

Japan's Media Industry (Eurotechnology Japan KK)

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Summary

This report gives a comprehensive overview and analysis of Japan's US\$ 350 billion media industry, including newspapers, TV, manga, characters, anime, and advertising markets. Japan is the world's second largest media market, and Japan drives innovation in many areas - for example in mobile digital TV. Japan continues to create new trends and many new entertainment and art forms are created in Japan: Karaoke was invented in Japan, and more recently "keitai novels" novels and literature written on mobile phones for mobile phones. This report presents an overview and analysis of most areas of Japan's vast and very innovative media sector, as well as introducing keitai novels and other inventions from Japan.

Table of Contents

- Executive Summary: Japan's Media
- Japan's Media: overview and trends
 Japan's Media: overview (graphics of market size for different segments of Japan's media markets, data for 1996 - 2006)
 Media landscape overview
 Recent trends
- Advertising
 Graphics showing segmentation of Japan's advertising industry (data for 1997 - 2006)
 Japan's advertising companies (Graphics of top 20 advertising agencies)
 Dentsu and Recruit: Company profiles, and annual revenue, operating profits and net profits, (graphics for the period 2001-2009)
 Recruit Hot Pepper, business model demonstration and analysis
- Newspapers
 Japans newspaper markets
 Newspaper circulation, penetration (tables)
 Comparing newspaper circulation for Japan and UK for top ranking newspapers (table)
 Market size, newspaper segment size, (graphics with income data for 1993-2007)
 Advertising market size for the top media groups (advertising budget information for TV, newspapers, magazines, and radio)
 Newspaper distribution model with examples
 Japan's five national newspapers - profiles: Yomiuri Shinbun, Mainichi Shinbun, Asahi Shinbun, Nihon Keizai Shinbun (Nikkei), and Sankei
- Magazines
 Japans magazine market
 Images of distribution channels: convenience stores, book stores
 Circulation data for several top selling magazines
 Comparing circulation of top five Japanese business magazines with top ranking US business magazines
 Manga, with examples, demonstrations, quantitative circulation data
- TV and radio
 Markets and industry overview, figures showing TV industry structure and landscape

Market size and segmentation (data for 1996-2006)
TV landscape with graphics
Financial results of Japan's TV media groups: annual revenues, annual operating income, annual net income and annual operating margins (graphics for 1998-2009 period)
Viewer numbers for the top six TV networks (data 1999-2006)
Fuji TV and TBS TV headquarters
Recent M&A and takeover issues, and resulting restructuring
Profiles of the top six national TV networks with financial data and ownership: NHK, Fuji Television Network and Fuji Media Holdings (including discussion of the effect of the Livedoor takeover battle)
Nippon Television Network Corporation
Tokyo Broadcasting System TBS (including discussion of Rakuten takeover battle and resulting restructuring)
TV Asahi
TV Tokyo Corporation

- Cable TV
Cable industry size (graphics: 1996 - 2006)
- Satellite TV: BC and CS
Cable industry size (graphics: 1996 - 2006)
- Digital terrestrial mobile TV "OneSeg"
Cable industry size (graphics: 1996 - 2006)
- Radio
Size of AM and FM radio industry (figure with data 1996 - 2006)
Structure of Japan's radio industry (table)
unlicensed Packet Radio via mobile phone IP connection
- Japan's telecom industry
Landscape schematics
- Manga, Animation and characters
Manga books, periodicals and animation (market segmentation, data for 1996-2006)
Character goods market (1996 - 2005)
Popularity of top characters
- Japan's movie industry
data for movies, video rental and video sales (1996 - 2006)
- Music and Mobile music
Music and mobile music market size (data for 1994 to 2003)
- Karaoke
Karaoke overview
Market statistics (data for 1998-2003)
- eBooks, manga and literature for mobile phones
Mobile literature - a new branch of art
eBooks and manga for mobile phones
- Games
Graphics of game market landscape
- Japan's media markets: Summary

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