



# Japanese Press

Foreign Journalism

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- 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





# 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

### 死者・不明1100人超す

### 津波被害、救援始まる

### 避難21万人

東日本巨大地震から一日経ち、被災状況が明らかになってきた。巨津波による死者・行方不明者は1100人以上に達している。津波被害は、沿岸部を中心に壊滅状態に陥っている。救援活動は、被災者への食料・衣類の配布などから始まっている。

## 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

福島第1原子力発電所、第2原子力発電所の原子炉が破損を回避するため、放射能を含む水蒸気を放出する計画が発表された。これは、原子炉内の圧力を下げ、冷却水を循環させるための措置である。

### 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

長野県で震度6強の地震が発生し、10人が負傷した。震源地は長野県北部で、震害は長野県内を中心に発生した。被害状況は、家屋の倒壊や火災などが報告されている。

## 関東、計画停電も

### 東電が節電を要請

東京電力が関東地区で計画停電を実施する可能性を示唆し、節電を要請している。これは、電力需要のピーク時に備えるための措置である。



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# 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  
25<sup>th</sup> place.