



April 27, 2010

SKY Perfect JSAT Corporation

Contemporary Views on Television 2010 (Children)

Do Children Watch the Programs They Want More Efficiently By “Time-Shift Viewing”?

40% of Children Watch Over Half of Their TV in Recorded Form

Eating the Number One Background Activity While Watching TV at 64.3%

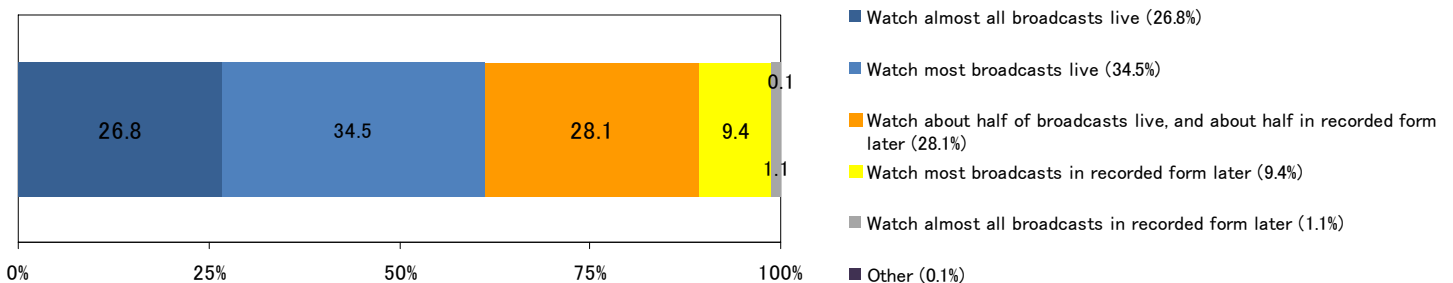
Family Rules about Watching TV During Meals an Enduring Theme

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

Administered over the Internet, the survey targeted 1,000 boys and girls from age four through to year six of elementary school and their parents, living in the Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and the Kansai area (Osaka, Kyoto, Hyogo, Nara).

38.6% of children surveyed watch over half of their television in recorded format. (See Graph 1.)

<Graph 1> Television Viewing (Respondents=1,000)



In response to an open-ended question about household rules for watching television 177 respondents answered that they were not to watch television after a certain time in the evening, but could record programs for subsequent viewing. Regarding viewing habits for recorded material, answers included “I watch programs that I couldn’t watch during the week all together on the weekend or holidays,” “If a program that a child wants to watch overlaps with one that an adult wants to watch, the child’s program is recorded for watching at the weekend,” “I make a request for the programs I want to watch, and my parents decide whether I will be allowed to watch or record them,” and “I am allowed to record up to 12 programs a week,” among others.

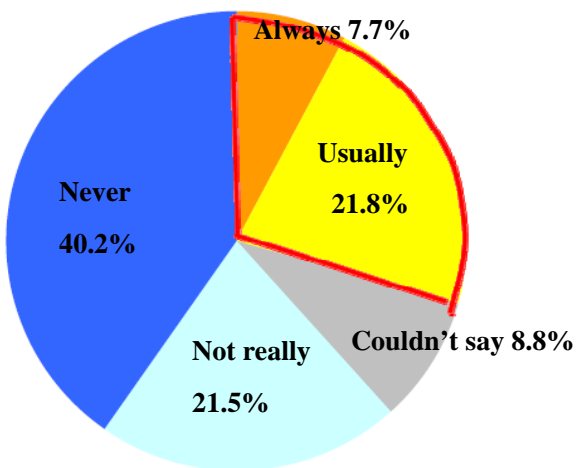
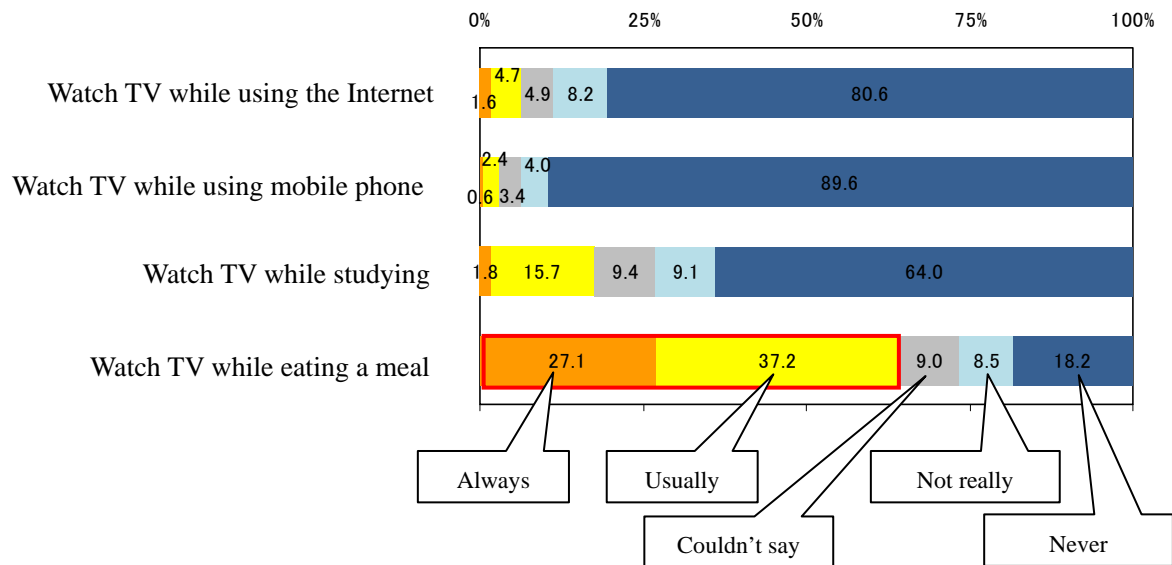
Recently, with the increasing uptake of digital devices, it is becoming more common for people to use “time shift viewing,” where they record programs to watch at a different time. **Children today are busy with study and play, and they appear to have begun using record functions to efficiently view programs they want to watch or that their parents want them to watch.**

Moreover, when asked about background activities while watching television, “eating meals” came first at 64.3%, surpassing other activities such as “using the Internet” (6.3%), “using a mobile phone” (3.0%) and “studying” (17.5%), by a large margin. (See Graph 2)

While only 6.3% of overall respondents reported viewing while using the Internet, nearly two out of ten (16.8%) year-six elementary school students said they used the Internet while watching. It was clear that year six of elementary school formed a boundary beyond which Internet use while viewing television climbed markedly.

Meanwhile, the most popular household rule for television viewing was “no watching television during mealtimes” with 261 reports. However, while watching television during meals was against the rules, in fact around three in ten households (29.5%) appeared to bend this rule, (Graph 3), suggesting that rules about watching television during dinner are as contentious today as they have ever been.

<Graph 2> Background Activities While Watching Television—Children (Respondents=1,000)



<Graph 3>

Proportion of 261 Respondents Reporting a Rule Prohibiting Watching Television During Mealtimes Who Also Report Often Watching Television During Mealtimes (Respondents=261)

This Contemporary Views on Television 2010 is the third in this series. 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/>)

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 (Children)

- Survey Title: Contemporary Views on Television 2010 (Children)
- Purpose: In recent years our contact points for information and media are diversifying to include television, the 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. Public concern has long been focused on the declining birthrate in Japan. SKY Perfect JSAT Corporation conducted this survey to shed new light on the lifestyles of pre-school and elementary school children, their television viewing, and the behavior and awareness of parents in relation to children's television viewing.
- Sample number: 1,000 people
- Survey area: Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and Kansai area (Osaka, Kyoto, Hyogo, Nara)
- Age/Sex: Girls and boys from age four through to year six of elementary school
- Breakdown

		4yrs	5-6yrs	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Subtotal
Tokyo Metropolitan Area	Boys	31	31	32	31	31	31	32	31	250
	Girls	31	31	31	32	31	31	31	32	250
Kansai Area	Boys	31	32	31	31	31	32	31	31	250
	Girls	32	31	31	31	32	31	31	31	250
	Subtotal	125	125	125	125	125	125	125	125	1,000

- Major questions (a total of 15)
 - ◇ Please indicate all of the TV programs that your child watches, in each of the time categories (weekday or weekend/holiday)
 - ◇ Does your child watch live television broadcasts or watch a recording of the program later?
 - ◇ With starting school in the last one or two years, has the variety of programs that your child watches increased? Decreased?
 - ◇ Do you have any rules or policies on television viewing for children in your home?
 - ◇ What kinds of programs do you feel you would like to watch? What kind of programs do you feel that you would not like to watch? What kind of programs would you like to have your children watch, and what kind would you prevent them from watching?
 - ◇ When you talk with your friends from kindergarten or school about television, what kind of things do you talk about?
 - ◇ When you are trying to find a TV program, or when you want to find out about a program that you want to watch, where do you look? Whom do you ask?