

Summary of Press Conference

(April 19th, 2023)

On channel names and main personality of NHK's new satellite broadcasting

(Comments by HAYASHI Rie, Executive Director of General Media Administration)

I would like to announce the names and logos of NHK's satellite broadcasting channels, which will be renewed in December. As a result of discussions in consideration to individual channels' new placement, we decided to name them as follows: "NHK BS" and "NHK BS Premium4K."

Attractions of BS1 and BS Premium will be put together into "NHK BS." We chose this clean-cut, straightforward name so that this channel will be the one that comes up to people's mind when they think or hear about NHK's satellite broadcasting. For the convenience of viewers, many programs currently aired on BS1 and BS Premium will continue to be available on this channel.

"NHK BS Premium4K" will be a channel to be evolved from the current BS4K. The channel, which will make the best use of 4K's imaging technologies, will deliver a premium lineup of programs, including feature programs worth watching and dramas in ultra-high-definition resolution, to enable viewers to fully enjoy 4K's charms.

NHK BS logo will adopt BS1's signature color whereas NHK BS Premium 4K logo will take over BS Premium's. We aim to make the new channels enjoyable for an even larger audience while carrying on the charms of the satellite broadcasting with which viewers have familiarized themselves.

We have also decided to ask MATSUMOTO Jun, who plays the leading role in the Taiga historical drama "Do Suru, Ieyasu? (What Will You Do, Ieyasu?), to be the main personality for promoting the new BS channels. Matsumoto, a familiar face not only on General TV but also on BS Premium and BS4K, will convey the charms of the new BS channels via a variety of programs and webpages through the end of fiscal 2023. We have also produced a visual content symbolizing the main personality. Our thoughts are expressed into the phrase, "Motto Motto Shin BS e." The new BS channels will aim to provide viewers with even more fulfilling and satisfying broadcasts.

On a Special Program to Mark the 70th Anniversary of TV Broadcasting

(Comments by HAYASHI Rie)

As one of the programs to mark the 70th anniversary of TV broadcasting, we will broadcast a special program, titled "Ana Terebi," on General TV on May 3rd during the spring holidays. Six presenters from NHK and major commercial TV stations will get together in a studio and thoroughly exchange their views on "presenters' works," which have supported the television, beyond the boundaries of the organizations they belong to. Over the past 70 years, TV stations have jointly cultivated the so-called TV culture, which the program will examine through the roles presenters have played.

Needless to say, TVs have taken root in Japan in the past 70 years, having conveyed each era with images and videos. We planned this program to provide an opportunity to reconsider the roles of presenters as conveyors of information. The project was made possible with the cooperation of Nippon TV, TV Asahi, TBS, TV Tokyo, and Fuji Television. I would like to express our sincere appreciation to those involved.

The program will shed light on what preparations presenters make, what they think, and what concerns they have when they are not on TV. The participants, who are essentially competitors representing individual TV stations, will have open and honest talks. In recent years, people are said to be shifting away from TV. On its part, NHK is increasingly making use of AI in place of presenters. We believe one of the program's highlights will be what views the presenters, who are active in the front lines on TV, have on their reason of being amid changes revolving around TV.

KATO Koji, who has worked with presenters in various programs at the TV stations, will be the program's facilitator. TSUYUKI Shigeru, a former presenter of Fuji Television who was involved in the broadcasting of major incidents, such as a 1972 hostage crisis known as Asama Sanso incident and the 1985 Japan Airlines plane crash, will join the program as a guest. The program will be a rare opportunity where presenters from various TV stations get together to exchange their views. I hope viewers will enjoy watching it.