



WAKUWAKU JAPAN: An all-Japanese content channel for overseas

Viewer survey in Indonesia shows that Japanese content is very popular!
Broadcasting is scheduled to commence in Myanmar on June 1 (Sun)

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) has conducted a viewer survey together with Video Research Ltd. regarding its channel WAKUWAKU JAPAN, which began broadcasting in Indonesia on February 22.

WAKUWAKU JAPAN is a channel offering the highest-quality Japanese content 24 hours a day in local languages. The viewer survey, conducted over a two-week period from March 10 (Mon) to March 23 (Sun), involved almost 900 participants from more than 200 households able to receive WAKUWAKU JAPAN. The survey results indicate that programming featuring sports, anime/live action, drama, and travel is extremely popular. J. League, Ultraman Cosmos and Ama-chan, which were the subject of active promotions when the channel began broadcasting, displayed the highest **TV rating** among the channel's programming. In addition to the appeal of the content itself, promotions conducted with the support of the Government Subsidy for Localization & Promotion of Japanese Visual Media (J-LOP), a scheme which provides comprehensive support for the overseas transmission of Japanese content, are considered to have had an effect in achieving this result. In the future, we will continue to conduct active promotions together with related broadcasters and content creators.


SKY Perfect JSAT intends to successively expand WAKUWAKU JAPAN to more countries. From June 1, the channel will commence broadcasting in Myanmar on the multi-channel pay-TV service 4TV. 4TV is a multichannel pay-TV service using terrestrial digital broadcasting, presented by Myanmar media giant, Forever Group. As in Indonesia, in Myanmar WAKUWAKU JAPAN will broadcast all-Japanese content 24 hours per day, and all programs will be subtitled in English or partially in Myanmar language. In the future, we plan to broadcast all programs in Myanmar language.



4TV logo

Myanmar is expected to experience a high level of economic growth in the future, and the expansion of Japanese enterprises into the country is accelerating. With the broadcast of WAKUWAKU JAPAN in Myanmar, in addition to increasing interest in Japan among the people of the country and promoting Japan-Myanmar exchange, we hope to support the economic activities of Japanese companies in Myanmar.

<Reference>



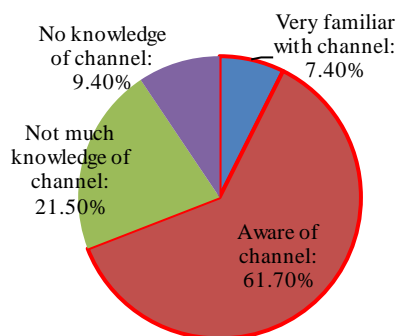
TV audience viewership survey

"WAKUWAKU JAPAN" conducted channel and program acceptability surveys as necessary in order to gain an understanding of the actual situation of TV program viewing in Indonesia and foster a channel appreciated by its viewers. We will produce and edit programs to reflect the survey content as appropriate.

We also plan to propose solutions for our partners and advertisers based on survey data.

【Details of the first survey】	
Controlled by	Video Research Ltd.
Survey area	Jakarta, Indonesia
Survey method	Diary survey and program guide survey
Survey target	890 persons aged 10 to 49 from 220 households with access to WAKUWAKU JAPAN extracted by quota sampling
Allocation	Males and females for 10-year age groups
Period	Monday, March 10, 2014 to Sunday, March 23, 2014 (two weeks)
Future scheduled surveys	June, September and December 2014 (Two weeks each)

■ Awareness of WAKUWAKU JAPAN



<Information route>

Television advertising (TVCM):	56.4%
Television program (News, etc.):	54.0%
Heard about from family, friends or acquaintances:	8.5%
Internet (Including SNS):	3.9%

■ TV rating by genre (Top positions)

- (1) Anime/Live action: Households in which there are children under 10 and teenage boys and girls are the greatest consumers of these genres.
- (2) Sports (J. League): J. League matches are watched by large numbers of people, underlining the popularity of soccer.
- (3) Dramas: Dramas are extensively watched across the board, with family dramas and romantic dramas attracting the largest viewing figures.
- (4) Culture (Travel/Travelogue): Respondents to an advance survey indicated that travel and travelogues were a



genre they would want to watch, and these programs are watched in almost all of the households surveyed.

*The number of programs broadcast differs by genre.

■Programs with high TV ratings

	Average household TV rating	Average individual TV rating	Estimated number of viewers
• J. League (Sports)	29.2%	15.8%	510,214 people
• Ultraman Cosmos (Anime/Live action)	8.9%	13.1%	423,025 people
• Ama-Chan (Drama)	23.5%	9.9%	319,691 people

*Average TV rating and estimated number of viewers for the two J. League matches broadcast on March 16 (Sun) and 23 (Sun).

*Ultraman Cosmos is shown in the afternoon directly after children return home from school, and achieves a TV rating of more than 10% in that time slot.

*The TV rating for Ama-chan tended to be higher for afternoon broadcasts (3:00–4:00) than for morning broadcasts (7:00–8:00).



ULTRAMAN COSMOS

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■Status of viewing by time slot (Average TV rating)

In Indonesia, from 6:00, the “morning prime” period achieves a TV rating of about 10%.

In terms of the weekday average, 7:00–8:00 achieves high TV ratings, with 11.4% for households and 5.4% for individuals. Looking at averages for Saturdays and Sundays, the TV rating up to the 11:00-12:00 slot is more than 10% for households, with the TV rating being higher for the morning than it is during weekdays.

In the afternoon, the TV rating begins to increase from 15:00 on both weekdays and weekends, and this trend continues until 22:00–23:00.

The highest average TV rating on Saturday and Sunday (an average of more than 10% for households) is from 21:00 up to 24:00, indicating a tendency to relax at home watching television until late at night on days off.

The results of the survey showed that the average amount of time spent viewing WAKUWAKU JAPAN per household per day was 125.6 minutes (approximately two hours).

WAKUWAKU JAPAN official website: <http://www.wakuwakujapan.tv/>