

# Summary of Press Conference

## (May 24th, 2023)

(Comments by YAMANA Hiroo, Executive Director of General Media Administration)

This fiscal year is the final year in which we are implementing our three-year corporate plan, which aims to realize a renewed NHK that is leaner and stronger. In January, we made clear as part of amendments to the corporate plan that we aim to strengthen the initiatives of “supporting safety and security” and “delivering information far and wide.”

Specifically, it will become possible for users to watch all the news programs aired by our local stations in the 6 p.m. slot across the nation on NHK Plus. Starting October, we will reduce receiving fees and expand exemptions for students. In December, we will reorganize satellite broadcasting channels.

With the arrival of the digital age, the environment surrounding the media industry is drastically changing. Yet, NHK remains unchanged in performing its roles and missions of supporting safety and security of our viewers and the people as well as contributing to and making rich people’s livelihood. We are committed to delivering accurate and impartial news as well diverse and high-quality content that only NHK can produce so that viewers will continue watching and using the programs and content NHK delivers. The year 2025 will mark the 100th anniversary of broadcasting. We believe that for the next 100 years, we must continue to provide content and services that will make people feel that they are glad to have our services and that NHK is necessary.

In this respect, we think it will be important for us to continue offering content and services only NHK can produce and provide as well as those that are expected of us. We also will need to continue delivering a type of content that will make viewers think that it is what they have in mind. To achieve these goals, we are committed to carefully listening to viewers’ voices, and reflecting and making use of them in our content, services and management to convince people that they are glad to have NHK and invariably need NHK.

### **On Attractions of Satellite Broadcasting**

(Comments by YAMANA Hiroo)

I would like to introduce programs and programming in the run-up toward the planned reorganization of satellite broadcasting in December, which will be a major turning point for NHK, as well as our project toward the 100th anniversary of Japan’s broadcasting in 2025.

First of all, let me explain about two initiatives related to satellite broadcasting. The first initiative is a special program titled “Shin-BS Hatsukokai Eizo Special!” to be aired on June 3rd ahead of the reorganization of satellite broadcasting scheduled in about six months from now in December. The program will be broadcast live simultaneously on three channels of BS Premium, BS4K and General TV, delivering the charms of satellite broadcasting and latest information on NHK BS and NHK BS Premium 4K, new channels to be launched in December. We hope this program, which delivers the charms of BS channels, will reach those who are not regular viewers of satellite broadcasting. The program will also convey future must-see scenes in the Taiga historical drama “Do Suru, Ieyasu? (What Will You Do, Ieyasu?), disclosing unreleased scenes. The drama will continue to be aired on BS ahead of General TV after the reorganization of satellite broadcasting.

We also plan to unveil a selection of scenes from special programs scheduled to be broadcast in the future, including the 4K live broadcasting of “Zekkei Zenbu Misemasu! Sekai Shizen Isan Amami, Okinawa” and filming scenes of “Hatsune Miku x Kodo Special Live 2023,” planned to be aired in July. Please look forward to fine images characteristic of BS channels.

The second initiative is the programming focused on a specific theme, which is unique to satellite broadcasting. Ahead of the summer travel season, we will deliver a variety of programs under the slogan of “BS de Tabisuru 47 Todofuken Nippon o Tanoshimo” between June 11th and August 2nd, with the aim of supporting regions working toward overcoming the impacts of the coronavirus pandemic. One of the pillars of the programming will be the large-scale live programs that deliver the appeal of BS4K’s ultra-high-definition resolution. In addition to our live coverage of World Natural Heritage sites in Okinawa Prefecture, Amami Islands and Ogasawara Islands, we are planning broadcasts of the Gion Festival in Kyoto in July, and the Nagaoka Fireworks in Nagaoka, Niigata Prefecture, in August. We will also broadcast a variety of programs, both old and new, set in each of the 47 prefectures during the period. They will include “Nippon Judan Kokorotabi,” in which a personality travels across Japan by bicycle, and a morning drama serial “Amachan,” which was staged in the Tohoku region. Programs for the week from June 19th will mainly comprise those related to the Kyushu region and Okinawa Prefecture. Other regions will be covered from one block to the other through August. What has been introduced today is just part of our plans. The latest broadcasting schedule will be posted on NHK Online as needed.

## **On New NHK Special Series Toward the 100th Anniversary of Broadcasting in 2025**

(Comments by YAMANA Hiroo)

I would like to introduce our project in the run-up toward the 100th anniversary of broadcasting in 2025. We will launch NHK Special’s new large-scale series, titled “Human Age Ningen no Jidai” from June. The series will shed light on the mankind, which flourishes on the Earth but has exerted serious impacts on the planet, such as causing the massive extinction of the fauna and flora. Actor SUZUKI Ryohei will host the program as a representative of the mankind and try to delve into what the mankind is with viewers.

Through the series, we would like to face up to global-scale issues, and try to bring together wisdom every all fields, including science, history and culture, to search for clues to overcome a variety of problems. We hope the series will be worthy of an initiative of a public service media organization to mark the 100th anniversary of broadcasting.

In the first installment of the series, to be aired on June 11th, we will consider the origin of human desires, which continue seeking wealth and prosperity even after the destruction of the Earth, from the perspectives of brain science, anthropology and history. It is themed on unlimited human desire.

The second installment, to be aired on June 18th in the following week, will be themed on “the nature of humans who keep repeating war.” The program will introduce new research that reveals the dual nature of the human mind and its surprising relationship with war.

Suzuki will engage in heated discussions with leading experts in various fields and close in on the clues, which will lead to hopes for the future. The new “Human Age” series is planned to be broadcast several times a year through 2025.