

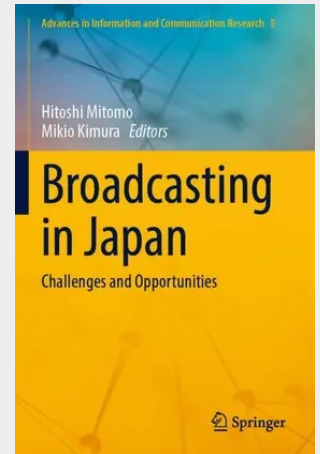
Broadcasting in Japan

Challenges and Opportunities

This book provides an analysis of the various challenges and opportunities facing the Japanese broadcasting industry. It is the first book in English that explores how Japanese broadcasting, especially commercial broadcasting, fulfills its social mission under the threat of the increased popularity of Internet-based media services as it reexamines the role and nature of broadcasting. During a series of disasters and the spread of the new coronavirus in Japan, while varied media connected people and supported socio-economic activities, broadcasting continued to be the most trusted. However, as Internet media attract increasing attention, the trend in broadcast viewership is downward. Commercial broadcasting, in particular, will be strongly affected by that trend and the impact of the shrinking population.

Recognizing that such dramatic technological and environmental changes are under way, in addition to the eleven researchers participating in the visiting researcher committee at the Research Institute of the Japan Commercial Broadcasters Association (JBA), four research collaborators and the secretariat (director of the JBA) have contributed to this book. They have taken up issues related to challenges and opportunities for the broadcasting industry based on their respective areas of awareness of the problems, including policies for broadcasting, fake news, disaster responses, viewer trust in television programs, competition with Internet-based services, and the business model for broadcasting.

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192,59 €

179,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9789811947018

Medium: Buch

ISBN: 978-981-19-4701-8

Verlag: Springer Nature Singapore

Erscheinungstermin: 16.11.2023

Sprache(n): Englisch

Auflage: 1. Auflage 2022

Serie: Advances in Information and Communication Research

Produktform: Kartoniert

Gewicht: 464 g

Seiten: 289

Format (B x H): 155 x 235 mm

