

Abstract

The main aim of this graduation thesis is to explore the degree of “terebi-banare” phenomenon and its causes, with special focus on the occurrence of the phenomenon in Japan. The thesis aims as well to forecast the future prospects of television broadcasts and to propose solutions that may be effective in revitalizing television in Japan.

Chapter 1 introduces the history of television broadcasting in the United States and Chapter 2 illustrates the history of television broadcasting in Japan. The two chapters cover the breadth from the advent of television sets to the emergence of new technologies contributing to innovations in television broadcasting, including the digitalization of broadcasting and the invention of 8K television.

Chapter 3 discusses television-viewing trends in both the United States and Japan. The first half of the chapter analyses trends in television viewing according to various age groups and ethnicities within the United States. The second half provides an overview of the situation of “terebi-banare” phenomenon in Japan, and the affects that are posed to various industries that go beyond the television broadcasting industry.

Chapter 4 provides a general discussion of the major reasons for the causation of the phenomenon of “terebi-banare.” The causes include the rise of the Internet, advent of alternatives to television viewing, declining trust towards the media, and low quality content of television shows in Japan.

Two case studies have been conducted in Chapter 5 - one had been made targeted towards people residing in Japan, and the other was targeted towards people residing overseas (outside of Japan). The case studies have asked various questions regarding topics as alleviation of loneliness through the use of television, confidence level of media, and the Internet fatigue syndrome that largely contributes to the degree of “terebi-banare” phenomenon.

Chapter 6 examines current measures being taken in order to prevent further decline in television viewers. The measures that had been taken in action in recent years include the video-on-demand service, the Smart TV, and Internet television broadcasting.

Chapter 7 discusses the future prospects of television broadcasting that have been built on from data, ideas, and findings derived from previous chapters.

Chapter 8 proposes solutions that may be effective in mitigating further progress of “terebi-banare” and revitalizing television broadcasts in Japan. The solutions include the introduction of a better rating system, and the linkage of the Internet to television broadcasting.

Finally, the conclusion summarizes the various findings derived from the study, especially highlighting the ones that were of interest and importance. In addition, it illustrates the further prospects of television broadcasting in Japan and possible solutions to the “terebi-banare” phenomenon.