

## Abkürzungsverzeichnis

ABC	Audit Bureau of Circulation
AD	Art Director
ADC	Art Directors Club
ACC	All Japan Radio & TV Commercial Council
AE	Account Executive
AM	Amplitude Modulation
ASD	Asahi Shimbun Dahlemer Ausgabe
BDZV	Bundesverband Deutscher Zeitungsverleger
BIP	Brutto-Inlandsprodukt
BS	Broadcasting Satellite
CA	Corporate Advertising
CATV	Community Antenna Television
CC	Corporate Communications
CD	Creative Director
CG	Computer Graphics
CI	Corporate Identity
CM	Commercial (Werbespot)
CS	Communication Satellite
CW	Copywriter
DAB	Digital Audio Broadcasting
DIHKJ	Deutsche Industrie- und Handelskammer Japan
DM	Direct Marketing
DMAY	Dentsû Japan Marketing & Advertising Yearbook
DSB	Digital Satellite Broadcasting
F&E	Forschung & Entwicklung
FFF	Film Funk Fernsehen
FM	Frequency Modulation
FTC	Fair Trade Commission
GHQ	General Head Quarter
HDTV	High Definition Television
HH	Haushalt
HILL	Hakuhôdô Institute for Life and Living
HL	Headline
JA	Japan Almanac
JAA	Japan Advertisers Association
JAAA	Japan Advertising Agencies Association
JAN	Japan Article Number Scanner System
JETRO	Japan External Trade Organisation
JR	Japan Railway
JUNET	Japan Unix NETWORK
KMU	Klein- und Mittelunternehmen
MITI	Ministry of International Trade and Industry
MPT	Ministry of Posts and Telecommunications
NAB	National Association of Broadcasters
NHK	Nippon Hôshô Kyôkai
NSK	Nihon Shimbun Kyôkai
NTT	Nippon Telephone & Telegraph
PCM	Pulse Code Modulation
PDA	Personal Digital Assistants
PHS	Personal Handy Phone System
PL	Product Liability

POP	Point of Purchase
POS	Point of Sale
PP	Product Placement
PR	Public Relations
RV	Recreational Vehicle
SCAP	Supreme Commander for the Allied Powers
SE	Sound Effect
SFX	Special Effects
SI	Station Image
SNG	Satellite News Gathering
SP	Sales Promotion
TBS	Tôkyô Broadcasting System
TCC	Tôkyô Copywriters Club
TKP	Tausender-Kontaktpreis
TPO	Time, Place, Occasion
UAP	Unique Advertising Proposition
USD	US-Dollar
USP	Unique Selling Proposition
VOD	Video on demand
UWG	Gesetz gegen den unlauteren Wettbewerb