichi*. Unlike *Yomiuri*, which tends to support the LDP, and unlike *Asahi*, which more often favors the DPJ, *Nikkei* often calls for cooperation between the ruling and opposition coalitions and will find fault with either party if partisan politics appear to be hurting Japan's economy or international economic image.

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2.2.5. *Sankei Shimbun*

Japan's smallest general interest national daily is the conservative, nationalist *Sankei Shimbun* (morning 2.20 million, evening 0.63 million in 2007). *Sankei*, established in 1933 in Osaka, is published by Fuji Sankei Communications Group. Since November 2006, Fuji Sankei has also published the *Sankei Express*, a daily tabloid morning edition newspaper aimed at appealing to urban readers in their 20's and 30's.



Although *Sankei* has the smallest nation-wide circulation of the five major national dailies, it performs well in Osaka and neighboring Hyogo, Nara, and Wakayama Prefectures. Its market share in Hokkaido and Kyushu, however, was less than 0.1% in May 2007, according to Japan Audit Bureau of Circulations figures (Facta, 1 July 2007).

Japan's Military Power: *Sankei* strongly supports strengthening Japan's SDF capabilities and expanding its overseas activities. The paper has written in favor of both Japan's MSDF refueling operations in the Indian Ocean and Japan's right to participate in collective self-defense, saying: "National security is a matter that should be given priority... To protect the people's safety, we would like the Prime Minister to make it possible for Japan to exercise the right to collective self-defense and solidify the US-Japan joint defense arrangement" (3 January 2008). When Japan adopted a draft treaty banning the use of cluster bombs in May 2008, only *Yomiuri* and *Sankei* explicitly criticized the decision as having a negative effect on Japan's national security. *Sankei* wrote that the treaty will put Japan in a "dangerous situation," in which Japan is the only country that does not possess military capabilities to cope with "every possible situation in northeast Asia" and questioned whether Japan would be able to "ensure its peace and safety" (31 May 2008).

Relations with the United States: *Sankei* supports a strong US-Japan relationship and prioritizes the alliance as a fundamental part of Japan's foreign policy. On 10 February 2007, *Sankei* asserted that "maintaining the alliance relationship is the top priority" because, due to factors such as North Korea, "the reality is that Japan's peace and security is dependent on the US military's deterrence function." *Sankei* also values the alliance as a balance against China, as illustrated in its 14 March 2008 editorial urging Japan and the United States to "keep an even closer watch on China's military and diplomatic strategy" and its 7 March 2008 editorial commenting that "Japan must achieve a military balance in [East Asia] through reinforcement of the US-Japan security alliance." Likewise, on 24 March 2008, while *Asahi* praised former Prime Minister (2007-2008) Fukuda's "New Fukuda Doctrine" speech on Japan's relations with Southeast Asia -- as a further development in "synergy diplomacy" between the US-Japan alliance and Japan's Asia diplomacy -- *Sankei* asserted that multilateral cooperation, especially with ASEAN, would "weaken" the alliance and criticized Fukuda for not mentioning China's military expansion.

North Korea: Predictably, *Sankei* takes a tough editorial line toward the DPRK and presses for the resolution of the abduction issue. Like most Japanese press, it writes that Japan should maintain sanctions on the DPRK until there is "progress" on the abduction issue, but in contrast to the some of more liberal press in June and July 2008, *Sankei* consistently criticized

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the possible delisting of the DPRK from the US list of state sponsors of terrorism and called on the Japanese Government (GOJ) to "tenaciously urge the United States to cancel the delisting in case there is no progress in the abduction issue" (28 June 2008) and to "recognize anew that 'abduction is terrorism'" (12 June 2008). *Sankei* was not impressed by the demolition of the Yo'ngbyo'n cooling tower, calling it "nothing but a performance" (26 June 2008). Similarly, after the 10-12 July Six-Party Talks in Beijing, *Sankei* expressed that it was "certain" the United States would delist the DPRK and emphasized that the Six-Party Talk participants "cannot relax their attention until details on the verification process are decided" (13 July 2008).

China: *Sankei* is consistently critical of Beijing and took a particularly pessimistic stance toward of the spring 2008 Tibet riots and the summer 2008 Beijing Olympics. For example, regarding the Olympic torch relay, the paper opined: "We have never seen such an unwelcome Olympic event before" (11 April 08). *Sankei* often portrays China as going against the sentiment of the international community. After the May 2008 Sichuan earthquake it editorialized: "We would welcome it if China begins to respect the basic and universal values of the international community" by accepting foreign relief teams (17 May).

***Sankei* Has Special History With PRC**

Sankei Shimbun has a unique history in China; it was forced to close its Beijing bureau during the cultural revolution for what the PRC Government called "consistent anti-China reporting" (Kyodo, 22 July 1998). *Sankei* was unable to reopen its Beijing bureau for over 30 years, in part because it was the only Japanese daily that rejected PRC demands to withdraw its correspondents from Taipei and withhold criticism of Beijing, according to a 1997 essay by the veteran American journalist Sam Jameson.

- *Sankei* was permitted to reopen its Beijing bureau in 1998 after it agreed to uphold the 1972 Japan-China joint communique that recognized the PRC Government and to "conduct fair and objective reports on China to help people in the two nations understand each other," according to the Kyodo article.
- The Beijing bureau reopened under the leadership of *Sankei*'s star reporter Yoshihisa Komori, a longtime Washington correspondent and vociferous critic of Beijing. Komori became an advocate of ending official development assistance to China.

History Issues: *Sankei* is consistently unsympathetic toward Asian complaints about Japan's WWII legacy and supports a nationalistic position on Japan's territorial disputes, such as the island of Takeshima (Dokdo in Korean) with the ROK and the Northern Territories with Russia. For example, on 11 July 2008, the paper urged the prime minister to "give priority to his own people over other countries" and commented that "Takeshima has been under Japanese rule since the Edo Period." Similarly, the paper criticized Fukuda for not making the Northern Territories a discussion topic at the G8, saying that when Japan gave in to Putin's "sweet lip" service at the start of his presidency, the disputed islands became "Russianized," and the only beneficiary was Russia (5 July 2008).

2.3. Press Agencies

2.3.1. Kyodo News

Japan's largest press agency Kyodo provides news to 50 million readers, which is an aggregate of member and contracted newspaper subscribers.



- There is little if any obvious bias in the agency's straight news reporting, but its commentaries tend to be at least as liberal as *Asahi Shimbun* and often critical of the United States.

The news service has a strong influence on member papers, especially the provincial dailies.

- Kyodo plays a key role in shaping the Japanese provincial press, providing editorial "menus" that suggest how the news of the day should be played, along with news commentaries and raw material for editorials, according to current and former executives.
- An OSC examination of local newspapers in 2001, for example, suggested that Kyodo had a major role in shaping the content of the editorials of local papers on the collision of the USS *Greenville* and the *Ehime Maru*.^a

Kyodo's Japanese-language service is distributed to 59 newspapers and 129 radio-TV stations throughout Japan, according to its website (www.kyodonews.com/aboutHQ.asp, 18 August).

- Kyodo's executive board includes third-term President Satoshi Ishikawa, Kyodo Vice President and *Chugoku Shimbun* President Jiro Yamamoto, and second Kyodo Vice President and *Shizuoka Shimbun* President Jun Matsui (*Sanin Chuo Shimpo*, 22 May 2008).
- Kyodo, formed in 1945 after the dissolution of the state-run Domei News Agency, is operated as a nonprofit cooperative. Kyodo's self-reporting indicates that 80% of its revenue is generated by membership dues collected from 57 member-newspapers, including the NHK. The other 20% comes from contract fees assessed to newspapers for specific dissemination services (*Mainichi Shimbun*, 22 May 2008).

Kyodo conducts newsgathering out of 52 bureaus in Japan and 43 overseas, the most recent of which was opened 1 September 2006 in Pyongyang (kyodo.co.jp/info/kyodo).

- Kyodo employs over 1,000 reporters and photographers in Japan and 70 correspondents (plus 40 stringers) overseas (home.kyodo.co.jp, 18 August). It had an operational budget of Y42 billion in fiscal 2008 and 1,725 total employees as of March 2008, according to an annual statistics book of the Foreign Press Center of Japan (2008).

Kyodo has a number of affiliates that provide more specialized news services. Among its affiliates are the following: **Kyodo News PR Wire**, "Japan's first full-scale press release news

^a For more information, see the 13 March 2001 FBIS Media Aid, **Kyodo's Role in Local Papers' Editorials on Submarine Accident** (JPF20010313000127).

agency" (prw.kyodonews.jp, 18 August); **Kyodo News International** (KNI), self-described "international marketing arm" of Kyodo News based in New York; and English-language **Kyodo World News Service** (KWS), operated by KNI and providing a greatly abridged version of Kyodo's Japanese-language feed along with some KWS-unique items called "Kyodo Focus," often written by overseas stringers.

2.3.2. *Jiji Press Ltd.*

Like Kyodo, Jiji was formed following the dissolution of the Domei News Agency in 1945. Initially, Jiji focused on providing economic news and information to corporate and governmental clients, and while it still retains a strong economic focus, Jiji expanded into general news service in 1964. Jiji self-reports a distribution base of 140 newspapers, broadcast companies, and other publishers throughout Japan (www.jiji.com/c_profile/about_us.html, 18 August). Jiji's president is Masahiro Nakata (www.jiji.com/c_profile/profile.html, 18 August). Jiji Press has 1,072 employees at its headquarters, bureaus, and branches in 81 locations in Japan and 28 bureaus overseas (Foreign Press Center of Japan, 2008).



Jiji runs two English-language services: *Jiji-WIN* and *Jiji Press News on the Web*. The former service focuses on political, economic, financial, corporate, and securities news; Jiji reports it delivers over 60,000 words per day to media and investor institutions worldwide. *Jiji-WIN* is also made available to Reuters and database providers such as Lexis/Nexis.

2.4. Provincial Dailies

Around half of Japan's newspaper readers do not subscribe to a national paper but instead read one of the country's over 100 provincial dailies.

- Evidence suggests that only a few papers outside Tokyo, including the Sapporo-based *Hokkaido Shimbun*, Nagoya-based *Chunichi Shimbun*, and the two Okinawan dailies, take independent positions on national or international issues.
- This is related in part to the size of these dailies; *Hokkaido Shimbun* sells over one million copies and *Chunichi Shimbun* sells over three million. Only 12 provincial dailies have circulations of over 500,000.

Publication Name	Morning Circulation	Evening Circulation
<i>Hokkaido Shimbun</i>	1,201,025	633,380
<i>Kahoku Shinpo</i>	504,911	107,552
<i>Tokyo Shimbun</i>	584,831	277,637
<i>Chunichi Shimbun</i>	2,755,327	633,560
<i>Shinano Mainichi Shimbun</i>	486,825	52,561
<i>Niigata Nippo</i>	497,039	55,964
<i>Shizuoka Shimbun</i>	717,516	717,490
<i>Kyoto Shimbun</i>	512,171	317,696
<i>Kobe Shimbun</i>	560,821	254,198
<i>Sanyo Shimbun</i>	465,651	72,026
<i>Chugoku Shimbun</i>	717,919	73,463
<i>Nishi-Nippon Shimbun</i>	849,485	174,729
<i>Japan Audit Bureau of Circulations (JABC), 2007</i>		

At most provincial papers, overall national and world news coverage is shaped by Kyodo News Service, which provides raw material for editorials and opinion pieces as well.

- There is, of course, local variation. Some local dailies subscribe to Jiji Press rather than the dominant Kyodo, and local concerns can shape editorial lines on world issues.
- Even the smallest dailies strive to provide complete national and world coverage.

Local papers are especially important in some regions, particularly in Okinawa, where the national dailies sell just a handful of copies flown in from mainland Japan.

- In 2007, the five major national dailies (*Yomiuri*, *Asahi*, *Mainichi*, *Nikkei*, *Sankei*) accounted for only 0.82% of readership among Okinawa's 532,700 households.
- There are another 15 prefectures (up from 11 in 2002) where the national dailies as a whole account for under 28 % of circulation, with diffusion rates ranging from 10.59% in Kochi to 26.13% in Iwate.
- The other low-diffusion prefectures are the following: Hokkaido, Aomori, Ibaraki, Akita, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Tokushima, Kumamoto, and Kagoshima, according to the 2008 JABC data published by *Yomiuri* at adv.yomiuri.co.jp (18 August).

Brief sketches of a few important regional and local dailies follow. Circulation data are rounded figures based on publisher reports to Japan Audit Bureau of Circulations for July-December 2007, except for the *Okinawa Times*, whose figures are self-reported (www.jabc.or.jp).

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2.4.1. *Chunichi, Tokyo Shimbun*

The Nagoya-based *Chunichi Shimbun* is Japan's largest regional paper. Its Tokyo office publishes *Tokyo Shimbun*. When combined, the papers' circulation comes close to matching the national daily *Mainichi*. While *Chunichi* and *Tokyo* may differ slightly in their layouts, most content -- including their editorials -- are identical. Both papers are generally moderate but have been critical of what they see as inappropriate US pressure over trade and security issues.

Chunichi Shimbun's readership, by occupation, consists of: 30% homemakers, 15% salaried labor and blue-collar workers, and 14% salaried clerical and research professionals (Media Research Center, 2008). *Tokyo Shimbun's* readership by occupation is 25% salaried labor and blue-collar workers, 16% salaried clerical and research professionals, and 9% sales and service (Media Research Center, 2008).

2.4.2. *Hokkaido Shimbun*

The majority of readers on Japan's northernmost main island read *Hokkaido Shimbun*. The paper has been critical of US foreign policy and the strengthening of Japanese-US security ties. *Hokkaido's* readership, by occupation, consists of: 27% homemakers, 14% sales and service, and 13% office and research officials (Media Research Center, 2008).

2.4.3. *Nishi-Nippon Shimbun*

The Fukuoka-based *Nishi-Nippon* is a regional powerhouse in the Kyushu and the Yamaguchi areas. The moderate paper advocates local autonomy and human rights. It exchanges some news reports with *Chunichi Shimbun* and *Hokkaido Shimbun*. These three papers pool reporters overseas and share a bureau in Washington.

2.4.4. *Okinawan Dailies*

The *Ryukyu Shimpo* and *Okinawa Times* have a combined monopoly on the Okinawa newspaper market. Both dailies are independent, liberal papers critical of US-Japan security ties. They both call for a substantial reduction of the US military presence on the island.

Year	 <i>Ryukyu Shimpo</i>	 OKINAWA TIMES タイムズ
2007	205,321	206,556
2002	203,000	204,000

Figures are each morning and evening circulations. Ryukyu Shimpo's circulation is reported by JABC. Okinawa Times numbers are self-reported.

2.5. *Special Interest Dailies*

Two special interest dailies also boast national circulations in the millions, the Japanese Communist Party's (JCP) *Shimbun Akahata* and the Soka Gakkai's *Seikyo Shimbun*. Neither is sold at newsstands or on the street; single copies may be purchased at the organizations' offices, but most readers obtain the papers by subscription.

2.5.1. *Akahata*

The Japanese Communist Party's *Shimbun Akahata* -- meaning "red flag" -- has a circulation of 300,000 on weekdays (17% decline from the figure reported in the 2004 edition of *Zasshi Shimbun Sokatarogu [ZSS]*) and 1.5 million on Sundays (no change from 2004 figure; all circulation figures self-reported in the 2008 edition of *ZSS*). The paper typically features a blend of national and international news, criticism of the Japanese Government and its ties with the United States, and feature articles on sports, consumer issues, and entertainment. The 16-page broadsheet daily (published as a 36-page tabloid on Sundays) carries very few advertisements from non-JCP entities.

2.5.2. *Seikyo Shimbun*

Seikyo Shimbun publisher Soka Gakkai is a lay Buddhist organization closely linked to the political party New Komeito, a coalition partner with the LDP for the last decade. The 12-page broadsheet -- with a circulation of 5.5 million (self-reported figure in 2008 *ZSS*) -- strongly emphasizes organizational news, including glorification of Soka Gakkai Honorary Chairman Daisaku Ikeda, who appeared on the front page of every edition recently examined. The paper also carries consumer features, world news, and sports, all written in a style accessible even to readers with limited education. The paper carries many display ads from companies unaffiliated with Soka Gakkai. *Seikyo Shimbun* does not have an Internet edition, although selected items in Japanese are posted on a "media page" at seikyo.org, and a few items translated into English are available online.

2.6. *Print Media for Minority Ethnic, Linguistic Groups*

Given that at least 99% of Japanese residents speak and read Japanese, the most important media are available in that language. In addition to foreign periodicals sold at specialist bookstores, however, there are numerous newspapers and magazines published for, and often by, Japan's foreign residents.



The vast majority of the country's 598,000 officially registered Korean residents (Ministry of Justice, as of 2006) are fluent in Japanese, but there are a number of Korean-language publications, many with a distinctive political character. The pro-Pyongyang General Association of Korean Residents in Japan (Ch'ongnyon; Chosen Soren in Japanese) publishes the Korean- and Japanese-language paper *Choson Sinbo* (online banner graphic above) three times a week. *Choson Shinbo*'s self-reported circulation, as reported in the 2008 edition of the

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print media reference book *Zasshi Shimbun Sokatarogu (ZSS)*, was 50,000, unchanged from the figure reported in 2004. Ch'ongnyon also publishes a biweekly Japanese-language newspaper and a variety of books and magazines in Korean and Japanese. Ch'ongnyon's pro-Seoul rival, the Association of Korean Residents in Japan (Mindan), publishes the weekly *Mindan Sinmun* in Japanese, with one Korean page (self-reported circulation of 100,000), and there are numerous independent Korean-language publications as well. In addition, Ch'ongnyon, Mindan, and independent Korean political, community, and human rights groups all have websites.



There are also numerous publications serving Japan's 561,00 Chinese residents, 313,000 Brazilians of Japanese descent, and other ethnic and linguistic minorities; several of the major Japanese media conglomerates also publish English-language editions of their dailies. These English-language dailies, like the independent *Japan Times*, serve

both English-speaking residents and the Japanese who are studying English. The *Japan Times* had a circulation of 41,248 in the latter half of 2007, according to Japan Audit Bureau of Circulation data reported in the 2008 edition of *ZSS*, which is 19% lower than the figure reported in the 2004 edition of *ZSS*.

3. Commercial Television, Magazines Influence Public Opinion

Commercial television and magazines are seen as less credible sources than dailies or the NHK, but they often provide a greater variety of information presented in entertaining formats.

- Both television and magazine reporting tends toward greater sensationalism, presumably in part for its entertainment value. The Broadcasting Ethics and Program Improvement Organization, an industry watchdog, issued its most serious censure of two Japanese programs in 2009 for false reports that assembled disparate information to fit preconceived narratives (*Asahi Shimbun*, 13 August).
- Commercial TV has had an increasing influence on the news cycle and on public opinion in recent years, in part by diversifying the range of political talk show formats and drawing the participation of politicians.
- Weekly magazines are notorious for their unreliable reports, but they are also the only platforms for investigative journalism.

Television has become the most popular news source, whereas magazines face increasing financial challenges.

- Despite the increasing use of the Internet as a news source, television remains the most prominent sector of Japanese mass media and outranks newspapers in terms of media consumption.
- Japan's market for magazines is tremendous in overall volume, but readership has fallen sharply in recent years, which raises questions about what medium could replace magazines in their important social role. (For more on this subject, see the section "IDM and Traditional Media: An Evolving Dynamic," on page 36).

3.1. Commercial Broadcasters Challenge NHK Dominance in Nightly News

Unlike the newspaper sector, where the five major conglomerates and Kyodo News Service have an almost unchallenged hegemony, the conglomerates have had to fight for a piece of the television news market. The NHK had an effective monopoly on television news for over a decade from the 1970's, when commercial broadcasters dropped newscasts under political pressure following controversies over the Vietnam War and other divisive topics.

- Commercial newscasts have gained considerable ground since TV Asahi joined forces with Japan's leading advertising agency, Dentsu, to launch "News Station" in 1985. The show was designed to make the news entertaining, relevant to ordinary people's concerns, and commercially viable.
- "News Station" was transformed into "Hodo Station" in 2004 with a new anchor, Ichiro Furutachi, after which it enjoyed higher average viewer ratings, according to Video Research Ltd. The show generally ranks in the middle of Video Research's weekly news top ten.

- Commercial newscasts tend to echo the political leanings of their parent conglomerates, from TV Asahi on the center-left to Fuji TV on the right.



Photo of Ichiro Furutachi
(www.tv-asahi.co.jp/hst,
18 August)

Before he became the "Hodo Station" anchor, Furutachi was best known as a sports announcer. He had no background in news reporting when he started "Hodo Station" in 2004 (*Sankei Shimbun*, 3 April 2004). Furutachi joined TV Asahi as an announcer in 1977.

- Furutachi wrote in *Asahi Shimbun* that his style is to convey news in an "easy-to-understand" and "entertaining way" (12 October 2004).
- Furutachi's remarks during the program have often caused controversy, leading to several high-profile apologies.

Many commercial newscasts now feature opinionated anchors who interject commentary throughout their broadcasts.

Telegenic Leaders Change Media Relationship With Politics

In recent years, a host of Japanese political leaders have used appearances on commercial television to drive the news cycle and shape public opinion on controversial issues.

- Former Prime Minister Koizumi routinely answered questions from broadcasters in evening question and answers sessions, often driving the news cycle. His use of television was almost certainly key to the shift in public opinion to support for his controversial dispatch of GSDF to Iraq in 2003.

In advance of August 2009 lower house elections, Liberal Democratic Party (LDP) officers courted popular governors who were notable for having been television personalities before entering politics. The most popular potential successor to LDP President Taro Aso at that time, Yoichi Masuzoe, was also a former television personality.



Photo of Takako Zenba
(www.tbs.co.jp/news23,
18 August)

Tokyo Broadcasting System's (TBS) "News 23" is another long-running hour newscast in the 2300 time slot. Liberal commentator Tetsuya Chikushi had been the anchor of the program since its start in 1989 but officially left the program in order to receive treatment for lung cancer in March 2008. With his initial replacement, former Kyodo Editorial Bureau Chief Kenji Goto, viewer ratings were below 5%. Kenji Goto was replaced as anchor by long-time associate newscaster Takako Zenba in March 2009.

3.2. *Magazine-Format Talk Shows, Soft News*

Political talk shows have become more important as Japanese party politics have become more competitive.

- Ratings for such programs were low in the past because representatives from the political parties merely repeated the position of their parties. This began to change around the end of the 1980's, when the ruling Liberal Democratic Party's (LDP) hold on power started to markedly weaken.
- Junior politicians in particular now appear on a variety of soft news programs beyond the more serious Sunday talk shows, often discussing social trends in addition to political topics.

Sunday talk shows on both the commercial networks and the NHK perform a function similar to their US counterparts, offering policymakers and influential commentators a chance to air their views on the issues of the day.

- The talk shows, despite relatively low ratings, are closely followed by political elites and the print media, which commonly report policymakers' comments on the shows.
- In an online survey, two-thirds of citizens (65.9%) also cited talk shows as providing input for decisions regarding politics, compared to 50.5% for commercial newscasts, 49% for NHK TV news, and 22.5% for NHK's political affairs programs (*Nikkei Sangyo Shimbun*, 9 October 2003).

3.2.1. *TV Asahi's 'Sunday Project'*

This Sunday political talk show started in 1989 and livened up discussions on political reform by inviting junior Diet members to the program, according to *Nihon Keizai Shimbun (Nikkei)* (16 December 2004). "Sunday Project" coined the term "Sun-Pro [a contraction of Sunday Project] phenomenon" around August 1991, when the LDP's Taku Yamasaki, Koichi Kato, and Junichiro Koizumi (YKK) appeared together on the program under the banner of overthrowing the Toshiki Kaifu administration, and the "YKK" trio became well-known (*Nikkei*, 16 December 2004). Program interviewer Soichiro Tahara is known for his provocative style that helps elicit notable remarks from politicians. The popular assessment of Tahara, however, is divided; he is praised for luring politicians into disclosing their real intentions, but he is criticized for unilaterally voicing his own opinions (*Asahi Shimbun*, 23 October 2004).

3.2.2. *NHK's 'Nichiyo Toron'*

Meaning "Sunday Discussion," this program is moderated in turn by NHK commentators Hideo Kageyama and Toshio Shimada. It discusses various topics, such as domestic politics, foreign policies, economic issues, and education. The NHK first aired the show's predecessor, "Kokkai Toronkai" (Diet Discussion Meeting), in 1957 and transformed it into "Nichiyo Toron" in 1994 (*Nikkei*, 16 December 2004).

3.2.3. *Fuji TV's 'News 2001'*

Fuji TV's Sunday morning talk show "News 2001" is moderated by FNN announcers Yuji Kuroiwa and Yuri Akimoto. Notable figures from various fields appeared on the program after it started in 1992; however, the program has gradually become more focused on political issues (*Mainichi Shimbun*, 4 March 2004). At the end of the program each week, "News 2001" introduces the results of its weekly opinion poll on public support for the cabinet and the political parties.

3.2.4. *TBS's 'Jiji Hodan'*

TBS's early Sunday morning show "Jiji Hodan" reappeared on the air in April 2004 after a 17-year hiatus. Seasoned politicians, such as Yasuhiro Nakasone, Hiromu Nonaka, Kozo Watanabe, and Koichi Kato, appear on the program as regular guests. The program has a reputation for getting politicians to reveal their "true intentions" (*Yomiuri Shimbun*, 26 April 2007). "Jiji Hodan" is moderated by Tokyo University Professor Takashi Mikuriya. The program's predecessor, which went by the same name, aired from 1957 to 1987.

3.2.5. *TV Asahi's 'Takeshi's TV Takkuru (Tackle)'*

"Takeshi's TV Takkuru (Tackle)" presents panel discussions on current events, often in a mocking and playful tone and is interspersed with file videos. "TV Takkuru," hosted by actor, director, and comedian "Beat" Takeshi, is more entertainment- than policy-oriented, and its ratings are higher than those of the Sunday talk shows. "TV Takkuru" was popular for addressing supernatural phenomena, such as unidentified flying objects (UFOs), when it started in 1989. After the inauguration of the Junichiro Koizumi administration in 2001, the program shifted its focus to political issues in accordance with public interest (*Asahi Shimbun*, 8 July 2006).

3.2.6. *TV Asahi's 'Asa Made Nama Terebi'*

TV Asahi's "Asa Made Nama Terebi," or, "Asanama" ("Live Television All Night") established the genre of the television debate and has become a marquis show for TV Asahi, discussing taboo issues such as Japan's imperial family, the safety of nuclear power plants, and communities who suffer discrimination (buraku) (*Chunichi Shimbun*, 10 May 2006).

"Asanama," moderated by political commentator Soichiro Tahara, is aired late at night on the last Friday of every month. The program's average viewer rating between April 1987 and February 2006 was 3%, unusually high for a late-night program (*Tokyo Shimbun*, 31 March 2006).

3.2.7. *Waido-Sho*

Another popular genre on commercial television, especially in the daytime, is the so-called "waido sho," which is an adaptation of the English words "wide show." These programs provide a mix of serious news, celebrity gossip, sensational crime stories, and tips on health, fashion, food, and money. A typical "waido-sho" is hosted by a popular entertainer or TV figure and is aired during either mid-morning or midday, primarily targeting housewives, or is aired on weekend evenings for a general audience.

3.3. *Commercial Broadcasters*

3.3.1. *TV Asahi Corporation*

Established in 1957 and broadcasting since 1959, the TV Asahi Corporation was launched as a provider of educational programming. Its headquarters are located in the Roppongi Hills high-rise in Roppongi, Tokyo. Its major shareholder is *Asahi Shimbun*. In addition to the popular and controversial "Hodo Station," the Sunday morning show "Sunday Project," hosted by journalist Soichiro Tahara, serves as a platform for debate among leading politicians, whose statements made on the show often make news.

3.3.2. *Fuji Television*

The largest commercial broadcaster in Japan, Fuji Television Corp., was founded in 1957. The company has been headquartered in Odaiba in Tokyo's Minato Ward since 1997 and employed 1,384 people in June 2004. The broadcaster consists primarily of its Fuji Network System (FNS) and Fuji News Network (FNN), for national distribution of original programming and news. When it launched the early evening news show FNN Supertime in 1984, Fuji TV forged the landscape for what was soon to become a highly competitive news hour until canceling the show more than a decade later in 1997. Its live morning show, "Mezamashi Terebi" -- similar to the genre of NBC's Today Show -- continues to be a competitive player in that segment. Fuji TV reclaimed the number one spot in television in 2004 by focusing on popular "variety programs," such as comedy shows that often feature celebrities engaging in conversation or games with fellow celebrities.

3.3.3. *Nippon Television*

Nippon Television (NTV) obtained the first television broadcasting license in Japan in 1952 and has been broadcasting since 1953. It was the first broadcaster in 1978 to obtain a dual-audio broadcasting license, which enabled viewers to switch between Japanese- and English-language audio whenever voice-overs were provided. The company had approximately 1,300 employees as of July 2004. Its biggest investor is *Yomiuri Shimbun* since 1974, when the company bought out shares held by the *Mainichi Shimbun* and the *Asahi Shimbun*. NTV is thus affiliated with *Yomiuri* and the professional baseball team, the Yomiuri Giants.

3.3.4. *TBS*

Tokyo Broadcasting System Inc.,(TBS) was founded in 1951. TBS Radio & Communications became a subsidiary company in 2001, and the television broadcasting division, TBS TV, was established in 2004. More than 800 TBS employees -- roughly 80% -- were transferred to the newly formed TBS TV. The company is affiliated with the *Mainichi Shimbun* and owns baseball's Yokohama Bay Stars. TBS is known for its news reporting since establishing the nation's first news network system, Japan News Network (JNN). Various scandals involving TBS led to a drop in the company's credibility and ratings, and TBS no longer has the reputation it once had as a quality broadcaster. In one instance, TV Asahi uncovered the fact that the scheduled broadcast of an interview with Tsutsumi Sakamoto, the lawyer who was in litigious relations with the Aum Shinrikyo cult, was canceled after Aum officials paid a visit to TBS. The situation garnered national attention after members of the Sakamoto family were found murdered in their home.

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3.3.5. *TV Tokyo*

TV Tokyo Corporation first began broadcasting in August 1964, and underwent an initial public offering on the Tokyo Stock Exchange 40 years later in August 2004. Initially operated by the Japan Science Promotion Foundation, the company was founded to provide distance learning educational programming in the sciences for Kagaku Gijutsu Gakuen High School before expanding operations to general programming in order to sustain its business. Nihon Keizai Shimbun Inc. took over in 1969. Niche programming seems to be the key behind TV Tokyo's operations, especially with their strength in business news and documentaries. *Nihon Keizai Shimbun* produces original content for the business news show, World Business Satellite (WBS), though it only airs in limited regions. Since its launch in 1988, the show has a history of featuring female news anchors. Though noticeably subdued compared to flashier news shows like "Hodo Station" and "News 23," the no-frills WBS program seems to suit its business-minded late-night audience. Today, TV Tokyo offers six digital terrestrial channels and is affiliated with the Yokohama Bay Stars baseball team. The network partnered with Consumer News and Business Channel (CNBC) Asia of the GE Capital Group in 2002 to bolster content and reach, forming Nikkei CNBC.

4. Radio

Radio is available throughout Japan, but it is far less popular than television. Like television, Japanese radio is divided into a public sector -- with the NHK broadcasting on both AM and FM nationwide -- and a vigorous commercial sector.

- Most commercial AM programming is also entertainment-oriented but includes news as well. FM radio is dominated by music and entertainment-oriented chatter and provides little information on current events or insight into public opinion formation.
- There are 338 AM stations and 275 FM stations, with the vast majority broadcasting in Japanese. In addition, a number of low-powered radio stations serving limited areas, often in foreign languages, have opened in urban areas recently (*NHK Online, NACB Online, World Radio and Television Handbook, 2004*).
- The NHK operates the following three radio networks nationwide: a general service network (AM), an educational service network (AM), and an FM network. Most programs are produced in Tokyo, but some are produced by local stations. The NHK also operates a world shortwave service broadcasting news and features about Japan in 22 languages as NHK World Radio Japan.
- Advertising spending on the radio in 2007 was Y167.1 billion, down 42% in the previous year. Some popular TV personalities, however, who started out in the entertainment business doing radio have returned, which engages the middle-aged listeners who knew them during their original radio days (*Zaikai, 25 March 2008*).

Programs on at least two major Tokyo commercial stations feature discussions of current events heavily influenced by announcers' opinions.

- On *TBS Radio*, Kyokei Arakawa's "Day Catch" (Dei Kacchi!) airs from 1530 to 1750 local time on weekdays and offers a critical take on current events. TBS Radio is

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affiliated with TBS TV and the center-left *Mainichi Shimbun*, Japan's third-largest daily.

- Rival *Nippon Hoso's* "Hidetake Takashima's Scoop Radio -- Sunset Hotline" (Takashima Hidetake no Tokudane Rajio -- Yuyake Hottorain), which runs from 1530 to 1724 on weekdays, is an informational entertainment program. Host Hidetake Takashima chooses themes from the news of the day -- with the viewpoint of those in their 30's, 40's, and 50's in mind -- and delves deeper into the themes.

Prime Minister's First Regular Use of Radio

Former prime minister Junichiro Koizumi gave monthly radio addresses on Nippon Hoso affiliates starting in January 2003, in what *Sankei Shimbun* called a first for a Japanese leader (27 December 2002). He used the addresses to promote his policies but did not do anything comparable on television.

5. Magazines Combine Journalism's Best, Worst

Japan's weekly and monthly magazines tend to fill the gaps in the news coverage of newspapers, the NHK, and press agencies. In the place of cautious newspapers, magazines have traditionally provided the primary forums for serious debate, critique of government policy, and investigative journalism.

- Monthly *Chuo Koron* has been an esteemed forum for public debate since the early 1900's.
- Nearly all major political scandals were broken by weekly or monthly magazines, not by newspapers.

At the same time, weekly magazines are notorious in Japan for their loose editorial standards, airing rumor, half-truths, and outright falsehoods with little vetting of the information.

- Essays periodically appear in weeklies with unnamed foreign affairs sources criticizing high-level US or Japanese officials in personal and insulting terms. It is likely that these reports reflect parochial infighting in Tokyo bureaucracies and have a negligible influence on important policy matters.

Audience for Magazines

The Japanese are comparatively voracious readers, but spend less of their income on reading matter every year.

- Magazines are still a major sector in absolute terms, with 2.48 billion monthlies and 1.63 billion weeklies published in 2006. In aggregate, this is approximately 32.3 magazines per Japanese citizen (Shuppan News Company, cited in Japan's *Statistics Bureau 2007 Data Handbook*).
- The sale of magazines dropped 3.1% in a 10th consecutive year-on-year decline (Research Institute for Publications, cited in the *NSK News Bulletin*, March 2007).

- In particular, weeklies such as *Shukan Bunshun* or *Shukan Shincho*, which are sold by book publishers, carry vicious but unsubstantiated personal attacks on individuals.

Weekly magazines -- and increasingly monthly magazines as well -- have provided a platform for ethnic nationalism.

- Compared to three decades ago, there are many more opinion magazines that express right-wing views about history and security. Although the authors of such articles are relatively limited in number, they now find numerous outlets for their views. ***This fact tends to amplify right-wing voices beyond their actual influence and crowd out countervailing opinions from the political center and left.***
- Weeklies carry many of the most speculative and sensational reports about the personal habits and proclivities of North Korean or Chinese leaders.

5.1. General Interest Weeklies

Japan's weekly magazines can be separated into those published by media conglomerates and those issued by book publishers and other media companies. While most general interest magazines sensationalize their news content, those published outside the media conglomerates are more akin to western tabloids.

The number general interest weekly magazine issues decreased 0.6% in 2007, according to an annual survey by the Research Institute for Publications (*NSK News Bulletin Online*, March 2007). Moreover, the five weeklies published by Japan's major newspaper companies (*Weekly Asahi*, *AERA*, *Sunday Mainichi*, *Yomiuri Weekly*, and *SPA!*) dropped 1.5%, falling much further than the 0.3% decline reported for weekly magazines issued by publishing companies.

5.1.1. AERA

Published by left-of-center daily *Asahi Shimbun*, *AERA* (circulation 194,489 in 2007)^b has a relatively serious focus, as its expanded title, "Asahi Shimbun Extra Report and Analysis," indicates. Perennial topics include foreign affairs, domestic politics, business and employment, education, and health. *AERA* is critical of North Korea and US commitment toward Japanese interests with regard to the DPRK.

5.1.2. Sande Mainichi

Published by left-of-center daily *Mainichi Shimbun*, the magazine *Sande Mainichi* (circulation 80,541 in 2007) offers a mix of serious and mildly sensational stories. Perennial topics include foreign affairs, domestic politics, business, health, consumer information, and the media, including criticism of rival publishing groups. The magazine is critical of US policy on Iraq, with one writer describing former President George W. Bush as "war-addicted" (16 February 2003) and an earlier article displaying gruesome photos of Iraqi children allegedly suffering from the effects of the use of depleted uranium shells by the multinational forces during the Gulf War (11 August 2002). The weekly is also critical of North Korea.

^b All of the circulation figures are as cited in the publication, *Japan's Periodicals in Print*, published May 2008.

5.1.3. *Shukan Asahi*

Shukan Asahi (circulation 189,726 in 2007) is published by *Asahi Shimbun*, offering a mix of current affairs, consumer topics, and entertainment. The weekly is critical of both the US Administration and North Korea. The magazine featured columns by well-known foreign affairs commentator Yoichi Funabashi until May 2007.

5.1.4. *Shukan Bunshun*

The conservative weekly *Shukan Bunshun* (circulation 526,744 in 2007) is part of the Bungei Shunju publishing firm and offers a mix of articles on politics, foreign affairs, business, entertainment, consumer information, and media, including criticism of its competitors. The weekly's exposes have sometimes led to the resignations of politicians, of whom it is sometimes harshly critical. *Shukan Bunshun* criticized, for example, the "stupidity" of then Prime Minister Yoshiro Mori. *Shukan Bunshun* likened it to another former prime minister, "imbecile king" Zenko Suzuki (2 November 2000). The magazine is also harshly critical of North Korea and has treated foreigners in general with suspicion, as seen in recent articles on foreigners in Japan as a criminal threat (6 February 2003).

5.1.5. *Shukan Shincho*

Published by the Shinchosha publishing firm, *Shukan Shincho* (circulation 473,550 in 2007) offers a mix of articles on politics, foreign affairs, business, entertainment, consumer information, and media, including criticism of its competitors, with an emphasis on the scandalous and entertaining. The weekly is harshly critical of North Korea and any concessions it views the United States has made to the DPRK. For example, in response to the October 2008 US delisting of North Korea, the magazine carried an unattributed article, which stated that "the Japanese Government, which had followed the United States on whatever issues, such as Afghanistan and Iraq, was treated like a fool. In fact, it is nothing but 'diplomatic defeat' for Japan."^c

5.2. *General Interest Monthlies*

Japan's general interest monthlies offer a forum for policy and political elites, academics, and other opinion leaders to argue their positions on the issues of the day. Debate is often spirited but within the parameters set by any given journal's political orientation. All circulation figures are as cited in the publication, *Japan's Periodicals in Print*, published May 2008.

5.2.1. *Bungei Shunju*

Featuring well-known politicians and commentators, *Bungei Shunju* (circulation 461,063 in 2007) is one of Japan's most widely read serious monthlies. This namesake monthly of the Bungei Shunju publishing firm combines a nationalistic perspective on Japan's foreign relations and history with analysis of Japanese Governmental affairs, and it has played a major role in exposing political corruption.

^c For more information, see the 21 October 2008 OSC Translation, **Weekly Blames Officials for Japan's Diplomatic Defeat Over US Delisting DPRK** (JPP20081021033001).

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5.2.2. *Chuo Koron*

This moderately conservative journal *Chuo Koron* (circulation 41,633 in 2007) focuses on analysis of politics and international affairs, often by prominent scholars, journalists, and politicians. The magazine was acquired by *Yomiuri Shimbun* in 1999. The editor in chief says that the journal "respects" the newspaper's editorial positions but does not follow them directly (*Mainichi Shimbun*, 15 August 2003). The magazine publishes a wide variety of material, including novels, photographs, and reports based on various philosophical, economic, political, cultural, and social topics.

5.2.3. *Seiron*

The journal *Seiron* (circulation 70,000 in 2007) is published by the conservative nationalist *Sankei Shimbun* and is probably Japan's leading journal of conservative opinion. It targets conservative readers with articles on nationalistic themes, with most written by regular contributors from academic and journalistic circles. In recent years, the journal has become increasingly strident on historical issues, so much so that the articles read more like textbooks than journalism, though they always contain a distinct political message. *Seiron*, for example, has often featured articles that: take an unrepentant view of Japan's wartime adventurism on the Asian continent, that seek to justify Japan's decision to attack the United States in 1941 by blaming US intrigue and pressure, that criticize the way the US waged war against Japan with fire bombings and the atomic bombings as "immoral," and that denounce the Tokyo Trials as "victor's justice."

5.2.4. *Sekai*

From the publishing house Iwanami Shoten, *Sekai* (circulation 70,000 in 2008) is a journal of liberal opinion that describes itself as presenting the "scientific" and "accurate" analysis possible with "print materials" to "provide the next generation with an excellent intellectual heritage" (www.iwanami.co.jp, 18 August). The magazine features prominent intellectuals, many of them pacifists critical of the US-Japanese alliance and of US foreign policy. Its strongly liberal (left-of-center) stance generally differs from the more conservative *Will* and *Seiron*. *Sekai*, which some deem "the last bastion of liberalism" in Japan, continues to lose readership. On trade issues, the monthly tends to be protectionist-minded. For example in May 2008, it argued against a free trade agreement with Australia.

5.2.5. *Sentaku*

Sentaku (circulation 60,000 in 2007) is an elite-targeting, subscription-only monthly journal of domestic and international affairs. It provides analysis of politics and foreign policy, focusing on behind-the-scenes reports on policy coordination. It does not have clear political leanings. *Sentaku* articles are generally unsigned and usually written by moonlighting reporters attached to major dailies. It is known for its often unique insights into economic and financial issues. According to *Sentaku's* website, its readers also read *Nikkei Business*, *Bungei Shunju*, *Shukan Diamond*, and *Shukan Toyo Keizai*.

5.2.6. *Toa*

Toa (circulation 2,000 in 2007) is a monthly journal on Chinese and East Asian affairs published by the Kazankai Foundation, Japan's oldest organization of China watchers.

5.2.7. *Ushio*

Ushio (circulation 433,958 in 2007) has been called a "house organ for Soka Gakkai" (*Sande Mainichi*, 9 December 2001), and it features articles by prominent center-left commentators, as well as Soka Gakkai leader Daisaku Ikeda and New Komeito Party representative Takenori Kanzaki, but it does not necessarily reflect Soka Gakkai views. Soka Gakkai is a lay Buddhist organization and serves as New Komeito's base of support.

5.2.8. *Voice*

Published from Kyoto by the PHP Research Center, *Voice* (circulation 33,467 in 2007) is a conservative opinion journal. PHP stands for Peace and Happiness through Prosperity.

5.2.9. *WiLL*

The conservative monthly *WiLL* (circulation 100,000 in 2007) is aimed at an older audience, with a regular array of well-known nationalist writers such as Teramasa Nakanishi, who tends to write similar articles for other ultra-conservative journals like *Seiron*. *WiLL* is fiercely critical of China and sometimes of the United States.

6. IDM, Traditional Media: An Evolving Dynamic

IDM compete with, but are not replacing, traditional broadcast and print media. See the following page for an explanation of the impact of IDM on public discussion of key issues, on political action, and on elite decisionmaking.

- Mobile news websites do not typically challenge other media as providers of unique news content because they primarily re-host articles by daily papers and press agencies. Television remains Japan's most popular medium, and print media are perceived as the most reliable.
- A stable of prominent bloggers that consistently helps shape mainstream dialogue on key issues of policy concern has yet to emerge in Japan.
- The popularity of cell phone news sites in addition to already high levels of television viewership, however, may be reducing the role of magazines as forums for public debate.

6.1. *Magazines Face Prospect of Reduced Role as Forums for Public Debate*

General interest monthly magazines have traditionally served as forums for public debate among academics, commentators, and other intellectual elite, but TV talk shows and Internet websites appear to be reducing this role for magazines. General interest magazines present a wide spectrum of opinion in each edition, but Japanese readers appear to increasingly prefer the on-demand, user-targeted content of mobile news sites. Some magazine editors attribute declining readership specifically to the availability of such information online.

- Toshiharu Sasaki, chief researcher for the Research Institute for Publications, attributed the declining readership of general interest magazines to their broad themes and multi-sided debate by stating: "Today, we are in an era of one-theme magazines. Many readers selectively buy magazines featuring themes of interest to them. One-theme magazines are much more popular than general-interest ones" (*NSK News Bulletin*, March 2007).
- Atsushi Okamoto, editor of the strongly liberal monthly *Sekai*, said general interest magazines ignore the "needs" of readers because they present an "overview of current thought" while readers tend to look for "specific articles of interest" (*NSK News Bulletin*, October 2008).
- Meanwhile, Katsuyuki Yakushiji, former editor of the now discontinued monthly *Ronza*, said the younger generation's aversion to print media combined with the rapid aging of Japan's population are factors harming conventional print media. He stated: "Under [these] circumstances, publishers are trying to secure short-term revenues" (*NSK News Bulletin*, October 2008). Even though older demographics are more likely to read magazines, Yakushiji predicts readership will decline as Japan's current senior citizens pass away.

6.1.1. Impact of IDM on Public Discussion of Key Issues, on Political Action, on Elite Decisionmaking

Impact of IDM on Society

Potential Influence of IDM	Demonstrated Impact	
To improve public access to information To improve general awareness of main themes in public debate	Pattern established, highly likely to recur	High Impact
To assist politicians and group leaders to persuade	Pattern emerging, likely to recur	
To shape mainstream public discussion of key issues To motivate public to meet in person or as a group	Several notable cases to date, future direction unclear	----- Low Impact
To motivate public to contribute resources To motivate public to vote To be controlled by the government to influence public discussion	At least 1 notable case, future direction unclear	
To motivate public to hold a demonstration To assist in shaping elite decisionmaking To galvanize support for/against an issue	No significant case to date	

These patterns in consumer demand have apparently adversely affected the financial situation for magazines.

- According to the nonprofit Japanese organization Research Institute of Publications, sales of general interest weekly and monthly magazines have fallen every year for the past decade. Even well-established publications are experiencing financial difficulties. Collectively, sales of the five major weekly magazines -- *Weekly Asahi*, *AERA*, *Sunday Mainichi*, *Yomiuri Weekly*, and *SPA!* -- dropped 1.5% from 2006 to 2007, falling much further than the 0.3% decline reported for weekly magazines published by other companies (*NSK News Bulletin*, March 2007).
- *Yomiuri Weekly* (founded 1938) -- published by *Yomiuri Shimbun* -- the monthly opinion magazine *Ronza* (founded 1994) -- published by *Asahi Shimbun* -- and the monthly *Gendai* (founded 1966) -- published by Kodansha -- were all discontinued in 2008. Katsumi Mochida, a Kodansha managing director, explained that the company

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can no longer sustain a "money-losing monthly" when the "entire industry is suffering financial challenges" (*NSK News Bulletin*, October 2008).

- Magazines have lost advertising revenue to other types of media. An annual survey on advertising spending conducted by Dentsu Inc., Japan's largest advertising agency, said the Internet surpassed magazines in 2006 as a medium for advertising (*NSK News Bulletin*, October 2008). Likewise, *Shimbun Kenkyu*, reporting 2008 data from Video Research Ltd., said 26.9% of magazine advertising had switched to mobile advertising in 2007. This is compared with 8.6% of newspaper advertising and 12.6% of television advertising that shifted in the same time period (June 2008).

Unlike some US and European publications, most mainstream Japanese magazines do not have a robust Internet presence, and most publishers do not offer full articles online. Few magazines provide unique Internet content in addition to what is published in their print editions.

- Typical of many magazines, the website of the moderate-conservative monthly *Chuo Koron* (chuko.co.jp/koron) provides the current issue's table of contents but not full-text articles on its website.
- A few magazines, however, offer Internet-only content that is updated throughout the month. For example, the website of the conservative monthly *Seiron* -- published by *Sankei Shimbun* (sankei.co.jp/seiron) -- features the full text of some print edition articles as well as short opinion pieces that are not included in the magazine's print edition. The site also features content from *Sankei Shimbun's* website such as the paper's editorials and current "web news." *Seiron* also offers a mobile version of its website (kmaga.jp/seiron). Most of this mobile site is members-only and includes questionnaires and a blog authored by the magazine's editorial department.

6.2. *Cell Phones Play Key Role in Accessing News, Information in Japan*

Cell phones have become a significant junction for IDM and traditional media in Japan. Surveys report that over half of adults in Japan read news content on their cell phones.

- An April 2008 Net Asia survey of young adult cell phone users found that 59.5% of respondents access mobile news sites, while only 48.3% said they view similar news sites on a computer (japan.internet.com). The NSK, the Japan Newspaper Publishers and Editors Association, is a reputable nonprofit research and educational organization funded and operated by the mass media of Japan.
- Almost all general use Japanese cell phones are now Internet capable, and news sites that are formatted especially for cell phone viewing offer easy access to content from a variety of news sources. In September 2008, Japan's Ministry of Internal Affairs and Communications (MIC) reported that about 81% of Japan's population owns at least one cell phone contract, equaling over 103 million contracts. About 70% of these contracts include mobile Internet access.

- High per-minute talking rates paired with relatively cheap data-transfer plans have helped contribute to a cell phone culture centered more on messaging, e-mail, and Internet browsing than talking.

News-aggregating sites appear to be more popular than the mobile websites of Japan's daily papers. The mobile version of *Yahoo! News*, which aggregates articles from a variety of news sources including national daily papers and Japanese-language press agencies, is by far the most popular cell phone news site in Japan.

- According to a July 2008 survey by the Japanese research companies Update Inc. and Mobile Marketing Data Labo, 72.9% of respondents who read news on their cell phones use the "ez News Flash" application from the mobile service provider au KDDI, while 70.5% visit the *Yahoo! Japan* mobile news site and 65% use the "iChannel" application by the mobile service provider DoCoMo. *Yahoo! Japan* is the default news site for the service provider Softbank, which as of September 2008 owned over 67% of all Japanese cell phone contracts (Japanese Telecommunications Carriers Association). In contrast, only 21.3% of respondents use the website of a major national daily paper.
- News-aggregating sites aimed mainly at users who access the Internet from a PC -- such as *allatanys.jp*, *47news.jp*, or the Japanese-language version of *Google News* -- receive a comparatively small number of visitors, according to statistics from aggregating websites such as the US-based *Alexa.com*.
- According to a private online questionnaire by MyVoice, a Japanese Internet research service, in April 2008, *Asahi* scored the best out of the daily papers online with 5.2%; 4.3% said they read *Nikkei*, 4.1% read *Sankei*, 1.8% read *Yomiuri*, and 0.5% read *Mainichi*. Additionally, 0.2% said they read *allatanys*, the new *Asahi-Nikkei-Yomiuri* joint portal, and 0.2% read *47 News*, a news aggregating site that focuses on local news from Japan's 47 prefectures

Japanese youth are more likely to obtain news from a variety of sources. Although newspaper readership is high among Japanese adults, surveys indicate that many of Japan's youth also obtain news from other sources.

- For example, the 2007 NSK Media Survey found that 96.1% of respondents in their 60's read daily papers, and 83.1% of those in their 20's and 76.9% of those aged 15-19 read papers. In contrast, 88.3% of the youngest age group and 88.9% of those in their 20's use the Internet, compared with 26.7% of respondents in their 60's (*Shimbun Kenkyuu*, July 2008).

IDM and traditional media "use patterns" and are driven by niche factors -- source reputation, time of use, and content:

Reputation Surveys consistently find that Japanese adults consider newspapers the most trustworthy type of media and the most influential on society. Papers are also considered valuable sources for local news.

- Respondents to the 2007 NSK media survey described papers as "influencing society" (60.7%), "indispensable as an information source" (53.8%), "intellectual" (50.6%),

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"informative on regional and local affairs," and "valuable because they touch each member of society" (49.6%) (pressnet.or.jp).

- In contrast, they described commercial television as "enjoyable" (63.6%), "friendly" (61.9%), and "influencing society" (55.1%).
- Respondents evaluated the Internet as having "fast" (44.5%) and "plentiful" content (45.1%), being "diverse" (43.2%), receiving information "ahead" of other sources (39.9%), and as being "indispensable as an information source" (32.6%).

Time of Use Japanese readers typically prefer to read daily papers at home in the morning and access cell phone news sites while commuting, during lunch breaks, or before bed.

- A 2008 survey by the Japanese research company Video Research Ltd. reported that cell phone Internet use in Japan is distributed throughout the day, but most people access cell phone news sites during their lunch breaks or in the evening after 2100 (*Shimbun Kenkyu*, June 2008). Similarly, an October 2006 survey by the Japanese online market research company infoPLANET found that among respondents, the peak times for mobile Internet use are during the morning commute (31.5%), during lunch (31%), returning home (32.7%), and before bed (48.3%).
- The same infoPLANET survey reported that most Japanese adults read newspapers as soon as they wake up (25.9%), during breakfast (26.2%), or commuting in the evening (34.7%) (whatjapanthinks.com). The NSK 2007 media survey found that most people read daily morning papers between 0600-0800 and daily evening papers between 1700-2100 (pressnet.or.jp).

Content Entertainment, sports, and weather information are popular across all types of media in Japan, but preferences vary by age and gender. Surveys show that people are more likely to obtain political news from television and IT-related news from the Internet.

- According to the 2007 NSK media survey, although sports ranks third overall among sections read in print edition papers, women prefer the weather, local news, health, entertainment, living/home, and politics sections over sports. Popular sections for men include weather, local news, international news, and the economy.
- Television is the most popular media source for political news, according to a January 2007 survey of Japanese mobile phone users conducted by the Japanese research company Cross Marketing Inc. Of the respondents, 57% obtained political news from the television, while 21.7% read newspapers and 20.4% used the Internet. None of respondents relied on magazines. However, 70.1% browsed the Internet to find IT-related news, compared with 16% who watched television and 9.0% who read newspapers (japan.Internet.com).

Integration of Print, Online Editorial Divisions May Signal Business Model Shift

Many papers and news agencies have begun to implement organizational and cultural changes in their editorial departments to foster a more symbiotic relationship between their print and digital media divisions. Japanese papers attract fewer visitors to their websites than sites such as *Yahoo! News* and struggle to generate online ad revenue.

- According to the NSK's November online news bulletin, many newspaper editorial departments now encourage reporters to file breaking news items on news sites without waiting for the overnight deadlines of their print edition papers.
- Likewise, some papers offer analysis or "exclusive backgrounders" online that are too long to publish in their daily print editions. Other papers have tried to attract readers by increasing their online coverage of local news and "community matters" (pressnet.or.jp, 15 November 2008).

6.3. Digital Media By Source, Vehicle

6.3.1. Blogs (Web logs)

Blogging began to enter mainstream Japanese culture in 2004 and 2005, and Japan currently has one of the world's most active blogging communities. Readership remains relatively low, and blogs have not been observed to directly impact Japanese mainstream media or politics in a significant way.

- According to the 2007 "State of the Blogosphere" report published by the international blog aggregating site *Technorati*, Japanese is the world's top blogging language, accounting for 37% of all blog entries posted on the Internet. In comparison, only 36% of all blog posts are in English (technorati.com/weblog/2007/04/328.html).
- An OSC survey of Japanese-language blogs found that they focus on lifestyle topics such as the author's daily activities, the lives of entertainment celebrities, sports, or other nonpolitical topics.
- Most bloggers write as private citizens. For example, according to a May 2007 survey by JR Tokai Express Research, only 12% of respondents said their workplaces maintain a corporate or president's blog. 67% said their companies do not have a blog, and 19% do not know where or not such a blog exists (japan.internet.com).
- According to the MIC, the number of blogs in Japan increased rapidly in 2004-2005 but has remained relatively constant at about 3,000,000 during 2006-2008. Many blogs are short-lived, however, and are abandoned when authors lose interest.

Although most Japanese have Internet access, only about one fourth of the population use blogs.

- For example, a July 2008 survey by JR Tokai Express Research monitor group found that 81.1% of respondents have read a blog, while only 16.4% have never read a blog; however, only 25.5% of respondents blog themselves. About 10.9% have blogs but do not maintain them, and 63.3% do not have blogs (japan.internet.com).
- Perhaps surprisingly, a 2007 blog research report by Goo Research found that Japanese blog readers in their 40's consider blogs more useful than any other age group. In contrast, although a higher percentage of Japanese in their 20's and younger said they read blogs (85.9% of teenagers and 87.0% of 20's, compared to 75.7% of people in their 40's), fewer people in these age groups said they consider blogs "useful" (japan.internet.com).

Blogging Platforms: There are dozens of Japanese blogging platforms, and according to the July 2008 survey by JR Tokai Express Research monitor group, no single blogging site dominates the Japanese blogosphere.

- The top five blogging services among respondents were *FC2 Blog* (13%), *Livedoor Blog* (12%), *Ameba Blog* (12%), *Yahoo! Blogs* (11%), and *Kokorogo* (10%). Other responses included *Rakuten*, *Goo Blog*, *Excite Blog*, *Hatena Blog*, *Google blogger*, *Yaplog*, and *VOX*. Notably, 31% said they used a different platform other than the 13 well-known services listed. It is likely that these bloggers host blogs under their own domain names.

Bloggers are more likely to read and comment on blogs hosted on the same platform as their own blogs.

- For example, if one user blogs on *Livedoor*, that user can add other *Livedoor* blogs to his watch list and easily keep track of new posts. Some platforms require that visitors be a member of the site in order to post comments.

Blog Tracking As blogging has gained more popularity, specialized search sites have appeared to help users search for blog posts across multiple blog platforms. The most well-known exclusively Japanese-language blog search site is *Kizasi* (kizasi.jp/channel/). However, *Technorati Japan*, the Japanese-language version of the US-based blog search site, is also popular.

6.3.2. Bulletin Boards

Despite the spread of social networking and virtual reality platforms, Japanese-language bulletin boards still receive a substantial amount of traffic. The most popular of these by far is *2 Channel* (also known as 2ch), which was created in May 1999 by Japanese programmer Hiroyuki Nishimura. According to the search engine and web ranking site *Alexa* (alexa.com), 2ch.net is the 16th most accessed site by people in Japan (as of 18 June 08).

2 Channel (2ch.net): *2 Channel*, Japan's largest Internet bulletin board, receives over 2.5 million users on peak days and over 10.5 million unique users per month (2006 data), making it perhaps the world's second largest bulletin board site behind China's *Tianya*, which boasts 40 million page visits daily. The website covers every conceivable topic on some 600 bulletin boards, each divided into hundreds or thousands of active threads.

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- *2 Channel* can serve as a rough indicator of whether any given topic is being discussed in Japan, and to what degree. The approximately 2,700,000 daily postings on *2 Channel* feature discussion of almost every imaginable topic including often vigorous debate on ties with the United States and (generally derisive) commentary on Japan's Chinese and Korean neighbors. The site's user demographics suggest, however, that the opinions expressed on *2 Channel* are not representative of Japanese public opinion as a whole.
- The website's large size makes it difficult to quantify and track changes in opinion. An official search engine is built into *2 Channel*, but it allows searches only to the thread level unless the user purchases search points or acquires them by, for example, completing surveys.
- In addition, many posters use nonstandard Japanese, making their comments difficult to read for the uninitiated. For example, Chinese characters are often intentionally misused, and keyboard symbols and other special characters are put together to form nonstandard "compounds" that make sense only to insiders. For readers of standard Japanese, however, an online dictionary of so-called "2 Channel Japanese" is available at media-k.co.jp/jiten/. Another online dictionary of modern, often nonstandard Japanese terminology is available at chiezou.jp.

4 Channel (4chan.org): *4 Channel* (also known as 4chan) is an English-language offshoot of the Japanese-language imageboard "*Futaba Channel*" (2chan.net) which, despite its similar name and URL, is not the same as *2 Channel*. An "imageboard" is like a message board but is based on the sharing of pictures instead of text.

- 4chan describes itself as: "A simple image-based bulletin board where anyone can post comments and share images. 4chan's collaborative-community format is copied from one of the most popular forums in Japan, *Futaba Channel*. Different boards are dedicated to different topics, from Japanese anime, manga, and culture to videogames, music, and photography. Users do not need to register a username before participating in the community"(4chan.org).

6.3.3. *E-Magazines*

E-magazines ("*merumaga*," short for "mail magazine" in Japanese) are generally text-based electronic "magazines" distributed via e-mail to a subscriber list on a weekly or biweekly basis.

- More like a newsletter than a print magazine in content and format, e-magazines became popular in the late 1990's and early 2000's in Japan. Unlike mailing lists where list subscribers communicate with each other, in the case of e-magazines the communication is exclusively one-way from sender to receiver.
- Most e-magazines in Japan are sent via Japanese-language distribution sites such as *MaguMagu* (mag2.com), *Merumo* (merumo.ne.jp), or *Melma* (melma.com) where users register at the main site then sign up for any number of individual e- magazines. These sites offer a wide variety of digital newsletters on topics such as money, travel, jobs,

cars, education, technology, and current events. In addition, there are sites that cater specifically to cell phone users because short, text-based magazines are particularly well-suited for distribution to cell phone e-mail accounts.

- Results from a January 2008 survey by Internet.com and *Goo* found that over 90% of respondents subscribed to at least one mail magazine and most subscribed to between two and 10. However, it appears that many people sign up for magazines but do not actually read them. Only 14.6% said they read all of the magazine issues they received, and 76.74% said they "only read [the editions] with interesting titles" (japan.internet.com).

6.3.4. *Mobile Browsing*

Many Japanese-language sites, especially news or sports sites, have cell phone "mirrors" formatted especially to be viewable on a cell phone screen. There are also a number of Japanese-language sites that cater specifically to cell phone users. Examples include the following:

- ***Asa-yomu Magazine*** (mag.mobile.yahoo.co.jp): News website run by Yahoo.jp aimed at delivering morning news to Japanese cell phones. Users register for this free service that sends news via e-mail to their cell phones each morning (See moblogging section for more on *Twitter* Japan).
- ***Magic iLand*** (ip.tosp.co.jp): Hosts a free novel library where readers can download text and link to blogs by select authors.
- ***MovaTwitter*** (movatwitter.jp): Japanese-language site enabling users to post to *Twitter* from their mobile phones, which was popular before *Twitter* was localized in Japanese. (See social networking section for more information on cell phone novels).

6.3.5. *Moblogging*

Relatively inexpensive cell phone Internet connectivity in Japan has helped give rise to the popularity of blogging via cell phone, known colloquially as "mobile blogging" or "moblogging." Japanese phones generally have higher quality cameras than phones in the United States, and mobile blogs often include images or video taken on the authors' phone in addition to straight text. Content varies from daily dairy entries to almost professional-quality photo-journalism.

- According to a survey by Japan Market Intelligence, over two-thirds of bloggers in Japan blog at least part of the time from their cell phones. Over a third of the sample stated they blog exclusively by mobile phone, while another 20% used both a cell phone and a computer, but favored the phone (jmintelligence.com).

Japanese Mobile Blogging Services: Japanese moblog authors can choose from a variety of mobile blogging platforms including the following:

- ***Ameblo*** (ameblo.jp): A popular Japanese-language web logging site that supports mobile blogging.

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- **FC2** (blog.fc2.com): A web hosting company that also provides free mobile blog hosting. Although most of the blogs appear to be in Japanese, English- and Chinese-language instructions are also available.
- **Jugem** (jugem.jp): A service that hosts mobile blogs and allows users to upload both still image and video content.
- **Moburogu-kun** (moblogkun.com): A site that does not host moblogs itself but aggregates entries from many sources on one page.

Twitter Japan *Twitter*, a free social networking and "microblogging" service, allows users to send short updates to other users via the *Twitter* website, RSS, e-mail, *Facebook*, or other platforms. On 22 April 2008, two years after its creation in 2006, *Twitter* launched a Japanese-language interface.

- In recent years there have been more Japanese *Twitter* users than US users, and on any given day, more than twice as many *Twitter* updates originate from Tokyo than any other city worldwide.

Citizen-Driven News Platforms Yet To Gain Momentum in Japan

The potential for real-time citizen news reporting has not yet been realized. Blogging via cell phone, especially GPS-enabled devices that geo-tag entries in real time, have the potential to enable citizen journalism. Moblogs in Japan, however, tend to focus on daily life topics such as food, shopping, and travel.

6.3.6. Mobile Wallets

In Japan, which is largely a cash-based society, the *keitai saifu* (mobile wallet) has rapidly gained popularity as a convenient alternative to carrying cash.

- According to figures from the retail association of Japan, as of 2007 Japan had 2.6 million mobile wallet users. As telecom companies partner with national transportation companies (trains, taxis, and buses), retail stores, convenience stores, restaurants, and vending machine companies, opportunities for payment by cell phone continue to expand (jmintelligence.co.jp).
- Paying by cell phone in Japan is as simple as tapping the device against a touchpad at a checkout counter, vending machine, or mass transit ticket gate (see image above). Commercial participants include even McDonald's (mcd-holdings.co.jp) and other non-Japanese companies.



Paying by cell phone at a vending machine and train gate (cellsuite.jp, 18 August)

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6.3.7. *Podcasting*

As with many kinds of non-establishment Internet media, the high dropout rate among content providers is one factor that has kept podcasts from gaining mainstream political influence in Japan, but continued development of this and future types of syndicated Internet media could enable greater grassroots influence on local or national-level politics. In Japan there are essentially three types of podcasts:

- **Mainstream Media:** Recorded by recognized mainstream media and include examples such as *Yomiuri Shimbun's "Yomiuri News Podcast"* and *Nihon Keizai Shimbun's "Kiku Nikkei"* daily newscasts. These podcasts tend to be informative, dry, and formal. *Yomiuri's* podcast, for example, features either a man or a woman who narrates half an hour of the day's news events in a straightforward, factual manner. *Nikkei's* 30- and 15-minute news podcasts usually feature two narrators, a man and a woman, who take turns reading news and sometimes inserting comments on each other's narration.
- **Recognized Institutions:** Produced by non-establishment media but are broadcast from recognized institutions. Kyoto University Broadcast Station's radio podcast and Tokyo University's "*OpenCourseWare*" project would both fall under this category as well as English-language lessons produced by recognized language schools. For-profit businesses have also begun to use podcasts as marketing or advertising tools. For example, the well-known international bookstore Kinokuniya produces "*kinocast*," which reviews recently published books and introduces them to listeners.
- **Other Groups and Individuals:** Produced by individuals or groups that do not claim affiliation to a larger organization and broadcast purely on their own authority. Not unlike the magazine industry, these types of podcasts cover a wide range of topics, from business to food, from entertainment to politics, foreign languages, and travel. In contrast to print media, there are very few startup costs associated with podcasting, and any Internet-savvy individual with a modem, a microphone, and spare time can make herself or himself heard across the Internet.

Some Japanese-language Podcast Directories include the following:

- ***ALC Podcasting Station*** (hpcast.alc.co.jp/)
- ***MixPod*** (mixpod.jp/)
- ***Podcast Journal*** (podcast-j.net/)
- ***Podcasting Search*** ([/search.ipodcasting.jp/](http://search.ipodcasting.jp/))
- ***Podcastle*** (podcastle.jp/)
- ***Podserve*** (podserve.biggu.com) -- general directory, not Japanese-specific
- ***Voiceblog*** (voiceblog.jp/) -- directory of podcast voice blogs
- ***Voiceblog Portal*** (voiceblog.jp/)
- ***Yahoo JP Podcast Directory*** (podcast.yahoo.co.jp/)

6.3.8. QR Code

A QR Code is a matrix code (or two-dimensional barcode) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response." These codes are currently the most popular type of two-dimensional barcode in Japan.



A QR code at the bottom of an outdoor sign provides access to information on current river safety conditions (NHK News 9, 29 July 2008).

- Although initially used for tracking parts in vehicle manufacturing, QR codes are now common in a much broader context spanning both commercial tracking applications as well as convenience-oriented applications aimed at mobile phone users. QR codes storing addresses and URL's may appear in magazines, on signs, buses, business cards, or guidebooks.
- Anyone with a camera phone can take a picture of the QR code and use the Internet to visit the URL whose address is stored in the code. This act of linking from physical world objects is known as a "hardlink" or "physical world hyperlinks." A user can also generate and print their own QR Code for others to scan and use by visiting one of several free QR Code generating sites.
- As an example of how far QR codes penetrate Japanese daily life, starting in early 2008, the company Ishinokoe began to offer a QR code service for tombstones. For a yearly fee, the company's packages allow visitors to use a QR code to access a dedicated mobile site, complete with the life history and photos of the deceased (ishinokoe.co.jp).

6.3.9. Social Networking

Online social networking services (SNS) provide a platform for interaction among Internet users. Like the English-language websites *Facebook* and *MySpace* as well as the South Korean *Cyworld* and Chinese *QQ*, Japanese social networking sites are focused around Internet "communities" that facilitate interaction between people with common contacts or interests. These sites are most popular among Japanese youth, but some sites -- like those that serve as "publishing" services for cell phone novels -- have had success appealing to adult audiences as well.

Mixi (mixi.jp): *Mixi*, which resembles the English-language *Facebook* and *MySpace* social networking platforms, was founded in 2004 and has become Japan's most popular social networking site.

- It is an invitation-only service, and new members must receive an e-mail "invitation" from someone who is already a member in order to register.
- Each *Mixi* user personalizes a profile homepage with information such as his or her username, gender, current location, birthday, hometown, and hobbies. In addition,

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many members write online journals (blogs) and belong to various communities (groups) that focus on hobbies, sports, geographical locations, entertainment, or other topics. *Mixi* users can view other users' "friends," the groups they belongs to, other users' journals, profile photos, and any book, music, or movie reviews other users have written.

- According to the web research site *Internet Watch*, *Mixi* membership reached approximately 5,203,000 by late 2006, with the 20-24 age group as 33.8%, the 25-29 age group as 28.4%, and the 30-34 age group as 17.6% of total membership (internet.watch.impress.co.jp). According to another *Internet Watch* report conducted in December 2005, 70% of *Mixi* users surveyed had logged into the site within the past 3 days (bb.watch.impress.co.jp).

Other Japanese-language SNS platforms include the following:

- **Gree** (gree.jp)
- **Cafesta** (cafesta.com)

GPS Mobile Social Networking Although many cell phones in the United States do not have GPS capabilities, most current Japanese models are able to accurately pinpoint users' real-time locations using GPS. This has led to the development of software and websites based on providing users with geo-spatial data via their cell phones.

- Mobile SNS take this model one step further; instead of just offering users information based on their location, these sites are virtual communities that connect cell phone users to each other by providing a common login platform.
- Unlike computer-based social networking sites, Japanese mobile social networking utilizes GPS technology to add another dimension to their services: the real-time location of their users.

MapFan (mapfan.com): A computer-based geo-tagging site that combines detailed maps with information on local businesses. Launched in June 2008, "*iMapFan*" is a mobile-friendly version of their site for cell phone users who want to find shops or other "genres" of spots in their current location.

Mapii (mapii.jp): Another geo-tagging site that is aimed exclusively at cell phone users and is based, more than *MapFan*, on the idea of social networking. Users create their own login accounts, and their physical location and "emoticon" are visible to other *Mapii* users. They can tag locations with keywords and even write "GPS Blogs," which essentially provide information on locations such as restaurants and shops.

GOJ Reportedly Considered in 2007 Using GPS To Track Employees

In Japan, GPS mobile phones are already widely used to keep track of children and to help locate people with dementia, but the Japanese Government (GOJ) reportedly considered in 2007 using GPS-equipped phones to track employees:

- Various Japanese news sources reported in late 2007 that in light of a scandal revolving around former Vice Defense Minister Takemasa Moriya, the Ministry of Defense announced on 1 November 2007 that it was "considering" requiring senior bureaucrats to carry a cell phone equipped with GPS technology so that the ministry can "immediately know their whereabouts." According to current Vice Defense Minister Masuda, such a plan would be an "effective option" to quickly locate key staff in emergencies. (japantimes.co.jp, 2 Nov 2007; *Yomiuri*, 1, 2 Nov 2007)

Examples of other types of Japanese social networking sites include the following:

- **Flipbook** (flipbook.in/): *Flipbook* is a bilingual (Japanese and English) browser-based platform that allows users to create and share simple animation sequences. All works can be integrated into blogs and commented on.
- **Gocco** (gocco.jp/): This site specializes in the "publishing" of cell phone novels (*keitai shosetsu*), which are short works of fiction (usually about 70 words per chapter) authored and read via cell phone. Some cell phone novels eventually cross over into print publication, but most exist solely in digital format. Of the ten best selling novels in Japan, five were originally cell phone novels (*New York Times*, 20 January 2008). 
- **Noughts** (noughts.jp/): *Noughts* is flash-based platform that lets users can create images via their browser and share them with other users. All images can be saved and integrated into blogs. *Noughts* also has its own store where people can buy t-shirts with their favorite images.
- **Pixiv** (pixiv.net/): Although *Pixiv* is based around the sharing of images and illustrations, it is also a full-fledged SNS that allows users to set up profiles, send messages, submit comments about other members' works, and share bookmarks. The *Pixiv* interface is Japanese-language only. The number of registered users passed 100,000 in early 2008. 

6.3.10. Social Bookmarking

Social bookmarking is a particular form of social networking in which users store, organize, and share URL's to websites via link aggregating websites.

- Most bookmarking sites allow users to attach informal, user-generated tags to their bookmarks, place bookmarks in predefined categories, and comment on links. Users

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can browse or search through the bookmarks of other users to find new online content. The concept of publicly tagging content is sometimes known as "collaborative tagging" or "folksonomy."

- One of the main differences between social bookmarking sites and more general social networking sites is that, in general, users do not create profiles on social bookmarking sites. A typical user page on such sites is just a list of the URL's the user has bookmarked and perhaps a list of other users that the user is "watching" (www.netlingo.com, 18 August).

Social booking, as an alternative to search engines, is one way for Internet users to find content online. It has the potential to place the spotlight on non-mainstream media and create a sort of tipping point that leads to the popularization of web logs or other sites. Social bookmarking is relatively widespread in Japan but has not been observed to have had a direct impact on the consumption of mainstream mass media.

Del.icio.us (del.icio.us/): *Del.icio.us* is a US-based social bookmarking site that was founded in 2003 and acquired by Yahoo! in 2005. It features a minimalist interface, human-readable URL's, and RSS feeds for web syndication.



Although the *Del.icio.us* interface is in English and the company has not announced plans for localization into other languages, many Japanese-speakers use this tagging service.

- In 2008 major daily *Asahi Shimbun* redesigned its website (asahi.com/) to include features such as the ability to add any article to the following social bookmarking sites: *Hatena*, *Yahoo.co.jp*, *Del.icio.us*, *Livedoor*, and *Buzzurl.jp*. Of these, *Del.icio.us* is the only non-Japanese-language interface.

More well-known Japanese-language social bookmarking sites include the following:

- **Buzzurl** (buzzurl.jp): *Buzzurl*, like most social bookmarking sites, allows users to tag and comment on URL's. Aiming to be more like a full-feature social networking site than *Del.icio.us*, *Buzzurl* lets users "favorite" other users, and it lists on each user's page other users who have bookmarked similar pages.
- **Choix** (choix.jp): This site advertises itself as a social news site, and the URLs bookmarked here generally point to news articles, which are sometimes from mainstream media such as national newspapers but more often from personal blogs, computer, Internet, or gaming-themed websites.
- **Clippo** (clippo.jp): Users registered with *Clippo* can "clip" (meaning, bookmark) pages, tag them, and share them with other users via RSS feeds. While some other social bookmarking platforms focus on bookmarking entire sites, the *Clippo* urges users to clip individual articles or blog entries that they or other users might want to read later.

- **Dogga** (dogga.jp): This site specializes in links to video clips, mostly from *YouTube*. When users bookmark links, they can also provide comments in addition to assigning tags. Users can also comment on other users' bookmarks and strangely, can then bookmark these comments at *Hatena* or *Del.icio.us* using the provided thumbnail image links (see image above).
- **Hatena Bookmarks** (b.hatena.ne.jp): Allows registered users to tag URL's with user-defined keywords and place them in *Hatena*-defined categories. Users can also comment on URL's and publish their bookmarks as an RSS feed. Unlike *Livedoor*, user pages in *Hatena Bookmarks* do not link to their *Hatena* blogs.
- **Livedoor Clip** (clip.livedoor.com): Users can clip (bookmark) sites, tag them, and write comments. *Livedoor* also allows users to rate sites (from 1-5 stars). A user's clips are part of his or her overall *Livedoor* account, and *Livedoor* user pages link to the user's blog, if one exists.
- **NewSwing** (newsing.jp): Another news-oriented social bookmarking site that claims to focus on business news. Users can vote or comment on URL's others users have bookmarked.
- **Yahoo! Japan Bookmarks**: (bookmarks.yahoo.co.jp): Yahoo Japan is the Japanese-language localization of the search engine *Yahoo!*. Logins are not transferable between the English- and Japanese-language sites, and users must have a *Yahoo!* Japan ID to use the Japanese-language site's bookmarking service.



6.3.11. Video-Sharing Online

Although there are a handful Japanese-language video-sharing sites, *YouTube* is popular among Japanese-language speakers, and *YouTube* is now "localized" for its global users. There are localized versions of *YouTube* for users in Brazil, France, Hong Kong, India, Japan, South Korea, Mexico, Russia, and Taiwan. The Japanese localization was part of *YouTube*'s first batch of localizations, which was released on 19 June 2007.

- The same content is available across all localized sites, but searches on the different sites sometimes return different results, compared to the original English-language version of the site. For example, searches on the Japanese-language site prioritize Japanese-language search results.

More About *YouTube*

Although video-sharing sites existed in the late 1990's, the breakthrough for widespread video-sharing was the founding and skyrocketing popularity of the English-language site *YouTube*. Founded in February 2005 and featured by *Time* magazine as one of the "best inventions of 2005," *YouTube* has grown into a vast repository of user-uploaded content.

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Japanese-language specific video-sharing websites include the following:

- **Nico Nico Douga** (www.nicovideo.jp): Users can upload, view, and share video clips. Unlike other video-sharing sites, however, comments are overlaid directly onto the video, synced to a specific playback time.
- **Yahoo Japan Videocast** (videocast.yahoo.co.jp): Users can upload, comment on, and rate videos. Most videos feature cars, sports, pets, or other lifestyle topics.
- **YouTube CH** (youtubech.com): "2 Channel" style Japanese-language portal that highlights *YouTube* content. This site is not affiliated with *YouTube* but links to videos on *YouTube*.
- **Zoome** (zoome.jp): free movie-sharing site

6.3.12. Virtual Worlds

One of the more recent platforms for online interaction is alternate reality (simulated reality) interfaces, such as *Second Life* and *Meet-me*. Made possible through the spread of high-speed Internet connectivity, these digital worlds provide an online platform for business meetings, Internet commerce, advertising, political campaigning, online dating, and casual encounters. Although some alternate reality programs were created as complex multi-player gaming environments, others focus purely on facilitating the interaction of people across the Internet.

Second Life (secondlife.com/world/jp): *Second Life* is a virtual world launched in June 2003 by the US-based Linden Lab. It has been localized into several language including German, Japanese, and Korean. Users can visit user-generated destinations or "real estate" held by individuals, organizations, governments, or corporations.

- According to data compiled by Linden Lab, Japanese users comprise 1.29% of active *Second Life* users (static.secondlife.com), while the leading countries in terms of membership were the United States, France, and Germany. China came in at 0.61%, while South Korea was 0.12%.
- One of the main characteristics of *Second Life* is the presence of a "virtual economy," known in Japanese by the acronym "RMT" or "real money trading." On 29 April 2007, the *Second Life* website reported that over \$1.5 million had been spent by members in the interface within the past 24 hours.
- According to a July 2007 CNET Japan survey that asked respondents if they had heard of *Second Life*, 50.7% said they'd heard of *Second Life* but not used it; 48.7% said they had not heard of *Second Life*, and only 0.7% said they had used it.
- It appears that between 2007 and 2008, however, more Japanese people became aware of *Second Life*, even if they hadn't yet tried out the platform themselves. Results from a similar survey conducted in March 2008 by japan.internet.com and *Goo Research* show that although only 1.29% of respondents actively used *Second Life*, all but 36% had at least heard of it (japan.internet.com/research/20080404/1.html).

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Meet-me (meet-me.jp): *Meet-me* is a Japanese-language virtual world platform that advertises itself as more "conformist" and "predictable" than *Second Life*. It was launched in December 2007.

- *Meet-me* seeks to accurately recreate Tokyo street scenery and features realistic landmarks from all of the city's 23 districts. According to Japanese-language IT Media News, *Meet-me* is an environment where "children and women" can "have fun" because it is without adult content. The environment in *Meet-me* mirrors that of Tokyo, including the city's weather and daylight hours. Transcosmos, a Japanese IT company, funded 70% of the project, *From Software* funded 20%, and daily paper *Sankei Shimbun* funded 10% (itmedia.co.jp, 5 June 2007).
- According to AP, Kunimasa Hamaoka, who oversees the *Meet-me* project at the digital marketing company Transcosmos, is "banking on the cultural differences between Japanese and Americans to compete against the world's top virtual community." Hamaoka said he is determined to make *Meet-me* a Japanese hit, although foreign tourists are "welcome visitors" (27 September 2007).

The operation and design of *Meet-me* is controlled by Transcosmos, which has said it will ensure "law and order" through more policing and filtering than *Second Life*. Hamaoka said: "Japanese aren't going to take to the culture of 'Second Life.' It's the kind of place where you can get shot in the back as soon as you log on" (AP, 27 September 2007).

6.3.13. 1Seg Broadcasting Technology

The Japanese-language mobile terrestrial digital video and data broadcasting service 1seg has been available in Japan since autumn 2005.

- Originally available only through the mobile service provider KDDI AU, both DoCoMo and SoftBank now also offer 1seg-compatible cell phone models. 1seg is mostly used to receive TV shows on cell phones and other mobile devices.
- Other than cell phones, 1seg technology can also be used to receive TV into any compatible device, such as a laptop or desktop computer, gaming stations, car displays, and electronic dictionaries. Sharp, with its "Papyrus" electronic dictionary line (sharp.co.jp/papyrus) has been a trendsetter in this regard. Featuring high-resolution color screens and integrated audio capabilities, these devices serve the dual function of dictionary and portable TV player.

Some 1Seg Devices include the following:

- Sony Walkman "A" Series (sony.co.jp)
- Toshiba Gigabeat "R" Model (Toshiba.co.jp)
- Nintendo DS (Nintendo.co.jp)
- Sanyo 1Seg and car navigation system (sanyo.co.jp)

6.4. *IDM, Politics*

6.4.1. *Virtual Political Campaigning*

The role of IDM in Japanese politics remains limited, but its varied use among politicians is relatively new and has the potential to reach an Internet-savvy and politically disaffected youth.^d

- Many national politicians have maintained blogs, but only a few have utilized other forms of interactive digital media, such as *Twitter* and Japanese social networking service sites. Those that have tried have seen only limited success at getting attention.
- While the ruling LDP has focused on Internet videos to reach young voters, the opposition DPJ has begun a public relations strategy that incorporates the following mobile content: games for mobile phones and other content available on mobile platforms.
- Japan's restrictive Public Offices Election Law prohibits campaigning before the official start of the 12-day campaign period prior to an election and has been interpreted to ban all online election-related activity. It does not, however, prohibit "political" activities that closely resemble electioneering. These pseudo-campaign activities using interactive digital media were underway after Prime Minister Taro Aso dissolved the Diet on 21 July for August 2009 lower house elections.

Japan's Restrictive Public Offices Election Law

The Japanese Public Offices Election Law is a 257-page document detailing electoral procedures for municipal, state, and national bodies. Its ostensible purpose is to ensure fair and equal elections, but the 59-year-old law limits campaign activities to traditional, narrow-reach media formats that depend on centralized support groups. This may be of greater political benefit to incumbent candidates.

- For general elections (House of Representatives), the law limits campaign activities to a 12-day period. The law, which distinguishes between political and campaign activities, prohibits the use of literature and images for electioneering, except for specified postcards, leaflets, and posters (Article 142, Public Offices Election Law).
- Website content is currently categorized as literature and images, which are prohibited except for the specified types. Therefore, candidates are not allowed to use online content for campaign purposes before or during the election period. However, the use of the Internet for political activities or those not directly related to campaigning for a specified candidate in a specified election are permissible (National Diet Library, 6 March 2006).

^d For more information, see the 14 August OSC Analysis, **Interactive Digital Media Plays Limited but Varied Role in Japanese Electoral Politics** (JPF20090814175003).

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6.4.2. *Blogs by Japanese Politicians*

Many Japanese politicians maintain web logs, although these are not always structured in "classic" blog format. Free e-mail "magazines" hosted by third-party sites as well as regularly updated "column" sections on their homepages are other popular ways to communicate with constituents.

There are many Japanese-language sites that compile links to politicians' blogs. They include the following:

- ***BlogFan*** (blogfan.org/celeblog/politician): Part of a larger Japanese-language blog directory. Entries are listed by last update date.
- ***Blogmura*** (politics.blogmura.com): Part of a larger Japanese-language blog directory. Ranks blogs according to current popularity. "Mura" is the Japanese word for "village."
- ***Ele-log*** (election.ne.jp): Site that hosts blogs for politicians for the stated purpose of helping constituents compare politicians. The site says it also accepts submissions for staff and others who have information on politicians.
- ***Ele-log Local Edition*** (local.election.ne.jp): The same concept as the previous link, except it is used for local elections

7. Specialized Publications of Interest to USG Policy Communities

The following are selected lists of publications with profiles of specialized journals covering defense and economic issues. All journals are listed in alphabetical order unless otherwise specified.

7.1. *Defense Journals*

The MOD-affiliated weekly *Asagumo* (circulation 250,000) reports on current events in the SDF and JDA. Each edition offers commentaries on domestic and international issues, news of training and peace-keeping operations, and profiles of SDF units. Semi-regular sections highlight recruiting and base issues along with promotions, retirements, and new laws. Asagumo Newspaper Co. also publishes defense-related yearbooks.

Self-described "official magazine" of the MOD, *Mamor* (circulation 25,000) is the successor to the monthly glossy *Securitarian* and is published by Fusosha, which is part of the Fujisankei Communications Group. The magazine claims readership of around 300,000 Japanese SDF and related personnel in over 200 domestic and overseas military locations. It features articles on SDF training, new equipment, bases, lifestyles of new recruits, and interviews with high-level officials. Regular columns include "Military Report" highlighting SDF units; "Gallery Arms" introducing planes, tanks, and other SDF vehicles; and the MOD Technical Research and Development Institute's "Gihon Report," showcasing new and developing military technology.

7.1.1. *Sekai no Kansen*

Sekai no Kansen ("Ships of the World," circulation 50,000) is a glossy monthly covering Japanese and international maritime trends, centering on naval developments. It runs numerous color photographs of naval vessels, profiles exercises, reviews naval doctrine, and periodically covers organizational changes within the Maritime SDF. Regular sections include "Maritime SDF News," "Japan Coast Guard News," and "International Shipping News." The magazine also maintains a website that provides the table of contents for special, extra, and subscription issues dating back to 2004 (www.ships-net.co.jp/homee.htm).

7.1.2. *Koku Fan*

Koku Fan ("Flight Fan," circulation 50,000) is a glossy monthly that covers Japan and international aviation issues. The publication includes extensive color photographs on Japanese ASDF planes, as well as regular sections on Chinese civilian and military aviation, aerospace and defense industry news, and USFJ and Ministry of Defense News. The magazine periodically carries updated orders of battle for the Japanese ASDF.

7.1.3. *Gunji Kenkyu*

The monthly military affairs journal features articles on the Japanese military, weapons, and foreign military strategies. The monthly features articles on weapons systems research and development; tracks new assignments and internal politics at the MOD; reports on defense contracts, annual corporate defense contract rankings; and profiles important officials and corporate executives in Japan's military-industrial complex. Regular sections include a foreword by retired GSDF Lieutenant General Toshiyuki Shikata

7.1.4. *Gekkan JADI*

Published by the MOD-affiliated Japan Association of Defense Industry, *Gekkan JADI* details Japanese and foreign weapons systems under development. Each issue of the monthly also profiles articles appearing in English-language defense periodicals. No circulation figures are available.

7.1.5. *Boei Gijutsu Janaru*

The *Boei Gijutsu Janaru* (circulation 3,000), a monthly published by the MOD-affiliated Defense Technology Foundation, describes defense-related projects within the Ministry of Defense's Technical Research and Development Institute (TRDI) and Japan's military-industrial complex. Regular sections profile components used in high-tech weapons systems and corporate R&D operations. The magazine also maintains a website that has catalogued the table of contents of back number issues dating to 2006 (www.defense-tech.or.jp).

7.2. *Economic Journals*

These economic and business journals, targeted to current and aspiring executives, provide more detail than the daily press on Japanese corporate and industrial trends. All the magazines profiled are weeklies except for the biweekly *Zaikai*. Circulation figures, from ZSS, are averages reported to the Japan Audit Bureau of Circulation (JABC) for the first half of 2007,

except for *Shukan Ekonomisuto* and *Zaikai*, which are self-reported figures for undefined periods.

7.2.1. *Nikkei Business*

Nikkei Business -- editor in chief Hiroto Nomura -- is a well-known and widely read



Japanese-language business weekly. Its circulation, according to figures from JABC reported in the 2008 edition of ZSS, was 333,900, which represents an increase of 1.8% from the first half of 2003. This is

the highest circulation of any Japanese-language business magazine. A breakdown of the magazine's readership by occupation showed that 35% of its readers worked in manufacturing and 14% in service industries.

The scope of *Nikkei Business* is broader than those of the other business weeklies, in that it devotes more space to socioeconomic, international political, and domestic political issues. Nevertheless, the magazine's reporting generally focuses on Japanese industries, companies, market trends, and business leaders. Compared with other business weeklies, *Nikkei Business* has a greater international slant. *Nikkei Business* is published by Nikkei Business Publications Inc, part of the Nihon Keizai Shimbun group, which, according to the its website, is the "world's largest group of companies providing mainly business and financial information for most of Japan's decision makers" (www.nikkeibp.com/html/main/company.html). The website also says that Nikkei Business Publications prints 44 magazines, three newsletters, and has a total readership of 2.6 million worldwide.

7.2.2. *Shukan Daiyamondo*



Shukan Daiyamondo focuses on Japanese companies, industries, and market trends and carries extensive ratings and other data on Japanese companies and industries. The magazine also carries reports on domestic economic policy, Japanese politics, non-Japanese companies, and international economic

issues, although to a lesser extent than *Shukan Ekonomisuto* or *Nikkei Business*. The publisher is Daiyamondo-sha (Diamond Inc.). *Shukan Daiyamondo's* circulation for the first half of 2007, as reported to the JABC and published in the 2008 edition of ZSS, was 112,957, representing a decline of 4.4% from 2003. A breakdown of the magazine's 2007 readership by occupation showed that 25% of its readers worked in sales and operations and 24% in general management.

7.2.3. *Shukan Ekonomisuto*



The circulation of *Shukan Ekonomisuto*, as reported in the 2008 edition of ZSS, was 85,000, unchanged from the figure reported in the 2004 edition of ZSS. A breakdown of the magazine's readership by occupation showed that 12% of its readers worked in finance and securities, 12% in manufacturing, 11% in service industries, and 11% in distribution.

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7.2.4. *Zaikai*



Zaikai is a biweekly that covers Japanese companies, industries, and business leaders. To a lesser extent, the magazine focuses on domestic economic policy, domestic politics, and international economic trends. The publisher is Zaikai Co. Ltd. Its circulation, as reported in the 2008 edition of *ZSS*, was 80,000, which represents a decline of 33.3% from the figure reported in the 2004 edition of *ZSS*.

7.3. *Science, Technology Publications*

This section profiles Japanese S&T monthly magazines and industrial and technical newspapers covered by the Open Source Center. These publications offer news on a wide range of science and technology-related topics, such as the following: research and development activities of academia, industry, and government; technological breakthroughs; the economic implications of scientific achievements; industry and technology trends; industry and government budget plans; business strategies for new technologies; and domestic and international technical cooperation and competition. They provide a high level of technical detail and accuracy.

7.3.1. *Nikkei Microdevices*

Publisher: Nikkei Business Publications, Inc.

Circulation: 13,965

URL: techon.nikkeibp.co.jp/NMD/



Nikkei Microdevices is a magazine with articles on devices such as semiconductors and flat panel displays. The magazine describes itself as geared to readers such as engineers, researchers, and managers engaged in electronics, electronic devices, and nanotechnology. Emerging technologies is also a focus of the magazine.

The magazine covers topics such as the diverse perspectives of design, production, testing manufacturing equipment and component materials. The magazine also includes a regular "International Watcher" report, a comprehensive view of the latest semiconductor R&D activities, investment, and industry trends in China and Taiwan.

7.3.2. *Semiconductor FPD World*

Publisher: Press Journal KK

Circulation: 20,000

URL: pressjournal.co.jp/about_sfw.html



As its title indicates, *Semiconductor FPD World* focuses on semiconductor and flat panel displays (FPD) from both the technological and business perspectives, including information on manufacturing technology and equipment, materials, policy, industry, marketing, and business strategy. Industrial and technological information and trends in the semiconductor device field reported by the magazine include system LSI (large scale integration), microprocessors, MRAM (magnetoresistive random access memory), SOI (silicon on insulator) device, DRAM (dynamic random access memory), flash memory, and ferroelectric memory.

Each issue of the magazine provides a brief outline of key news and press releases concerning the global semiconductor and FPD sectors, especially in South Korea, Taiwan, and China, which became the center of the electronics equipment manufacturing industry.

The magazine also keeps track of the new frontier areas, including nanotechnology, biotechnology, and eco-technology, as well as latest conferences provided by special reporters and engineers.

7.3.3. *Nikkei Monozukuri*

Publisher: Nikkei Business Publications, Inc.

Circulation: 35,000

URL: techon.nikkeibp.co.jp/mz/



Nikkei Monozukuri is a monthly magazine that describes itself as the "Solutions Magazine for Design and Manufacturing." It is geared to capture readers such as senior engineers in the manufacturing sector and product development project leaders and managers. The magazine provides information on problem solving and innovative technology that is employed in development to manufacturing.

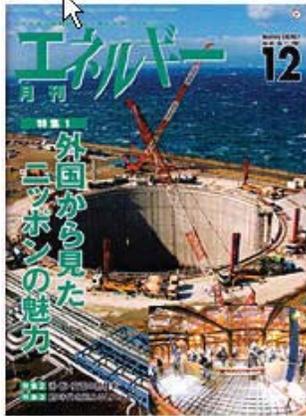
Perennial topics include technology breakthroughs, new products, R&D activities, basic design, and plant safety. The magazine also carries a monthly column entitled "How to Select and Buy Low-Priced Parts in China" by Kenji Endo, an overseas business consultant, who offers advice on doing business in China.

7.3.4. *Energy (Gekkan Enerugi)*

Publisher: Nihon Kogyo Shimbunsha

Circulation: 35,000

URL: fujisan.co.jp/Product/235/#CM



Energy (Gekkan Enerugi) describes itself as an "opinion" magazine. It covers the full range of the energy industry: electric, petroleum, gas, nuclear power, and new sources of clean energy. First published in 1968, the magazine says it is designed to appeal to a broad readership including heavy electric equipment manufacturers, power plant manufacturers, general contractors, and utility companies.

Perennial topics include industry trends and analyses, corporate management strategy, and new technology. The magazine often includes interviews with corporate and industry group executives or government and quasi-government agency officials. It often contains features on issues facing the energy industry. It also carries analyses of industrial and corporate activities and government policies. Recently it has also focused on global environmental issues and innovative measures to diversify energy sources.

7.3.5. *Enerugi Foramu (Energy Forum)*

Publisher: Kabushiki Kaisha Enerugi Foramu

Circulation: 43,000

URL: energy-forum.co.jp/



Enerugi Foramu (Energy Forum) is an energy policy oriented magazine. The magazine describes itself as an "opinion" leader for the constantly changing energy industry. Contributors of articles include company executives, engineers, academics, and government and political leaders. Perennial topics include energy, environment, and economic issues. Overall it's a conservative opinion magazine. The magazine is supported by editorial staff from Japan's major newspaper companies including *Asahi Shimbun*, *Mainichi Shimbun*, *Yomiuri Shimbun*, *Nikkei Shimbun*, and *Sankei Shimbun*.

7.3.6. *Genshiryoku Eye*

Publisher: Nikkan Kogyo Shimbun, Ltd.

Circulation: 15,000

URL: fujisan.co.jp/Product/809



Genshiryoku Eye is a monthly magazine that presents the nuclear industry's point of view on the latest trends in the use of nuclear energy. It offers multifaceted analyses of energy issues and trends in the use of nuclear power from a technological and industry perspective.

Perennial topics include nuclear energy as one element of Japan's overall energy situation. It includes articles on government energy policy, company strategies, nuclear safety, and security. The magazine also offers information on radiation applications in the areas of medicine, food stuffs, and industry. Feature articles include interviews with leading political, industrial, and academic figures, which tend to present a pronuclear energy viewpoint on nuclear energy-related topics.

7.3.7. *Ishikawajima Harima Giho*

Publisher: Ishikawajima Harima Heavy Industries

Circulation: 4,000

URL: ihi.co.jp/ihi/technology/gihou.html



Ishikawajima Harima Giho is a quarterly magazine that publishes papers on the company's [IHI Corp.] own R&D activities. It includes relatively long and highly technical papers on subjects such as a wide range of heavy industrial and agricultural machinery; equipment including worldwide thermal, nuclear, hydroelectric and power generation industries; jet engines for Japan's defense ministry, and rocket propulsion systems.

The end of each issue of the magazine provides descriptions of products developed by IHI.

7.3.8. *Mitsubishi Denki Giho*

Publisher: Mitsubishi Electric Corporation

Circulation: 9,200

URL: mitsubishielectric.co.jp/corporate/giho/



Mitsubishi Denki Giho is a monthly magazine that introduces the results of Mitsubishi Electric Corp's own R&D activities. Each issue includes four to five page-long highly technical reports, which cover the following five primary sectors: energy and electric systems (power generation plants, monitoring systems, and escalators); appliances (air conditioning systems, projection TVs, and monitors); information and communication systems (automotive multimedia systems, satellites, and networking equipment); industrial automation systems (logic controllers, circuit breakers, and robotics); and electronic devices (semiconductors and interposers).

At the end of each issue of the magazine, there is a section titled "Patent and New Idea," which briefly describes newly developed technologies for value acquisition.

7.4. *Science, Technology Newspapers*

7.4.1. *Nikkei Sangyo Shimbun*

Publisher: Nihon Keizai Shimbun, Inc.

Circulation: 167,015/ABC: July - Dec 2007

URL: nikkei.co.jp

Nikkei Sangyo Shimbun is a daily newspaper published Monday through Friday that focuses on technology, management, and marketing. It also is an excellent source of information on companies. In June 2003, the paper revised its news format, focusing more on breaking news and adding 10 serial articles covering, among other topics, management know-how, technology applications, and advice for firms on overcoming deflation.

Perennial topics include overall business -- including university venture businesses and domestic and international industry trends -- IT, communications, electronics, nanotechnology, new materials, medicine, biotechnology, the environment, energy, machinery, automobiles, construction, urban development, the service industry, foodstuffs, agribusiness, new product marketing, management, and industry personnel. Once a week, there is a section on market news from China.

7.4.2. *FujiSankei Business i*

Publisher: Nihon Kogyo Shimbunsha (Japan Industrial Journal), Fujisankei Communications Group

Circulation: 160,000

URL: jij.co.jp

FujiSankei Business i (Formerly *Nihon Kogyo Shimbun*) is a daily industrial newspaper published Monday through Friday, covering new technology, microelectronics, the environment, biotechnology, medicine, foodstuffs, distribution, services, finance, insurance, security, industrial policy, economic groups, management strategy, statistics, venture business, and new products. The daily also features reports on government involvement in various projects.

The paper revised its news format in July 2003 by adding a "Latest Industry Trend Report" on the front page that reports on activities of major industrial sectors including consumer electronics, IT, energy, chemicals, construction, machinery, and automobiles. Other new feature articles include small and medium enterprise management, industry-academic joint R&D activities, entrepreneurship, industrial transformation, and postal reform.

7.4.3. *Kagaku Kogyo Nippo*

Publisher: Kabushiki Kaisha Kagaku Kogyo Nipposha (Chemical Daily Co., Ltd.)

Circulation: 130,000

URL: chemicaldaily.co.jp

Kagaku Kogyo Nippo is a daily newspaper published Monday through Friday that focuses on the petrochemical and related industries. Its news coverage also includes pharmaceuticals, biotechnology, the environment, energy, and technological innovation in addition to commodity and specialty fine chemicals. The daily has expanded its coverage to include news on the automotive and electronics industries.

In recent years it has also stepped up coverage in the Chinese and Southeast Asian markets. The daily also reports on seminars and symposia held by Kagaku Kogyo Nipposha, its publisher, to which industry leaders and academics are invited.

The Chemical Daily Co., Ltd. was established 1 October 1936. *Tokyo Yakuhin Nippo* (*Tokyo Pharmaceutical Daily*) was first published 21 February 1937 and was renamed *Kagaku Kogyo Nippo* in 1947. As of 1 July 2003, there are 185 employees.

7.4.4. *Nikkan Kogyo Shimbun*

Publisher: Nikkan Kogyo Shimbunsha (The Nikkan Kogyo Shimbun, Ltd.)

Circulation: 422,607

URL: nikkan.co.jp

Nikkan Kogyo Shimbun is a business and technical daily published Monday through Friday.

Perennial topics include information, electronics, machinery, automobiles, chemicals, foodstuffs, steel, construction, manufacturing, distribution, services, finance, industry in general, new products, new technology, and R&D. The paper also carries extensive reporting on business in China and regularly advertises new business related books on China.

7.4.5. *The Denki Shimbun*

Publisher: Japan Electric Association (JEA)

Circulation: 71,800

URL: shimbun.denki.or.jp

The first edition of *The Denki Shimbun* was printed on 3 November 1907. In the subsequent 100 years, *The Denki Shimbun* has played a leading role in Japan's media.

The Denki Shimbun offers a wide variety of news, including exhaustive national coverage of government energy policy, electric utility policy and personnel changes, electrical manufacturing, management and trends in the information technology industry, and trends in construction and materials in the electrical equipment industry. It also provides commentary on and explanations of current news, as well as graphs and cartoons.

As the leading publication in electricity-related industries, *The Denki Shimbun's* readership includes politicians, central and local governments, information and telecommunication industries, iron and steel makers, chemical and machinery manufacturers, research institutes, banks and security traders, universities, consumer groups, community opinion leaders, and overseas subscribers.

7.4.6. *Nikkan Jidosha Shimbun*

Publisher: Nikkan Jidosha Shimbun, Inc.

Circulation: 157,970

URL: njd.jp

Nikkan Jidosha Shimbun (Daily Automotive News) has reported on the automobile and its history for about 80 years, since its foundation in 1929. It has played an important role as a journal of record for this industry throughout significant changes.

The Nikkan Jidosha Shimbun is the only daily paper exclusively devoted to the automobile industry. It attracts the attention not only of the automobile industry but also of individuals in other industrial fields, domestic and international. Its readership is roughly divided into two areas: manufacturing and distribution. Readers in the distribution field account for 85.4% of

the total distribution. Among the businesses in the distribution field, the automotive distribution and service businesses comprise the majority of readers. The automobile maintenance business accounts for 30.9%, new-car sales business for 23.4%, used-car sales business for 11.1%, and automotive parts and supplies business for 12.4%.

7.4.7. *Genshiryoku Sangyo Shimbun*

Publisher: Japan Atomic Industrial Forum, Inc. (JAIF)

Circulation: 15,000

URL: jaif.or.jp/ja/public/journal.html

Genshiryoku Sangyo Shimbun is a weekly newspaper that exclusively covers domestic and foreign nuclear-related information, including power generation, nuclear fuel cycle, nonproliferation structure, radioisotope, and R&D. The paper carries budget plans and government policy, and it updates the operating records of nuclear power plants every month in detail. Regular news is relatively brief and precise. It also includes information on nuclear-related publications and seminars.

It was first published in 1955. Expert reporters write its news and reports, which are highly evaluated by readers in government and the domestic and international private sector.