



NHK

CORPORATE PROFILE

2023-2024

2023-2024

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Message from the President

2023 is a significant milestone year as it marks 70 years since the start of television broadcasting in Japan in 1953. Additionally, it will soon be 100 years since the Tokyo Broadcasting Station, the predecessor of NHK, commenced radio broadcasting on March 22nd, 1925. Throughout this period, Japan's broadcasting culture has experienced significant growth and development under a dual system in which NHK and commercial broadcasters coexist, continuously walking alongside viewers as a nationally recognized media organization.

Article 1 of the Broadcasting Act, the foundation on which NHK was created, stipulates that the goals of broadcasting are to deliver its benefits far and wide to the whole of society, to ensure freedom of expression, and to contribute to the development of a healthy democracy. I can feel the enthusiasm of those involved in the legislation at the time to improve post-war Japanese society through broadcasting, and at the same time, I am reminded of the universal role of broadcasting.

By firmly responding to the demands of the Broadcasting Act through the consistent delivery of fair, impartial and accurate information, I would like NHK to become a reliable source for viewers and the public as they evaluate each day's events. Additionally, I aspire to provide high-quality entertainment that enriches and culturally enhances the lives of viewers. Amid rapid changes in the media environment and social circumstances surrounding the media industry, I feel that NHK as a public broadcaster must fulfill its universal role effectively and further contribute to society.

In January of this year, NHK amended its FY2021-2023 corporate plan, strengthening the key initiatives of "supporting safety and security" and "delivering information far and wide." To enable our viewers to benefit from the outcomes of our management efforts, we will implement a 10 percent reduction in receiving fees starting this October. In addition, in December, we will launch the new satellite channels "NHK BS" and "NHK BS Premium 4K," delivering even richer content.

In order for NHK to continue being trusted and needed by viewers and the public, we aim to examine and further develop the reforms we have been pursuing, striving to make them the best that they can be. With every employee maximizing their individual abilities, we will do our utmost to deliver diverse and high-quality programs and content that are unique to NHK. We kindly ask for your continued understanding and support for NHK.

稲葉延雄
INABA Nobuo
NHK President
June 2023



NHK's Origins

Since the Broadcast Law and Wireless Telegraphy Law took effect in 1950, Japan's broadcasting industry has developed through the coexistence of the public broadcaster NHK and commercial broadcasters. NHK's origins go back to the Tokyo Broadcasting Station,

which transmitted the first radio broadcast in Japan on March 22, 1925. Initially incorporated as the nationwide broadcasting organization Nippon Hoso Kyokai, NHK was reestablished under the terms of the Broadcast Law in 1950 as the nation's public broadcaster.

Independence

NHK's mission as a public broadcaster is to deliver impartial, high-quality programs. Programs should never be influenced by the government or private organizations. NHK considers it to be the corporation's

responsibility to provide a wide range of programs that are balanced, without the influence of ratings or third-party interests.

Receiving Fee System

The receiving fee system ensures NHK's financial independence, which guarantees NHK's editorial independence and impartiality. Viewers are not asked to pay to access specific programs, but to support the operations of NHK as a whole. The fees are the main

source of income for NHK, making up nearly 100% of the total. The Broadcast Law stipulates that receiving fees shall be paid equally by every household and business in Japan with a television set.

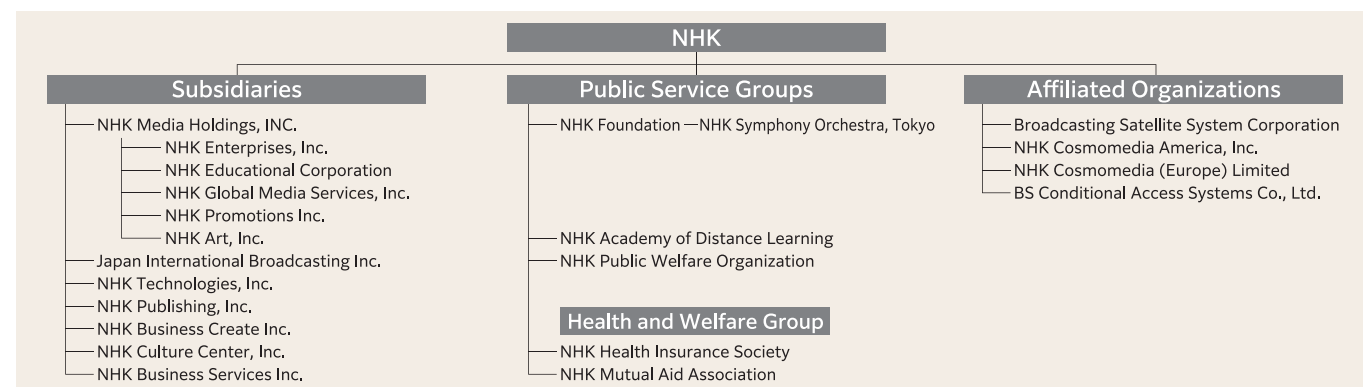
Receiving fees (tax included)

| Type of contract | | Fee per month | Six-month advance payment | Twelve-month advance payment |
|----------------------|----------------------------------|---------------|---------------------------|------------------------------|
| Terrestrial Contract | Account transfer/ Credit card | ¥1,225 | ¥7,015 | ¥13,650 |
| | Postal order | ¥1,275 | ¥7,300 | ¥14,205 |
| Satellite Contract | Account transfer/ Credit card | ¥2,170 | ¥12,430 | ¥24,185 |
| | Postal order | ¥2,220 | ¥12,715 | ¥24,740 |

* Satellite contract includes fee for terrestrial contract
* Receiving fee in Okinawa Prefecture is different from that in the rest of Japan
* Viewers can choose their payment cycle: every two months, every six months, or every year

Affiliates (As of April 2023)

The NHK's affiliates support and complement NHK's operations in different fields. Their basic role is to strive together with NHK in the creation of a rich and diverse broadcasting culture.



- In light of new challenges such as the pandemic and the situation in Ukraine, of the 5 initiatives that were set out, we will strengthen “1. Supporting safety and security” and “3. Delivering information far and wide.”
- We will eliminate one of our satellite channels at the end of fiscal 2023.
- To enable our viewers to benefit from the outcomes of our structural reforms and management efforts, we will reduce our receiving fees by 10 percent.
- Based on the reduction in receiving fees, we will revise our financial forecast for fiscal 2023. In line with the stipulations of the Broadcasting Act, this will be finalized following the approval of our income and expenditure budget and business plan by the Diet.

The 5 initiatives

1. Supporting safety and security

Disseminate more reliable information not only on disasters but also on national security, infectious diseases, issues involving local communities and other topics to support people's livelihoods.

- We will monitor changes in the international situation and developments in local communities as we continue, as a bearer of reliable information, to help sustain an information space that benefits society.
 - We will adapt to this age in which fake news has become prevalent and enhance our reporting and production functions to distinguish between true and false information.
 - We will focus on nurturing journalists to continue to provide highly reliable news reports backed by news gathering.
 - We will work to enhance our engagement in fields expected of us by society, such as disasters, science and national security, by setting up special projects and in other ways.
- As a reliable media organization, we will make efforts to enhance our content and to improve the reliability of content that is circulating domestically.
 - We will focus our management resources on providing high-quality content, such as enriched educational content that responds to the diversification of learning styles.
 - We will cooperate with others in the industry toward improving the reliability of domestic content in this age of convergence of telecommunications and broadcasting.

3. Delivering information far and wide

Enhance investment in regional infrastructure and, in this age of convergence of telecommunications and broadcasting, deliver value in broadcasts to viewers no matter their generation or location.

- We will improve the sustainability of a dual system in which public and commercial broadcasters coexist and continue to deliver value in broadcasts to every community.
 - We will maintain an efficient and strong broadcast network by strengthening cooperation with commercial broadcasters and others.
- We will make investments that take into consideration resilience, risk management and sustainability while simultaneously making efforts to boost productivity. By doing so, we will continue to deliver all information no matter the situation.
 - We will perform appropriate risk calculations and prepare for contingencies. At the same time, we will make enhanced investments that focus on local communities. These investments will be made in line with this rapidly changing age of Sustainable Development Goals that have been set out by the United Nations (they will include the construction of complementary FM relay stations for disaster countermeasures).
 - We will focus our management resources on content and accelerate reforms in the production process that will lead to improved productivity.

Structural reforms aiming for a new NHK that is leaner and stronger

Streamlining broadcast services

- NHK will eliminate one of its 2K satellite TV channels at the end of March 2024. After that, there will be two satellite channels, tentatively called "New BS4K" and "New BS2K," which will have flexible programming with content that takes advantage of the characteristics of 2K and 4K to create value that cannot be experienced on our terrestrial channels.
 - ✓ New BS4K (tentative name) will provide a wide array of world-class, high-definition content.
 - ✓ New BS2K (tentative name) will reflect the advantages of satellite broadcasting and deliver dynamic programming that focuses on immersiveness.

Internet-related operations

- We will review our existing broadcast network and utilize streaming in order to deliver information efficiently and thoroughly to Japanese nationals living abroad.

Measures to maximize the value of receiving fees

- We will reinforce activities to solicit contracts without needing to make in-person visits to households and secure a stable income.
- We will entrench the effective use of resources by managing programs across channels by genre. We will also make efforts to convert to a workflow suited to this age of convergence of telecommunications and broadcasting.

On giving back to our viewers

In addition to reducing spending through structural reforms, our management efforts have enabled us to carry forward surplus funds that will help ensure stable finances. As a result, we will be able to lower receiving fees and make advance expenditures that will reduce the burden on our viewers in the future, as described below.

■ On the reduction in receiving fees

- Based on the financial forecast for the medium to long term that includes fiscal 2023, which is covered by the current corporate plan, we will reduce receiving fees.
 - Methods of giving back (through fee reductions, etc.) ※Implementation will begin in October 2023.
 - ✓ Fees for terrestrial contracts and satellite contracts will be reduced as described below. (Following the diversification of payment methods, payments using payment slips and payments using bank account transfers/credit cards will become subject to the same fees.)

| Type of contract | Payment method | Monthly fee (after fee reduction) | Monthly fee (before fee reduction) |
|----------------------|------------------------------|-----------------------------------|------------------------------------|
| Terrestrial Contract | Account transfer/Credit card | 1,100 yen | 1,225 yen |
| | Payment slip | | 1,275 yen |
| Satellite Contract | Account transfer/Credit card | 1,950 yen | 2,170 yen |
| | Payment slip | | 2,220 yen |

- ✓ Exemptions for students will be expanded.
- The scope of giving back (through lower receiving fees, etc.)
 - ✓ Funds that will be used to cover the reduction in receiving fees: An estimated total of 150 billion yen

※The changes will be finalized and implemented based on the Japan Broadcasting Corporation Receiving Agreement and following required procedures such as approval by the Minister of Internal Affairs and Communications of Criteria for Exemptions for Japan Broadcasting Corporation Receiving Fees and approval by the Diet of the budget for each fiscal year.

■ On advance expenditures that will reduce the future burden on viewers

- Advance expenditures to decrease the future burden on viewers, including a reduction in network costs (related to "3. Delivering far and wide") *
 - ✓ Expenditures for the efficient operation of the broadcast network created with commercial broadcasters, for research on making greater use of software solutions and for fulfilling the obligation to make best efforts to comply with the Broadcasting Act: Total 60 billion yen (fiscal 2023 will include research fees)
- Expenditures pertaining to the Japanese content industry in enhancing the creation and sharing of public content * (related to "1. Supporting safety and security"): Total 10 billion yen (fiscal 2023 will include research fees)
- Surplus funds carried forward for financial stabilization that will enable NHK to stay in operation after a large-scale disaster: At least around 50 billion yen necessary

*These expenditures are expected to be categorized as part of estimated spending in the next medium-term management plan based on the Broadcasting Act (Article 73-2 paragraph (5)). They may be amended by Order of the Ministry of Internal Affairs and Communications.

Projected income and expenditures for the period

Financial forecast

- Due to a reduction in receiving fees from October 2023, income from such fees is projected to fall by approximately 46 billion yen.
- Any deficit between operating income and operating expenditures will be covered by funds reserved for the fee reduction.
- In order to allow for the reduction in receiving fees to be maintained, we will utilize funds reserved for the fee reduction during the time we reduce in phases the scale of our spending.

| | FY2020 budget (a) | FY2021 (b) | | FY2022 (c) | | FY2023 (d) | |
|--|-------------------|------------|-------|------------|-------|------------|-------|
| | | (b-a) | (c-b) | (d-c) | (d-c) | | |
| Total Operating Income | 720.4 | 690.0 | △30.4 | 689.0 | △ 1.0 | 644.0 | △45.0 |
| From Receiving Fees | 697.4 | 671.4 | △26.0 | 670.0 | △ 1.4 | 624.0 | △46.0 |
| Total Operating Expenditures | 735.4 | 713.0 | △22.4 | 689.0 | △24.0 | 672.0 | △17.0 |
| Surplus | △14.9 | △23.0 | △ 8.0 | 0 | 23.0 | △28.0 | △28.0 |
| Use of funds reserved for fee reduction | | | | | | 28.0 | +28.0 |
| Remainder of funds reserved for fee reduction (for later fiscal years) | | | | | | 122.0 | |

*Please scan the code with your smartphone to access the NHK Corporate Plan (FY2021-2023).



NHK WORLD-JAPAN

NHK WORLD-JAPAN is NHK's international service on TV, radio and the internet, transmitting the latest stories from Japan and Asia to the world



TV English Language Channel

NHK WORLD-JAPAN broadcasts news and a variety of programs in English round the clock on television, delivering an array of information on Japan and Asia to the world. The channel is available via satellite, cable and

other services to about 420 million households in approximately 160 countries and regions. On the internet, programs can be viewed simultaneously to broadcasts on personal computers, smartphone apps, etc.

Improvements in 2023

Rediscovering Japan

Through our programs, we will shed light on the challenges faced by Japanese society and its people as they undergo changes in the

post-pandemic era. We will also expand our coverage to reveal and share the charms of Japan's culture, people, history and regions.

"International Public Service Media" Providing Reliable Information to the World

In an era plagued by conflict and division, where biased opinions and misinformation abound, we are committed to strengthening the dissemination of fair, impartial and reliable content. We will also communicate information on global issues from the perspectives of Japan and the rest of Asia. In addition, we will

enhance the distribution of news on disasters, security, infectious diseases and other issues to contribute to the safety and security of foreign visitors and residents in Japan. We will also increase content that supports diversity and promotes mutual understanding.

Strengthening Content Capabilities and Expanding Audience Reach Through Multi-Media Development

We will review existing programming to create a leaner and stronger lineup. Additionally, we will enhance our content through

social networking, audio media, and other means and ensure its effective and efficient delivery to our audience.

Enhancing Content by Promoting Domestic and International Collaboration

We will strengthen the provision of our high-quality domestic content, such as educational programs. We will also promote domestic and international co-productions of drama series and

broadcast NHK's original international content in Japan, delivering the programs to domestic viewers.

Radio

NHK WORLD-JAPAN offers current information and reports from Japan on radio in 17 languages, which ranges from the latest news to information on Japanese technology, culture and lifestyle, etc., as well as Japanese lessons. The service is being enhanced to suit varying media environments, using medium wave, FM frequencies, satellite radio, and the long-standing shortwave broadcasts. The service also offers information in times of disaster and other emergencies to deliver the latest news. It also shares knowhow on reducing risks of disaster damage that can be applied in other countries and contribute to the safety and security of listeners worldwide. For foreign visitors to and residents of Japan, the service is also available on NHK Radio 2.



Broadcasts in 17 Languages

English Arabic Bengali Burmese Chinese French Hindi Indonesian Korean Persian Portuguese Russian Spanish Swahili Thai Urdu Vietnamese

Visit the following URL for broadcast times and frequencies: <https://www3.nhk.or.jp/nhkworld/en/information/brochure/>

Internet <https://www3.nhk.or.jp/nhkworld/>

NHK WORLD-JAPAN disseminates TV and radio news and programs on the internet both simultaneously to broadcasts and on-demand in 20 languages. Users who download the official free app can access the services easily, anytime, anywhere on smartphones, tablets etc. Some programs are also now being provided with

subtitles in Chinese, Indonesian, Thai, Vietnamese and other languages for on-demand services. Program information, news and short videos are distributed on social media. Available languages vary depending on the service and content.



NHK NEWSLINE

Monday through Sunday, every hour NHK WORLD-JAPAN's flagship hourly news program delivers the latest news, business updates and weather, with a focus on Japan and the rest of Asia.



NEWSLINE ASIA 24

Monday through Friday, 15:00-15:28 etc. This expanded version of NHK NEWSLINE provides the latest news, along with on-site coverage from Japan and around Asia.



NEWSLINE BIZ

Monday through Friday, 17:15-17:23 etc. Reporting the latest business, financial and economic news, with added analysis from studio guests.



NEWSLINE IN DEPTH

Monday through Friday, 20:27-20:40 etc. Introducing a colorful variety of feature stories, including reports on daily life from locations throughout Japan, as well as other parts of Asia and around the world.



Kids Edutainment

Saturday and Sunday 12:40-13:00 etc. This program utilizes the archives of NHK's high-quality educational programs broadcast in Japan and disseminates the content to the rest of the world through both broadcast and online via video-on-demand. It is strengthening its services for foreign residents in Japan and overseas viewers.



Dive in Tokyo

Wednesday 9:30-9:58 etc. Tokyo is attracting worldwide interest as the city's interaction with overseas countries regains momentum. The program will delve into Tokyo's history using cityscapes and old maps to reveal its hidden charms.



Zero Waste Life

Friday 10:45-11:00 etc. Meet people around Japan who strive for a life without waste under the traditional philosophy of "MOTTAINAI," which values cherishing the things we have.



Learn Japanese from the News

Monday 10:30-10:40 This program will help you learn the language through news reports in simple and easy-to-understand Japanese. You'll add useful expressions to your Japanese vocabulary, while gaining a better understanding of what's happening in Japan.



Where We Call Home

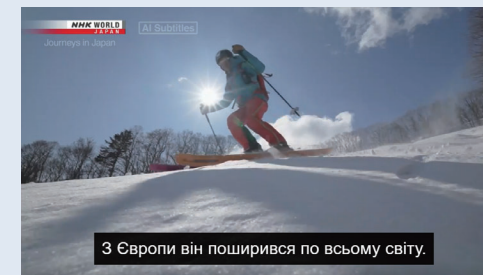
Monday 09:30-09:57 etc. More than 2 million foreign nationals live in Japan. In this program, we interview key figures in their community to seek hints for better ways for everyone to live together.

※Broadcast schedule based on Japan Standard Time.

AI-translated subtitles

NHK WORLD-JAPAN uses automatically translated multilingual subtitles on most of the live-streamed television programs.

Available in: Chinese (Simplified and Traditional), French, Indonesian, Korean, Portuguese, Spanish, Thai, Vietnamese, Ukrainian



Ukrainian



Vietnamese

Japanese-language services

NHK WORLD PREMIUM

Round-the-clock programming features a wide variety of content selected from the NHK channels in Japan for overseas viewers.

NHK WORLD RADIO JAPAN

We provide news, sports, music, and other programs to support the safety and security of listeners living abroad.

4K/8K Ultra-HDTV (Super Hi-Vision)

NHK has led the world in the research and development of 8K Ultra-HDTV. With ultra-high definition video and 3D audio, it will make you feel like you are really there - at the heart of the action.

Ultra-high definition images

A TV screen consists of many tiny, gleaming dots, called pixels. 8K Ultra-HDTV offers 16 times more pixels than HDTV.

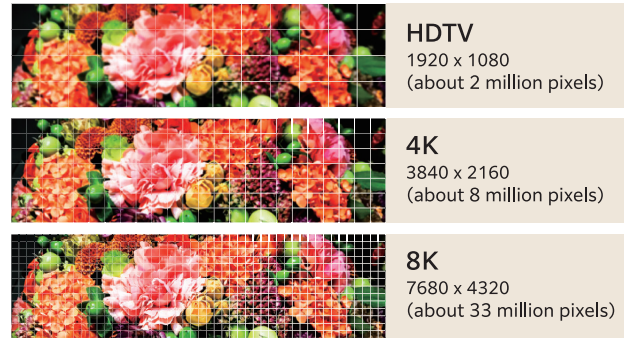
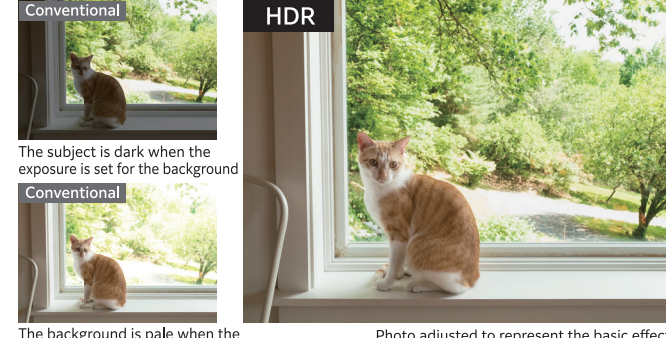


Photo adjusted to represent the basic effect

High Dynamic Range (HDR)

HDR technology can reproduce scenes with a much sharper contrast and brighter specular highlights than other formats.

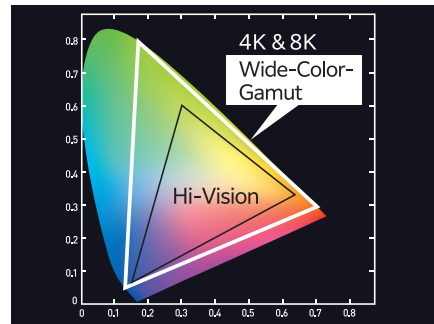


The background is pale when the exposure is set for the subject

Photo adjusted to represent the basic effect

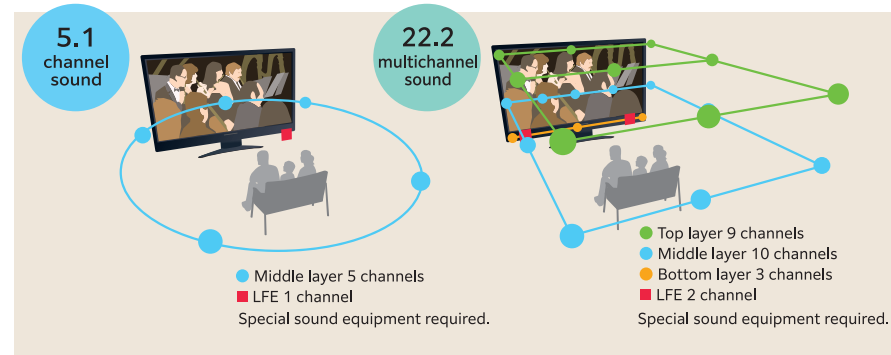
Wide-Color-Gamut

A wide-color-gamut means that almost all the colors of the world can be reproduced just as we see them with our own eyes.



Multichannel Sound

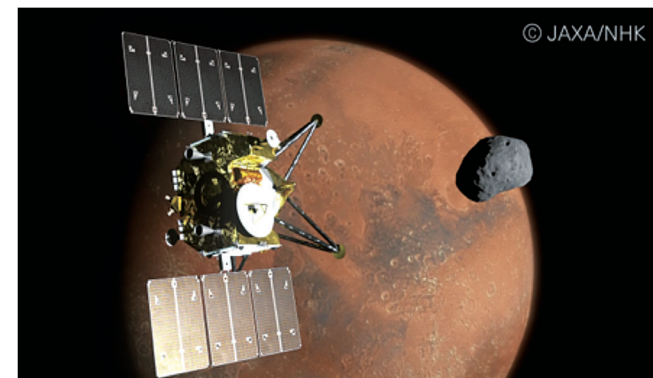
NHK's 4K and 8K broadcasts combine ultra-high definition video with multichannel sound. 4K has a 5.1 channel sound system and 8K has a 22.2 multichannel sound system.



8K Camera on the Martian Moons eXploration (MMX) Spacecraft

The Japan Aerospace Exploration Agency (JAXA) and NHK have agreed to co-produce a "Super Hi-Vision Camera" to film 4K and 8K images in a space environment for JAXA's Martian Moons eXploration (MMX) mission. Over the years, JAXA and NHK have continued to take on the challenges of capturing images of space development. It began with the live broadcasting from the space shuttle in 1992, followed by 4K filming from the International Space Station (ISS) and visualizing the asteroid probe Hayabusa2 landing operation. The latest challenge is to film the world's first 8K images of Mars and its moons by making the most of the expertise and knowledge gained through previous cooperation. In addition, JAXA and NHK will attempt to visualize the actual movement of the spacecraft by combining 4K/8K images and flight data of MMX. This

image may be used for the actual flight operation of the spacecraft. JAXA and NHK will cooperate to present this new horizon, which has never been seen before, to a massive audience.



AI Anchor System

NHK has developed a deep learning-based "AI anchor system" that uses scripts and speech data to synthesize natural Japanese speech. We employ this system for TV programs, such as news programs, and for radio weather reports and other universal services. The synthesized speech files are openly available on the NHK website, allowing them to be used by anyone, including those involved in disaster prevention, such as local

governments, schools, corporations and regional broadcasters. We have also implemented an "automatic training system," which harnesses state-of-the-art speech recognition technology. The system automatically collects speech data from the audio of broadcasts. We will develop this system further so that it can be utilized to provide information about daily life and public services.

NHK Science & Technology Research Laboratories (NHK STRL)

<https://www.nhk.or.jp/strl/english/>

As the only research institute in Japan specializing in broadcasting technology, one role of NHK STRL is to contribute to the development of broadcasting culture through research and development. Throughout its history, NHK STRL has promoted and led R&D on new broadcasting systems including satellite broadcasting, HDTV digital broadcasting and 8K. Today, NHK STRL continues to work on

future broadcast media, ranging from basic to applied, setting three R&D focal points: immersive media, to offer new adventures and emotional journeys beyond anything television has ever provided; universal services, delivered anytime, anywhere, to anyone; and frontier science, featuring cutting-edge scientific research for both future media creation and sustainable societies.

Immersive Media

We are conducting research and development on services that provide new experiences using technologies such as augmented reality and virtual reality. We are also researching head-mounted displays utilizing light field technology, which reproduces reflected light from objects in the same way as in the real world. This will enable users to view lifelike three-dimensional VR images with less eye fatigue.



Universal Services

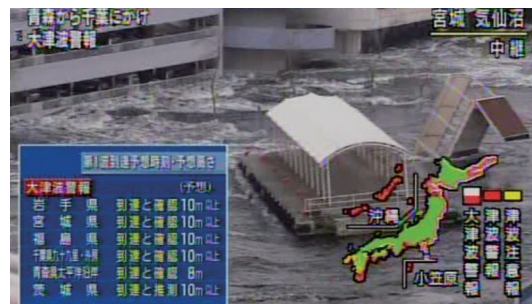
We are engaged in research and development of technologies to enhance the ability to automatically generate and display sign language CG animations, as well as technologies to efficiently generate audio commentary for live sports broadcasts so that various people, including older people and people with disabilities, can enjoy broadcasts more comfortably. We are also working on creating a system that enables users to enjoy content anytime, anywhere by utilizing IoT, or Internet of Things, devices with various functions.



News Reporting

Learning from the Great East Japan Earthquake in 2011, NHK constantly strengthens the facilities and systems required to deliver broadcasts that help protect people's lives and livelihoods from every kind of disaster.

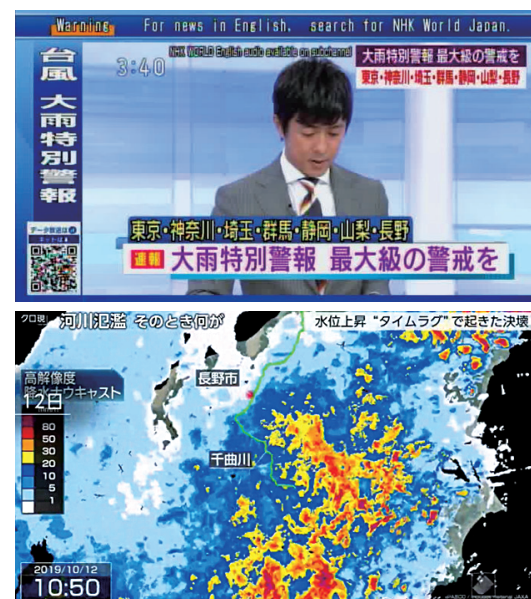
Footage from helicopters and remote-controlled cameras is highly effective in conveying the situation immediately from the scene. Helicopters and cameras provided constant, real-time images of the tsunamis that followed the Great East Japan Earthquake. NHK has 15 helicopters and also operates remote-controlled cameras, including simple webcams, at about 850 locations. NHK is currently also improving the relay links with its helicopters and installing more robotic cameras in order to keep on producing the broadcasts that reduce disaster damage.



in broadcasting the local news that helps residents respond effectively and evacuate if necessary. The regional stations provide the place names and details of evacuation shelters as precisely as possible, and reporters and meteorologists interpret the latest disaster situation in real time. In these and other ways, every effort is being made to provide the very fullest local information.



NHK is taking steps, too, to enhance its ability to deliver accurate updates about disasters, evacuations, and other vital information not only via television and radio but also on the internet, smartphone apps and data broadcasts. The regional broadcasting stations provide full local coverage by means of not only TV and radio news services but also L-shaped on-screen data information bars, data broadcasting, websites and other media. To convey disaster-related news to Japan's rising numbers of foreign residents, NHK is working to broadcast news-flash superimpositions in English and introduce foreign viewers and listeners to the services of NHK WORLD-JAPAN.



NHK has ensured, too, that back-up operations are in place should the NHK Broadcasting Center in Tokyo ever go off air in the event of an earthquake striking directly beneath the capital. In such a situation, NHK Osaka Station will assume Tokyo's nationwide news broadcasting functions. In addition to those seamless broadcasts from Osaka, systems are being put into place, and drills performed, to ensure information will keep on coming out from the Tokyo metropolitan area as well. Improvements are being made, too, to the content of broadcasts, always to protect people's lives. Whenever a Tsunami Warning or Major Tsunami Warning is issued, NHK broadcasts announcements worded in the strongest terms to urge people to evacuate without delay. NHK has prepared screen captions, too, keeping them as concise and simple as possible, for use together with the tsunami and other warnings. The core principle is every instruction has to be understood at a glance or at first hearing. Additionally, NHK has implemented a strong "local-first" policy by which the regional stations of affected areas will take the initiative

Global Network

Increasing globalization has brought ever-rising viewer interest in international news. As a public service media organization, it is our mission to report global events and issues promptly and clearly. With its global network, NHK is reporting such key topics as global responses to the coronavirus pandemic, Russia's invasion of Ukraine, moves by US President Joe Biden's administration, China's increased global presence, and issues concerning North Korea, which is accelerating nuclear

and missile development programs. Eighty correspondents provide round-the-clock news coverage from NHK's 29 reporting bases around the world. The core principle is to cover the stories on the ground and report directly. NHK also maintains emergency deployment teams of reporting and technical staff on constant standby to cover disasters and other major incidents overseas. NHK's global news network is constantly being enhanced.

Overseas Offices

29 Overseas Bureaus

Current as of July 2023



Washington



General Bureau for China



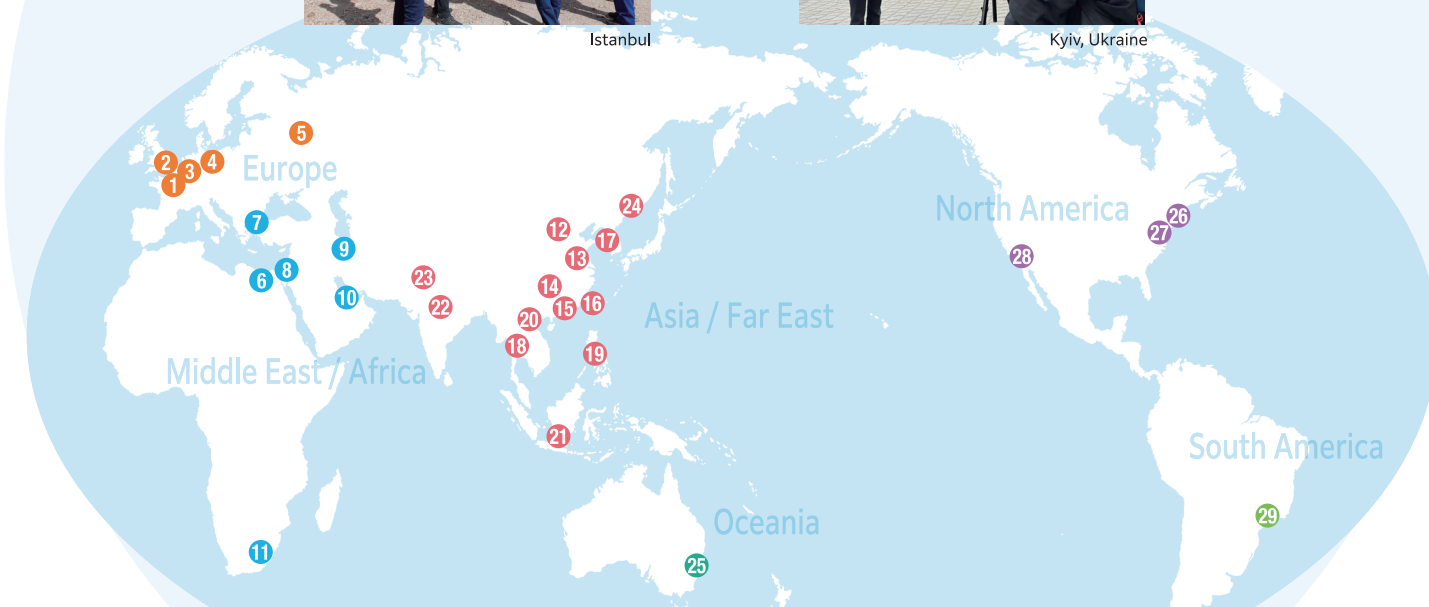
Jakarta



Istanbul



Kyiv, Ukraine



| Europe | Middle East/Africa | Asia/Far East | Oceania | South America |
|-------------------------------------|--------------------|---------------------------------------|----------------|--|
| 1 Paris (General Bureau for Europe) | 6 Cairo | 12 Beijing (General Bureau for China) | 19 Manila | 29 Sao Paulo |
| 2 London | 7 Istanbul | 13 Shanghai | 20 Hanoi | |
| 3 Brussels | 8 Jerusalem | 14 Guangzhou | 21 Jakarta | |
| 4 Berlin | 9 Tehran | 15 Hong Kong | 22 New Delhi | 26 New York (General Bureau for America) |
| 5 Moscow | 10 Dubai | 16 Taipei | 23 Islamabad | 27 Washington |
| | 11 Johannesburg | 17 Seoul | 24 Vladivostok | 28 Los Angeles |
| | | 18 Bangkok (General Bureau for Asia) | | |
| | | | 25 Sydney | |

Channels and Programs

TV

General TV



As the main television service of the public service media organization, the channel provides a variety of programs, ranging from news, which is accurate, prompt and impartial and at the same time can serve as a guideline for

society, to culture, entertainment, and sports. We will upgrade our regional services by taking advantage of our nationwide network. We will also run campaigns to address social issues with a variety of means.



"Catch! Sekai no Top News"



"Another Stories -Multi Angle Documentary-"

Educational TV



As an educational channel in the era of the 100-year life, Educational TV offers various programs on education, welfare, culture, hobbies, practical information and other subjects to satisfy people of all ages from children to adults. We will broaden learning opportunities for our viewers by strengthening linkage between TV programs and the internet, upgrading content we offer online, and developing programs with a view to home learning. We aim to build an inclusive society by enhancing universal service in broadcasting and other services to enable everyone to enjoy our programs.



"Okasan to Issho"

BS 1



BS1 responds to viewers' interests by offering a diverse range of programs, such as news and documentaries, that cover the latest developments in Japan and around the world amid the rapidly changing global environment. In anticipation of the Paris 2024 Summer Olympics and Paralympics, the channel will actively broadcast programs featuring high-profile athletes and sports popular among the younger generation, such as skateboarding and breaking. BS1 will also further enhance broadcasts of international news and sports news on weekday evenings. In addition, we will provide in a timely manner Japanese-language versions of NHK WORLD-JAPAN's feature programs that are broadcast overseas.



"Spojikara"

BS Premium



BS Premium offers a diverse lineup of captivating special programs on nature, travel, history, entertainment and other genres. Major live broadcasts and other programs will be aired simultaneously on BS4K to encourage viewing of BS4K. We will upgrade popular programs previously broadcast on BS Premium and BS4K and offer them simultaneously on both channels to further increase viewer satisfaction.



"It's a Cat's Life"

BS4K/BS8K



BS4K offers a variety of programs that are designed to deliver the impressive visuals and satisfying viewing experience that only 4K can provide. We broadcast programs on nature, travel, history, drama series and other genres, allowing viewers to experience the immersive qualities that are unique to 4K. BS8K offers a diverse range of programs that provide a new visual experience. We will record footage of precious cultural assets, outstanding art, traditional culture, beautiful nature and more that we want to preserve as visual assets for the future in 8K ultra-high definition images, and showcase the allure of different regions through visually rich images.



"Nazotoki! Himitsu no shiho san"

NHK's New Satellite Broadcast Services



We will eliminate one of our 2K satellite TV channels at the end of March 2024. In reorganizing the satellite channels, we will create new and exciting offerings in our program lineup without sacrificing the convenience of our viewers.

Two new channels, "NHK BS" and "NHK BS Premium 4K," will be launched in December 2023. They will take advantage of the characteristics of 2K and 4K and enhance NHK's overall content.

Award-Winning Content

NHK actively takes part in many international competitions with a view to showcasing our unique, high-quality content and learning from each other.



SATOYAMA Niigata: Living with Snow

- ABU Prize: TV Documentary
- The AIB International Media Excellence Awards: Best of Natural World Category
- Asian Television Awards: Best Documentary Series
- Deauville Green Awards: The Golden Green Award, Preserving Biodiversity Category

Cultural Heritage in 8K

- Japan Prize: Best Work in the Digital Media Division

What's Happening in Myanmar?

- Prix Italia: Students' Jury Special Prize

Radio

Radio 1



As the main audio service for supporting safety and security, Radio 1 delivers information that protects people's lives and livelihood. We will deliver programs in

various genres in a balanced manner, organizing them in a way to satisfy listeners of all ages.

Radio 2



Radio 2 supports lifelong learning with programs that satisfy the listeners' wide-ranging appetite for new knowledge. We will enhance programs for studying

foreign languages and promote effective linkage between the radio and the internet service to provide opportunities to learn anywhere, anytime.

FM



NHK's FM provides listeners with a huge variety of specialized programs that respond to listeners' interest and curiosity, ranging from music and entertainment to

culture and education. In times of disaster or emergency, FM Radio flexibly organizes programs in tandem with Radio 1.

Global Partners

Cooperation with Overseas Broadcasting Unions – Asia-Pacific Broadcasting Union (ABU) –

The ABU was formed in 1964 under the initiative of NHK and others, and aims to advance broadcasting in the Asia-Pacific region that is home to over 4 billion people. As of March 2023, it has 247 members in 65 countries and regions. As a key member of the group, NHK cooperates in the areas of programs and technology to promote international contribution through broadcasting.

ABU's activities include the ABU Robocon (ABU Robot Contest) that was launched under NHK's initiative; Asiavision, a program where member broadcasters exchange news footages; co-production and exchange of children's dramas and documentaries; as well as the exchange of technological information. In November 2022, the 59th ABU General Assembly was convened face-to-face for the first time in three years in New Delhi, India.

NHK also serves as a key member of Public Broadcasters International (PBI). It also engages in exchanges with the European Broadcasting Union (EBU).



59th ABU General Assembly

JAPAN PRIZE 2023 日本賞

The Japan Prize is an international competition dedicated to the advancement of the quality of educational content. Since its establishment in 1965, it has supported the power of the media by recognizing outstanding works that foster people's aspirations to further learn, reflect, empathize and take action for the betterment of the world. In 2022, a total of 353 works were submitted from 57 countries and regions. In 2023, the Japan Prize will mark its 50th edition. Various screenings and sessions will be held during the Japan Prize Festival Week, which will take place from November 20 to 23.

<https://www.nhk.or.jp/jp-prize/english/>



International Co-operation / Acceptance of Trainees

NHK has signed cooperation agreements, cooperation memorandums and memorandums for exchanging news materials with 67 broadcasters in 48 countries and regions as of March 2023.

In fiscal 2022, we welcomed 18 foreign trainees from 7 countries. Trainings were conducted online due to the COVID-19 pandemic. We have accepted 3,400 trainees from 154 countries and regions to date.

Supplying Programs

With the aim of promoting mutual understanding and assisting cultural and educational development in ODA (Japan's Official Development Assistance) recipient countries, NHK offers programs to broadcasters in developing countries and others through NHK

International. Funded by the Japan Foundation, NHK supplied 166 programs to 5 countries around the world, including those in Asia, Africa and Latin America in fiscal 2022.

Program Sales and Acquisitions

NHK acquires and broadcasts wide-ranging media content from other countries, including films, dramas, documentaries, entertainment programs, classical music and animations. NHK also supplies diverse programs overseas through NHK Enterprises (NEP) and other entities. In the 2022 fiscal year, NHK provided 3,987 programs ranging from documentaries to dramas to broadcasters in 16 countries and regions worldwide. We have provided a variety of programs, including morning serial drama "Come Come Everybody" and

Taiga historical drama "What Will You Do, Ieyasu?" to a global audience. In addition, we have started providing popular programs such as "CYCLE AROUND JAPAN" and "WILDLIFE" to other countries, primarily in Asia.



"What Will You Do, Ieyasu?"

International Co-Productions

Since the 1980s, NHK has undertaken co-production projects with broadcasters, production companies and distributors from all parts of the world. With nearly 1,300 programs in its co-production catalogue, NHK continues to open up a new horizon in

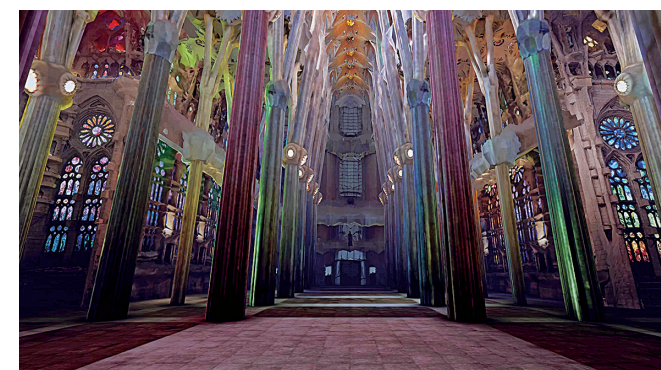
the field of international co-productions. In an effort to create large scale programs with leading-edge technology and innovative style, NHK is constantly seeking co-production partners.



"Nature's Hidden Miracles"
In co-production with Curiosity and Autentic



"Amazing Dinoworld II"
In co-production with Bon Pioche Television, Curiosity and Autentic



"Gaudi - Atelier of the Divine"
In co-production with Gedeon Programmes



"Nonare Special - My Elementary School"
In co-production with Cineric Creative

Digital Services

Basic principles on “internet-based operations” for fiscal 2023

NHK's internet-related operations are conducted in line with the Broadcasting Act. The types and content of the operations are stated under the “standards for the implementation of Internet-based operations.” The operations are conducted based on the implementation plan devised for each fiscal year. Basic principles on the implementation plan for fiscal 2023 state that our internet-related operations will be conducted to complement the broadcasting service, and to fulfill our role as a core component of the information

infrastructure that society relies on, while complying with implementation standards and in line with the purpose of the Broadcasting Act. They also state that operations funded by receiving fees will be conducted efficiently and effectively and in a way to ensure transparency in accounting. In addition, they call on us to proactively provide programs for regional viewers and promote collaboration and cooperation with other broadcasters that offer internet services. The Broadcasting Act obliges NHK to make a sincere effort in that regard.

NHK Plus <https://plus.nhk.jp/>

The NHK Plus service, which delivers online viewing of terrestrial broadcasts, was fully launched on April 1st, 2020. The service offers both continuous simultaneous streaming of programs broadcast on television and a program catch-up service allowing viewing after they have been broadcast. Funded by the receiving fees, this complementary service to broadcasting allows access to

viewers who have signed receiving fee contracts at no extra cost. As the way people view content continues to change, we will appropriately utilize the internet to allow our viewers to easily access content, while maintaining broadcasting as our core operation.



NHK Online <https://www.nhk.or.jp/>

Launched in 1995, NHK Online is a comprehensive website for news, weather information, TV and radio schedules, and individual program pages. It also gives information on upcoming events, explains how to obtain a receiving contract, provides management information, has a section for audience inquiries, and includes a screen reader function for people with vision difficulties. NHK Online serves as a gateway for the live streaming of disaster information for access anytime and anywhere in an emergency.



Internet Radio <https://www.nhk.or.jp/radio/>

NHK's internet radio service “Radiru ★ Radiru” was launched in 2011 for use in places where radio reception was poor. The programs of NHK Radio 1, Radio 2 and FM broadcasts are streamed live, and for some programs, a catch-up service and the text Yomu Radiru service are also available. NHK Radio will continue enhancing its internet services to restore radio as a key part of many people's lives via smartphones and computers.



4K/8K Data Services

4K and 8K satellite broadcasts were launched in December 2018. The 4K/8K Data Service provides data related to these 4K and 8K satellite broadcasts. The core content is the broadcast schedules (text information), subtitles, and video services. The subtitling service, launched in March 2019, displays the text beneath rather than directly over the video images. A video service of program previews etc. was added in June 2019.



Public Relations

NHK Plus Cross SHIBUYA <https://www.nhk.or.jp/plusx/>

This is a permanent space for public relations set up in a building directly connected to Shibuya Station. We opened the spot in November 2019 in an aim to show the appeals of NHK's services to young people who have little contact with NHK. In fiscal 2022, we held six special exhibitions on a wide range of themes, including new

programs, flood disasters, morning serial dramas, Taiga historical drama, educational content, sports and the latest broadcasting technologies. In October 2022, the number of visitors since the venue's opening exceeded 500,000, and in February 2023, it surpassed 600,000.



NHK Museum of Broadcasting <https://www.nhk.or.jp/museum/english/>

Established in 1956 as the world's first museum dedicated to broadcasting, the museum's attractions include a broadcasting history zone, hands-on experiences, and the Mount Atago 8K Theater. This is a fun place for visitors to

learn about and deepen their understanding of the culture and history of broadcasting. More than 5 million visitors have passed through the doors since it first opened.

NHK Archives <https://www.nhk.or.jp/archives/en/>

NHK Archives is a collective term referring to the programs produced during more than 90 years of radio broadcasting and 60 years of television broadcasting; their scripts and records concerning the programs; materials used to make the programs and the archive facility in Kawaguchi City in Saitama Prefecture. The open program library is a free service that gives the public access to more than 11,000 representative programs (including radio programs) from among all the programs aired by NHK in the past. They

may be enjoyed at 57 NHK facilities including local broadcasting stations.



NHK Broadcasting Culture Research Institute <https://www.nhk.or.jp/bunken/english/index.html>

The NHK Broadcasting Culture Research Institute is unique as a comprehensive organ for broadcast-related research operated by a broadcasting station. Established in 1946, the institute performs diverse survey and research functions, including studies of broadcast programs, broadcasting situations around the world, and the public nature of broadcasting, together with surveys

of audience opinions and trends. The findings are disseminated through various media, including publications such as 'NHK Monthly Report on Broadcast Research', 'NHK Data Book: The World's Broadcasting', and 'The NHK Yearbook', together with online blogs, Twitter and other internet platforms, as well as releases and announcements made in broadcasts.

History of NHK

- 1925 Mar. 22 First radio broadcast by Tokyo Broadcasting Station
- 1926 Aug. 20 Tokyo, Osaka, and Nagoya broadcasting stations merge to form Nippon Hoso Kyokai (Japan Broadcasting Corporation)
- 1928 Nov. 5 First nationwide radio broadcast
- 1930 Jun. 1 Science & Technology Research Laboratories established
- 1931 Apr. 6 Second radio network goes on air
- 1935 Jun. 1 International radio broadcasts begin
- 1946 Jun. 15 Broadcasting Culture Research Institute established
- 1950 Jun. 1 The Broadcast Law goes into effect and NHK is reestablished as a public broadcaster
- 1953 Feb. 1 First TV broadcast from NHK's television studios in Tokyo
- 1959 Jan. 10 First educational TV broadcast
- 1960 Sep. 10 First television broadcast in color
- 1963 Nov. 23 First experimental transmission via satellite between Japan and the US breaks the news of the assassination of President John F. Kennedy
- 1964 Oct. 10 Broadcasts of the Tokyo Olympic Games, the first Olympics in history to be aired via satellite and in color
- 1965 Oct. 11 Launch of the JAPAN PRIZE, an international contest for educational media
- 1969 Mar. 1 First FM radio broadcast
- Jul. 21 Live TV coverage of the first person to set foot on the moon
- 1971 Oct. 10 All General TV programs broadcast in color
- 1982 Dec. 17 Sound multiplex broadcasts begin on TV
- 1985 Nov. 29 First teletext service begins
- 1989 Jun. 1 Full-scale satellite broadcasting services begin
- 1994 Nov. 25 Test broadcasts of NHK's "Hi-Vision" HDTV system begin
- 1995 Apr. 3 Launch of international television channel
- 1999 Oct. NHK World TV begins 24-hour broadcasts
- 2000 Mar. The International Telecommunication Union approves Hi-Vision as an international studio standard
- Dec. 1 Digital satellite broadcasting begins
- 2003 Feb. 1 Opening of NHK Archives
- Dec. 1 Digital terrestrial TV broadcasts begin
- 2005 Mar. 8K (Super Hi-Vision) unveiled at Expo 2005 in Aichi, Japan
- 2006 Apr. 1 One-Seg service for mobile receivers begins
- Nov. 15 Live Hi-Vision transmission from space
- 2008 Aug. Hi-Vision used as international signals at the Beijing Olympic Games
- Dec. 1 Launch of "NHK on Demand"
- 2009 Feb. 2 NHK WORLD TV begins 24-hour English-language service
- 2011 Jul. 24 Analog broadcasts end (with exception of areas most severely affected by the Great East Japan Earthquake)
- 2012 Mar. 31 Analog broadcasts end in Iwate, Miyagi, and Fukushima prefectures
- Aug. The ITU recommends 8K as an international standard for ultra-high definition television systems for production and international program exchanges
- 2013 Sep. 2 "NHK Hybridcast" service commences, enabling broadcast digital TV to be integrated with internet-based content
- 2016 Aug. 1 4K/8K test satellite broadcasting begins
- 2018 Dec. 1 4K/8K Ultra-HDTV (Super Hi-Vision) satellite broadcasts begin
- 2020 Apr. 1 Full launch of "NHK Plus" online service

NHK

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