



Peripheral Vision

*Declining of the Power of Western TV ,
Uprising of the Peripheral TV industries*

Does West still dominate
worldwide TV network over
the peripheral countries *still*
now?

Importance of Geolinguistic region

- Mexico and Brazil for Latin America
- Hong Kong and Taiwan for the Chinese speaking countries
- Egypt for Arab

Television is local rather than global

Investigation from 1989

Domestic material in national market is 29 times higher than that
Which is traded from Western TV industries.

What about Japanese TV program?

- How to investigate
there are 7 domestic TV channels in Japan such as Yomiuri, NHK, Mainichi
From 4 AM to 0AM for 20 hours on 12th May
Exclude saterite television(exp, WowWow, which show Hollywood movies for 24 hours)

Just 2 programs are traded among Around 240 Programs on 12th May

- TV series, *CSI Scientific Researchers 2 in Miami*
 - 12:30 ニカ国語放送 CSIマイアミ科学捜査班2 「握りしめた暗号」
- Hollywood Movie, *Graduation(1983)*
 - 13:30 ニカ国語放送 映画「卒業白書」 (1983年アメリカ)

The role of TV

- TV is sources of identity
- For example, Egypt in Middle East

Summary

- With regard to television, domestic industries are by far more influential on their viewers rather than Western made TV programs. Therefore, it is a myth that Western culture dominate peripheral TV industries via TV.
- TV still have powerful ideological influences on the world

Thank you