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Descrizione fisica	1 online resource (295 pages)
Collana	Advances in Information and Communication Research, , 2524-3330 ; ; 5
Disciplina	384.54
Soggetti	Industrial organization Public administration Information technology - Law and legislation Mass media - Law and legislation Comparative government Digital media Industrial Organization Public Administration IT Law, Media Law, Intellectual Property Comparative Public Policy Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Concept of "Communications" and "Broadcasting" in the Era of Digital Convergence -- Japan's Broadcasting System from the Perspective of its Demographics in 2040 -- An Outlook on Broadcasting in 2036 - The state of broadcasting in the UK and Japanese broadcasting policy -- An International Comparison of Simulcasting and Webcasting: From Facilitating Transmission to Communication to the Public -- The Development of Japanese broadcasting and the Training System -- Business Models for Commercial Broadcasters in Japan -- Will there be New Developments in the Digital Age? -- Inter-Media Competition: The Differentiation Strategy and Catch-up Strategy of the Television Industry against the Internet -- How People Respond to Fake News: A Comparison of Japan,

South Korea, and Thailand -- Local News in the Digital Age: A Consideration of Disaster Reporting -- Trust in Television and its Relationship with Entertainment Program Preferences -- Television Viewing via the Internet: Time-shift and TVer -- Internet Simulcast Distribution of Broadcast Media: An Assessment of Actual State and Demand.

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## Sommario/riassunto

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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