

The Effect of Regional Information Transmitted from a Specific Region to the Other Regions Using Internet Media “Ise-shima Keizai Shinbun”

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Abstract— Most conventional mass media such as television, news press, magazines treat mainly the information of Tokyo. The reason of it consists of three factors. The first factor is that the main office of mass media is concentrated into Tokyo (more than 95% in mass media), and most managers of mass media live in Tokyo. The second factor is that for saving the interviewing cost and the producing cost of a program, many interviews are asked near Tokyo. The third factor is that the large part of viewers and consumers for mass media live in near Tokyo. The one of mass media problems is the concentration of the information about Tokyo. The information from the other region is reproduced by “Tokyo filter”.

We must change the concentration of Tokyo for a specific region to power up. We established a Web news “Ise-shima keizai shinbun” in 2006. We are in alliance with the Web news “Yahoo News Japan” and so on, and our news is transferred to all Japan. The number of access in top page of “Yahoo News Japan” is 1.9 billion access /month. If it would insert our regional news, then the news would be spread to all Japan. We researches the route of diffusion to all Japan about the spread articles in “Ise-Shima keizai shinbun”, and we will construct a regional innovation model about regional news.

Keywords— the Internet media, Web news service, regional news, regional media, regional information

I. INTRODUCTION

Regional information is very important for a regional innovation, and we have developed the Web news site “Ise-shima keizai shinbun”[1] to transmit interesting articles in Ise-shima region to the other regions in all Japan since 2006.

Most conventional mass media such as television, news press, magazines treat mainly the information of Tokyo. The reason of it consists of three factors. The first factor is that the main office of mass media is concentrated in Tokyo, that is, the main office is in Tokyo more than 95% in mass media. The concentration to Tokyo is increasing since 1953

for the popularization of television broadcastings. The effect of television is very large, and the other media is concentrating to Tokyo with the popularization of television. The most managers of mass media live in Tokyo. The second factor is that many interviews are asked near Tokyo for saving the interviewing cost and the producing cost of a program. The third factor is that the large part of viewers and consumers for mass media live in near Tokyo.

The one of mass media problems is the concentration of the information into Tokyo. The information from the other region is reproduced by “Tokyo filter”(Fig.1). Tokyo filter reduces the representing frequency and the amount of the information for the viewers to misunderstand. The mass media can't carry the essence of the information as Tokyo filter selects the regional news, and it is producing the spiral of a concentration into Tokyo for information.

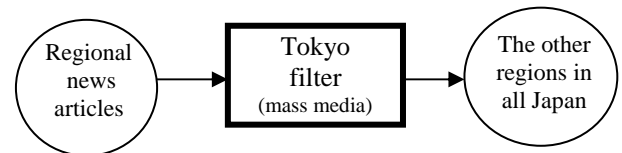


Fig.1 Tokyo filter selects some regional news articles

We must change the concentration of Tokyo for a specific region to power up. The Web media can transmit the information easy from a specific region individual to the people wanted to receive the information at low cost. The Web media is an ideal media to execute it, and the regional society requires the media to transmit actively the local information. We established a Web news “Ise-shima keizai shinbun” in 2006, and it progresses four years. We are in alliance with the Web news “Yahoo News Japan” and so on, and our news is transferred to all Japan. The number of access in top page of “Yahoo News Japan” is 1.9 billion access /month. If it inserted our regional news, the news is spread to all Japan. We researches the route of diffusion to

all Japan about the spread articles in "Ise-shima keizai shinbun", and we will construct a regional innovation model about the news articles.

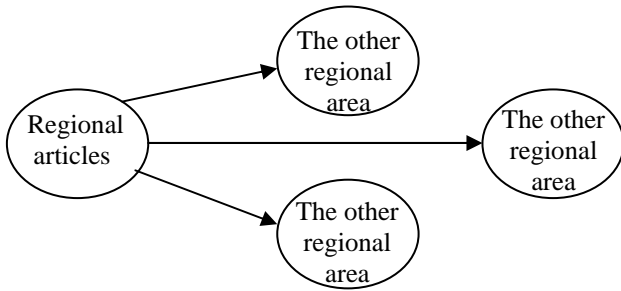


Fig.2 Internet media (direct transmission) without Tokyo filter

II. SET UP MOTIVATION OF ISE-SHIMA KEIZAI SHINBUN

The Internet media "Ise-shima keizai shinbun" is started as the regional area media (living area media) in 2006, and it is recently cooperating with "Minnano keizai shinbun (Minkei)" news network [2], which is started from Shibuya keizai shinbun in April 2000. The news network consists of total 60 regional sites: 56 Japanese regional sites, which are spread from Sapporo (Hokkaido) to Ishigaki (Okinawa), and 4 oversea regional sites: Singapore, Bangkok, Vancouver, New York in Sept. 2010 (Fig. 3). The "Ise-shima keizai shinbun" is old in the eleventh in 60 sites.

The largest reason of establishing this media is that many pearl shell-fish died by red tide, which is the large concentration of microorganisms, virus diseases and low temperature water and so on every year since 1992. The articles of shell-fish die are very important for regional citizen, that is, it attacked the regional economy of Ise-shima. Regional mass media such as NHK Tsu station, regional broadcasting stations, newspaper publishers and so on in Nagoya treated the news as large articles, however, the most mass media in Tokyo treat the news as a small article. The consumer of pearl did not know the news article.

In 2005 the regional media broadcasted the article that many pearl shell-fish died. The management of the cultivation companies became the economic crisis, and some managers self-died. The regional mass media transmitted the news to Tokai area. In the Christmas season of the same year, a mass media broadcasted the scene that a lady selected the pearl in a show case with a sales lady in the same channel to all Japan. Most Japanese citizen did not know the economic crisis of Ise-shima and the mind of pearl cultivating workers with dirk wears.

We decided the establishment of the regional Internet media of Ise-shima to transmit the mind of the pearl worker

to the pearl consumer looked at the show case at Omotesando, Ginza and so on in Tokyo. When we prepared the Internet media by myself to transmit the regional news to all Japan, we know the "Minnano keizai shinbun (Minkei)" news network, and we are cooperating with it. The features of the news network are the share of the regional articles and the efficient management of the transmitting system.

We feel the large meaning of existence against the large mass media, and we would like to develop "Ise-shima keizai shinbun".

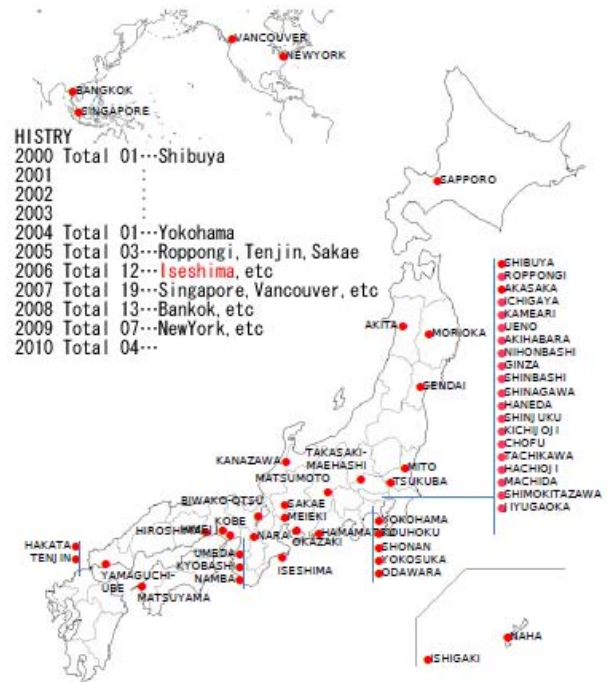


Fig.3 Map of "Minnano keizai shinbun (Minkei)" news network

III. INFORMATION TRANSMISSION USING THE INTERNET MEDIA

A. "Ise-shima keizai shinbun" in Minkei news network

The Internet connection rates to broadband line are for business: 76.8%, for home personal computer in households: 73.4% in 2008 [3].

Minkei news network is growing up according to the spread of the Internet connection, the number of the total access of Minkei news network is 6.80million pages view per month. It is delivering to "Yahoo News", which has the access number 3,760 million accesses per month.

"Yahoo News" is contracting with 150 organizations such as news bureaus, news agencies and television sta-

tions, and the news is classified to genres such as domestic, oversea, economic, entertainment, sports, technology, regional topics, movies, magazine. It is delivering the 3500 articles per day. "Ise-shima keizai shinbun" is connected to the regional topics of Yahoo news. The top page of "Yahoo" holds the 1.9 billion accesses per day, and "Yahoo" selects the 50-60 articles as "Yahoo topics" among the numerous news articles. If the article would be picked up to Yahoo topics, then the access number of the related sites would be increasing until the sites are down sometime. The access prices up the stock of the related company with the articles. The news ranking is changing for each hour, and the system can measure the interesting news with the time stamp.

The most news from "Ise-shima keizai shinbun" ranks in less than top 20, and sometimes it ranks in the top of news. The Ise-shima region is noticed from all Japan.

B. The examples of the earliest original news in all media

The article of "the first bridge crossing ceremony of new Ujibashi" on November 3, 2009 is picked up in "Yahoo topics". The news is spread earliest at 13:06 from the scene of Ujibashi against the conventional news publishers, and the news becomes the global news in all Japan. The news from our media wins the large medias.

The article of "Ikemen-ama" on May 4, 2009 is reported by us first of all. They are two handsome young men of fishery divers. Its article moved many famous magazines, and they become the famous persons in all Japan. The number of interview is more than 50 in only 2009. The number of participants about fisher diver photograph event increased from about four hundreds in 2007 to about five hundreds in 2010.

In the matter of false day stamp on Akafuku, the other medias reported the reason of the problem. We reported the articles on February 6 and 7, 2008 about the resumption of sales. The article is oriented to the future of Akafuku, and it is different from the other media. The picture of Akafuku head office is picked up in the front page of Yahoo.

C. Regional brand force in the Internet

All articles reported by Minkei news network are the regional news for each region, and they did not pass through Tokyo filter even if the articles are reported from Tokyo local media such as Shibuya keizai shinbun and Roppongi keizai shinbun. The news of Minkei is written on regional news for the reporter to want to inform. The editor selects the news of the day by the evaluating criteria of the editor of local media and he uploaded it to the Internet media. The

article is always flat and did not modify by any "force". Finally the article is evaluated by all readers.

The image of the regional or land name connects the regional brand belonged to the specific region. Hokkaido has a powerful brand force, as the frequency of Hokkaido fare at all Japanese department stores is so many. The Internet media treats all news sites as the equal power site, and the power of Shibuya, Shinjyuku, Roppongi is equal to the power of Ise-shima on the Internet. The passion of reporter to the specific article makes the popular topics and the spotlighting topics to all Japanese peoples.

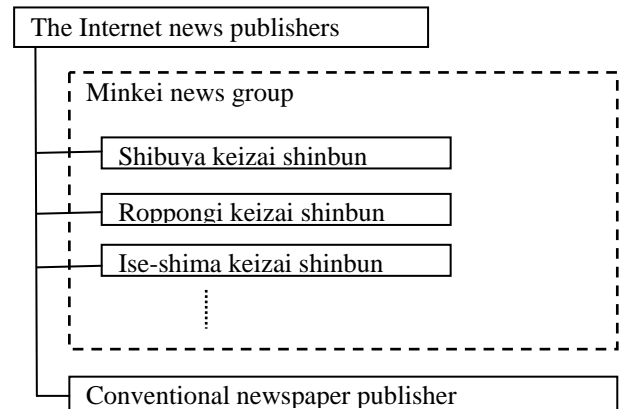


Fig.4 Flat structure of the Internet news publishers

Table 1 shows the living address of the reader (3442 persons from July 14, 2008 to Sept. 26, 2010) using Ise-shima keizai shinbun web vote, and the rate of outside of Mie is largest 31.93%. The people of outside of Mie notices Ise-shima region, and we confirmed that Ise-shima keizai shinbun can send the regional news to the outside of Mie prefecture.

Table 1 The living address of reader

living address	rate (%)
Ise city	12.89
Toba city	5.55
Shima city	17.72
Taki county	2.74
Watarai county	4.95
North Mie region	8.85
Middle Mie region	10.16
Iga region	6.05
East Kisyu region	1.16
Outside of Mie	31.93

Fig. 5 shows the number of page view in Ise-shima keizai shinbun from Oct. 1, 2006 to Aug.31, 2010. The page view reaches over 1,250,000 visits, and over 2,760,000 in Aug.

2010. The number of the access is increasing favorably. Ise-shima keizai shinbun has transmitted many news articles in Ise-shima region to the peoples in all Japan and wide area.

D. Discussion

The regional innovation does not stay the regional area, and it could move all Japan and the world. However, if the force of an information transmission would be weak, then sometimes even the regional people would not be recognized the seed of the regional innovation. All Japanese and the people in the world would neglect the seed of innovation. The force of information transmission is very important for the regional innovation. The regional media has a very large responsibility for the information transmission, and it covers the chance to spread the news to the other regions. The living people in the region only can report something new in the region. We must transmit the essence of the regional news from an original viewpoint lived in the region. The reporter of regional media must research the essence of a regional, and it must inform the truth of the problem objectively to all Japan and the world.

The meaning about the appearance of a regional news article on the top page of Yahoo is equal to that the infrastructure to inform all Japan is completed. We have a big power to transmit the regional information to all Japan in real time. The transmission of the passion of the regional people is most important for the Internet media. The article of the first bridge crossing ceremony of new Ujibashi transmitted the passion of Ise residents. The article of Ikemen-ama

transmitted the passion of the young men in declining fishery. The article of Akafuku transmitted the tolerance of regional society related to the company and the expectation of the movement to the better direction.

IV. CONCLUSIONS

The innovation is started by the self action or active action. We have the responsibility to transmit the information from the region and must continue the Internet media to inform the regional active action to many people.

ACKNOWLEDGMENT

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Fig.5 The number of page view in Ise-shima keizai shinbun from Oct. 1, 2006 to Aug.31, 2010