

Does the usage of TV streaming on the Internet bring about new functions to the public service broadcaster? : Evidence from a randomized field experiment¹

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Abstract

We analyze how streaming services by the public service broadcaster NHK (Japan Broadcasting Corporation) affects traditional media consumption, consumer knowledge of political and economic issues, and attitudes towards two controversial policies: the introduction of a reduced value added tax (VAT) rate and the compensation to farmers for the Trans-Pacific Strategic Economic Partnership Agreement (TPP). Our field experiment shows that there is no significant crowding out of traditional media or any significant effect on the knowledge of political and economic issues due to the Internet streaming service provided by NHK. However, the experiment shows that the availability of streaming services leads consumers to change their preferences towards a larger scope of reduced tax rate eligibility and a larger compensation to farmers along with relaxing trade barriers by implementing the TPP agreements.

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