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SKY Perfect JSAT Corporation

Contemporary Views on Television 2010(Economic)

Economic Slump and Purchase of Large-Screen TVs Boost Viewing Times

Owners of large-screen TVs watch 20% more TV on weekdays, 10% more on holidays

50% of people affected by the economic slump, 60% of people in their 30s watching more TV

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO Masanori Akiyama; “SKY Perfect JSAT”) has conducted a survey of the general public in order to better understand their at-home television viewing and relationships to television, following on from a similar survey conducted last year. The new survey, entitled Contemporary Views on Television 2010(Economic), was conducted January 16 to 18, 2010.

Administered over the Internet, the survey targeted 1,000 men and women over the age of 20 living in the Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and the Kansai area (Osaka, Kyoto, Hyogo, Nara).

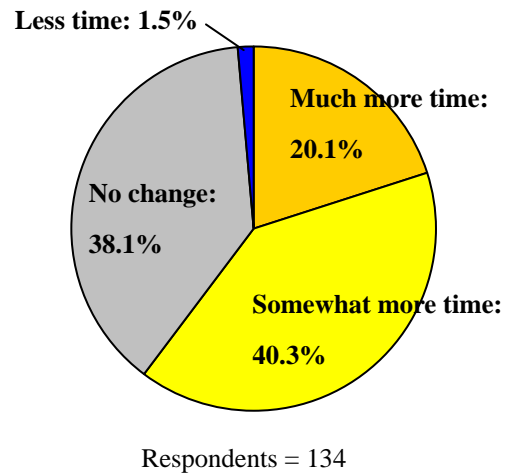
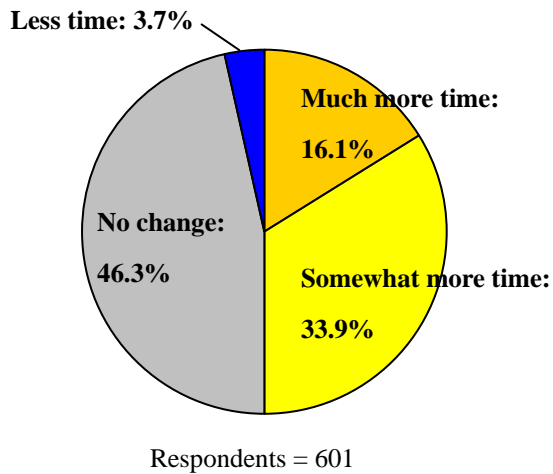
Of the 601 respondents who reported being affected by the economic slump, 50% had increased time spent watching television at home. For respondents in their 30s who had been affected, 60% had increased their television time. (See Graph 1).

Of the 210 respondents who said that their families spent more time at home due to the economic slump, 80% reported a change in viewing habits. The most common of these changes were “increase in the overall amount of time spent watching TV for the whole family” (47.6%) and “increase in the time spent watching TV together with the whole family” (28.1%). These results suggest that **TV viewing as a family is increasing.** (See Graph 2)

<Graph 1>

Below left: Changes in television viewing times for 601 respondents who were affected by the economic slump

Below right: Changes in television viewing times for 134 respondents in their 30s who were affected by the economic slump



<Graph 2>

210 respondents said their families were spending more time at home as a result of the economic slump. These respondents reported that their viewing habits with their families had changed as follows.

(Total respondents who felt the change described them either “Absolutely” or “To a certain degree”)



The survey also examined the relationships to TV of the 138 respondents who had purchased a large screen TV because of the availability of eco-points. The average viewing time for such respondents (calculated from the aggregate responses for viewing time by genre) was **1:49 hours on weekdays, 20% (17 minutes) longer than the 1:32 hours spent by non-purchasers; and 4:35 hours on holidays, 10% (25 minutes) longer than the 4:10 hours of non-purchasers.** (See Graph 3)

Moreover, in response to the question, “When you get home and no-one else is there, what is the first thing you usually do?” 67.4% of large-screen TVs purchasers answered “Turn on the TV,” a much higher percentage than non-purchasers (53.8%).

In addition, 59.4% of large screen TV purchasers reported that “having the TV on is fun” compared to

47.8% of non-purchasers, indicating that **purchasers of large screen TVs feel a stronger affinity for their TVs.**

<Graph 3>

Average Viewing Times by Genre (estimated values for all respondents)

Weekdays

H:mm/day (Respondents)		News	Sports	Animation	Documentary	Info/Variety	Education	Quiz	Music	Weather	Shopping	Japanese drama	Korean drama	Other overseas drama	Movies (Japanese)	Movies (Foreign)	Aggregate of all genres/day
Overall	1,000	0:22	0:03	0:01	0:04	0:24	0:02	0:05	0:01	0:06	0:00	0:11	0:01	0:01	0:03	0:04	1:35
T V Large screen purchaser	138	0:25	0:04	0:01	0:06	0:26	0:03	0:06	0:02	0:06	0:00	0:12	0:01	0:02	0:04	0:05	1:49
Non-purchaser	862	0:22	0:02	0:01	0:04	0:24	0:02	0:05	0:01	0:06	0:00	0:10	0:01	0:01	0:02	0:04	1:32

Weekends and holidays

H:mm/day (Respondents)		News	Sports	Animation	Documentary	Info/Variety	Education	Quiz	Music	Weather	Shopping	Japanese drama	Korean drama	Other overseas drama	Movies (Japanese)	Movies (Foreign)	Aggregate of all genres/day
Overall	1,000	0:43	0:13	0:06	0:13	1:26	0:07	0:11	0:04	0:10	0:01	0:24	0:02	0:03	0:10	0:14	4:13
T V Large screen purchaser	138	0:46	0:11	0:07	0:17	1:32	0:09	0:11	0:04	0:08	0:01	0:26	0:03	0:05	0:13	0:16	4:35
Non-purchaser	862	0:43	0:13	0:06	0:13	1:25	0:07	0:11	0:04	0:10	0:01	0:24	0:01	0:03	0:09	0:13	4:10

In response to the open question “What does television mean to you?” 266 of the 1,000 respondents answered “A source of information.” This was higher than “Entertainment” (216 respondents) and “A way to pass time” (164 respondents). A further 111 people answered that television is an “indispensable item,” showing that television has come to be considered as an information tool.

The results also showed that it has become normal to have the television left on all the time, with **60% of female respondents in their 30s and 50% of all respondents who live alone saying “I always have the TV on when I am at home” or “When the TV is on I feel a sense of security.”** (See Graph 4). The result suggests that **simply having the television on seems to promote emotional stability.**

<Graph 4>

Television Use and Awareness of Television Being On

(Total respondents who responded felt the change described them either “Absolutely” or “To a certain degree”)

		(%) (Respondents)	TV always on when at home	Feel secure when TV is on
Overall		1,000	46.4	45.9
Women	29 or under	100	51.0	52.0
	30 to 39	100	58.0	57.0
	40 to 49	100	41.0	49.0
	50 to 59	100	48.0	50.0
	60 or over	100	43.0	48.0
Household	Live alone	148	55.4	53.4
	Couple	232	43.5	44.0
	Family, other	620	45.3	44.8

Contemporary Views on Television 2010 is the second in this series of surveys carried out since last year. The survey explored these and many other questions about our television viewing and relationships to television.

For detailed survey results (available in Japanese only), visit SKY Perfect JSAT Corporation’s website.

[\(http://www.sptvjsat.com/\)](http://www.sptvjsat.com/)

SKY Perfect JSAT, as a leading company in creating television culture, both now and in the future, will continue to conduct regular surveys about television. We look forward to sharing the results.

Reference:

Overview of Contemporary Views on Television 2010(Economic)

- Survey title: Contemporary Views on Television 2010(Economic)
- Purpose: In recent years our contact points for information and media are diversifying to include television, Internet, mobile phones, games, and others. The way people watch television in their homes and the way people relate to television is also changing with the times.
As Japan continues to experience an economic slump SKY Perfect JSAT Corporation conducted this survey to shed new light on the changing state of television viewing, which continues to evolve with the times.
- Survey period: January 16 to 18, 2010
- Sample number: 1,000 people
- Survey area: Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and Kansai area (Osaka, Kyoto, Hyogo, Nara)
- Age/Sex: Men and women over the age of 20
- Breakdown

		20s	30s	40s	50s	60 and above	Subtotal
Tokyo Metropolitan Area	Men	50	50	50	50	50	250
	Women	50	50	50	50	50	250
Kansai Area	Men	50	50	50	50	50	250
	Women	50	50	50	50	50	250
Subtotal		200	200	200	200	200	1,000

- Major questions (of a total of 18)
 - ◇ The economic slump is said to be continuing. What effect if any has this had on you personally over the past six months or so?
 - ◇ Has this lead to you spending more time watching television at home?
 - ◇ Has there been any change in the amount of time that your family spends watching television due to family members spending more time at home?
 - ◇ How do you most often spend your time when you stay at home?
 - ◇ What is your attitude concerning time spent at home?
 - ◇ When you get home and no one else is there, what is the first thing you usually do?
 - ◇ Do you ever engage in another activity while watching television? If so, what do you most commonly do?
 - ◇ What does television mean to you?
 - ◇ What do you expect of multi-channel pay TV?