



Japanese Press

Foreign Journalism

Berdak Bayimbetov



- Capital: Tokyo
- Official languages: None
- Ethnic groups: 98.5% Japanese
0.5% Korean
0.4% Chinese
0.6% other
- Population: 126,659,683

Media in Japan

The Japanese media presents some differences when compared with the press in other leading industrial countries of the world.

Newspapers came late to Japan, and were not much present until the very end of the era of feudalism, which was caused by the arrival in 1853 of Americans.

Media in Japan

- The level of reporting is quite good.
- The use of television and the internet is increasing for obtaining and the dissemination of news.
- The population is highly literate; indeed, Japan has one of the highest literacy rates in the world.

Japanese newspapers

- The vast majority of Japanese people read at least one newspaper every day.
- Japanese start the day by reading the newspaper.
- Newspaper Consumption (minutes per day): 28
- One of the major characteristics of the Japanese newspapers is that almost 94 % of them are home-delivered.

Japanese newspapers

- Number of daily newspapers: about 120 with a circulation of: about 70 000 000 (which is the highest circulation in the world)
- Just five newspapers are “national” papers, and their circulation (in both morning and evening editions) accounts for half of the country's total newspaper circulation.

A reading nation

A survey of the JNPEA showed that more than 80% of the Japanese read newspapers everyday. This can be explained by the fact that Japan is a highly urbanized society, and many Japanese have to commute one to two hours by train, giving them plenty of time to read one or two newspapers, or even more.

Regional newspapers

Many local Japanese newspapers are based in the prefectures' capital and distributed only in one prefecture. There are about 65 regional and local dailies, which can sometimes be more influential locally than the national dailies.

Specialized newspapers

Some Japanese newspapers report only for a well-segmented market. There are, for example, dailies only reporting for the Chemical industry or the transportation industry. This allows for a well-targeted message towards a well-chosen public.

Newspapers in English

The large Japanese newspapers also have their own English versions, which compete for English-speaking readership with the Japan Times, the only daily newspaper to appear only in English.

Therefore getting Japanese news in English is no problem in Japan.

Only a very limited number of Japanese read the English version.

Japanese newspapers are published in highest circulation in the world (top 10 – 2011)

Rank	Newspaper	Country	Circulation
1	Yomiuri Shimbun	Japan	9,969 000
2	Asahi Shimbun	Japan	7,750 000
3	The Times of India	India	4,090 000
4	Mainichi Shimbun	Japan	3,438 000
5	Nihon Keizai Shimbun	Japan	3,020 000
6	The Sun	United Kingdom	2,770 000
7	Dainik Jagran	India	2,662 000
8	Reference News	China	2,450 000
9	The Wall Street Journal	United States	2,107 000
10	People's Daily	China	2,106 000

Yomiuri Shimbun

Founded in 1874, the *Yomiuri Shimbun* is credited with having the largest newspaper circulation in the world, having a combined morning and evening circulation of 14,323,781 through January 2002.

In November 1999, The Yomiuri Shimbun released a CD-ROM titled "The Yomiuri Shimbun in the Meiji Era," which provided searchable archives of news articles and images



Asahi Shimbun

Founded in January 25, 1879.

The newspaper had an alliance with the International Herald Tribune, which is owned by The New York Times.

In 2010, this partnership was dissolved due to unprofitability and the Asahi Shimbun now operates the Asia & Japan Watch online portal for English readers.

1 4 版

2011年(平成23年)3月14日 月曜日

44855号(日)

「死者は万人単位」

宮城県知事、見通し

きょうから輪番停電

鉄道、間引き・運休も

3号機も爆発の恐れ

M9.0に修正

大震災関連ニュース

テレビ・ラジオ9、11面

天気9面

天声人語

震災20年特別紙面

2011年(平成23年)3月14日 月曜日

44855号(日)

発行所: 〒100-8111 東京都千代田区千代田1-1-1 朝日新聞東京本社

印刷所: 〒100-8111 東京都千代田区千代田1-1-1 朝日新聞東京本社

電話: 03-3214-1111

ファクス: 03-3214-1111

インターネット: www.asahi.com

Mainichi Shimbun

"Daily News"

Founded in February 21, 1872.

On 15 January 2004, Mainichi Shimbun and MSN Japan announced they were to merge their websites.

3県沿岸 壊滅状態



東日本巨大地震

避難21万人

死者・不明1100人超す

津波被害、救援始まる

福島第1・第2

原発破損回避へ減圧

放射能含む水蒸気放出へ

被害状況(12日午前11時30分現在)

死者	413人
行方不明者	784人
負傷者	1128人
損壊家屋	
半壊・半焼以上	2759戸
一部損壊	2444戸

(注)警察庁まとめ。未確認情報を含む

長野で震度6強 負傷10人

関東、計画停電も

東電が節電を要請

日本経済新聞

夕刊
3月12日
(土曜日)

日本経済新聞社
東京本社 東京都千代田区千代田2-1-1
電話 03-5561-0111
東京支社 東京都千代田区千代田2-1-1
電話 03-5561-0111
大阪支社 大阪府大阪市北区中之島2-1-1
電話 06-6251-0111
名古屋支社 名古屋市中区栄2-1-1
電話 052-581-0111
福岡支社 福岡市中央区天神2-1-1
電話 092-281-0111
札幌支社 札幌市中央区南一条西2-1-1
電話 011-241-0111
仙台支社 仙台市青葉区中央2-1-1
電話 022-251-0111
北九州支社 福岡県北九州市小倉北区小倉2-1-1
電話 093-281-0111
熊本支社 熊本県熊本市中央区下通2-1-1
電話 096-281-0111
鹿児島支社 鹿児島県鹿児島市中央2-1-1
電話 099-281-0111
那覇支社 沖縄県那覇市中央2-1-1
電話 098-281-0111

地震関連ニュース

福島第1の原発
安全策が不発
救援活動に自衛隊5万人
孤立、疲弊、救済待つ 避難民

配達遅れおわびします
電子版で最新ニュース
毎日新聞の電子版は、最新のニュースを、いつでもどこでもご覧いただけます。

WORLD MARKETS



Newspaper Holidays

- Despite competition to gain circulation share, until 2002 all major newspapers in Japan cooperated in setting aside twelve days a year when they did not publish.
- The newspapers declared these holidays, one per month, in order to give time off to the delivery personnel. Almost all daily newspapers in Japan are home delivered through a network mainly comprised of students, and about 90 percent of homes in Japan are serviced in this way.

Freedom of Press

Reporters without borders rank
Japanese freedom of speech on
25th place.