



日本民間放送連盟

The JBA, the Largest Broadcaster Organization in Japan



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1. About JBA

Commercial broadcasting in Japan dates back to September 1951, with radio broadcasting by Chubu-Nippon Broadcasting (predecessor of CBC RADIO Co., Ltd.) of Nagoya and New Japan Broadcasting Company (predecessor of the Mainichi Broadcasting System, Inc.) of Osaka. Two years later in 1953, television broadcasting began and commercial broadcasters started to spring up all over the country.

The Japan Commercial Broadcasters Association (JBA) was established with the start of commercial broadcasting in July 1951 as a voluntary organization by 16 commercial radio companies that received preliminary licenses. In April 1952, it was approved to become a non-profit incorporated association. In April 2012, it shifted to a general incorporated association.

The members of JBA are broadcasters that provide essential radio and television services. At present, the membership consists of 206 commercial broadcasters (201 full members and 5 associate members). The membership does not include cable television or low-power FM radio stations.

The objectives of JBA include the enhancement of broadcasting ethics and the promotion, progress and development of public welfare through broadcasting. JBA works to identify and solve common issues while promoting friendship and cooperation among the members.

JBA gathers information about the issues that arise with the progress of technology and changes in the times and approaches the government with the collective opinions of all members.

The organization consists of the general assembly, the members' general council, the board of directors and 13 councils and committees. A secretariat consisting of 8 divisions handles the practical business affairs of each of these components. There are about 70 staff members in the secretariat.

2. Loudness Normalization of TV in Japan

During its 60-year history, one of the JBA's most important activities has been the standardization of broadcast technology. We have published many technical standards and reports, and have integrated diverse operating methods in order to achieve stable broadcasting. Local programs that are provided by regional commercial broadcasters supported by JBA technical standards contribute to Japanese broadcasting culture.

Loudness-based management of audio levels is one of the most important JBA standards, and all TV broadcasters in JBA introduced loudness normalization from 1st October 2012 based

on a new JBA standard for expressing the average loudness of a TV program. As a public broadcaster, the Japan Broadcasting Corporation (NHK) has also been using the same management methods since 1st April 2013. These measures have greatly improved the TV viewing environment in Japan by bringing about a dramatic equalization of perceived loudness. They have also put an end to the so-called loudness war, and have completely eliminated complaints from viewers about loudness jumps between broadcast channels, between programs and intervening adverts. The introduction of loudness normalization is a great example of how an ITU Recommendation can contribute to the TV viewing environment at home.

The ITU developed recommendations for a loudness measurement algorithm (Rec. ITU-R BS.1770) and the requirements for loudness meters (Rec. ITU-R BS.1771) in 2006, and on the basis of these, it recommended loudness operating rules (Rec. ITU-R BS.1864) in March 2010. The operating standards of JBA adhere to this ITU recommendation.

JBA works in partnership with NHK and related organizations to promote standardization in Japan, and has made a large contribution to the proactive deployment and smooth introduction of public relations activities.

3. Efforts to combat global warming

JBA has been making various efforts to stop or reduce global warming. One such effort involves the production of short TV and radio programs (called "enlightenment spots") that are spontaneously aired by member broadcasters all over Japan. Since we are keen to preserve the natural environment and adapt to social situations where there is a need for energy-saving measures such as reduced power consumption, JBA produces programs containing eco-friendly tips that can be easily put into practice by viewers/listeners. These social contribution activities began in July 2008, and have now entered their eighth year. They are firmly established in Japanese broadcasting, and are highly rated as a unique kind of activity.



Enlightenment Spot (Example)