

Summary of Press Conference

(July 26th, 2023)

On Programming of New Satellite Broadcasting from December and Revisions to Programming in Second Half of FY2023

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

I would like to inform you about the programming of the new satellite broadcasting from December and revisions to programming in the second half of the current fiscal year.

Firstly, I would like to talk about the current satellite broadcasting services between October, when revised programming starts for the second half of FY2023, and December, when the new satellite broadcasting will begin. BS Premium and BS4K will be revised in October while BS1 will undergo a minor revision in November to coincide with the end of the Major League Baseball's 2023 season. And, in December, we will launch new satellite channels, NHK BS and NHK BS Premium 4K, replacing the current three satellite channels. For the both channels, we have paid special attention to the viewing habits of those who currently enjoy our satellite broadcasting services. We will publicize the scheduled changes as carefully as possible through our broadcasts and Internet so that our viewers will not get confused.

Of the two channels, let me explain about key points about NHK BS. We will make the most of the time slots that are currently well viewed. For instance, we will retain BS1's world news zone in the morning, as well as the international news, documentary and sports program zone in the 10 p.m. slot and afterward. We will also keep such established zones on the current BS Premium as the serial drama zone in the 7 a.m. slot, the movie in the 1 p.m. slot, and the education and entertainment zone in the evening and beyond. In December, NHK BS will make a fresh start as a channel where attractions of international news, sports and entertainment are put together and concentrated. We hope the channel will bring you programs full of the originality that only the satellite broadcasting can offer.

Next, let me talk about NHK BS Premium 4K. This channel will take over the current BS4K's programming that's been in place since April this year. We'd like to draw your attention to the zone designed to make viewers appreciate 4K's charms on Friday and Saturday night. We aim to make this channel satisfactory to our viewers by presenting a 4K remastered version of the legendary songstress and cultural icon MISORA Hibari's concert and delivering special programs with a sense of scale, such as dramas and large-scale live programs.

The revision of terrestrial broadcasting is the next topic. In the 11 p.m. slot on weekdays, when programs are changing every three months, we will line

up programs that have been broadcast in the past. We will air “Cho Tayosei Talk Show! Naresome” on Mondays. This program is a talk show about how couples enjoy their lives in various ways from their encounters. The program is aired on Educational TV, mainly attracting female viewers in a wide range of ages. So, we have decided to deliver this as a regular program on General TV. “100 Kame,” a popular program among the working generation, will be aired on Tuesday. This will be the program’s fourth season. On Wednesday, we will air “Warawanai Sugaku,” an intellectual entertainment program in which OGATA Takahiro, a member of a Japanese comedy trio, will explain the difficult-to-understand world of mathematics without comedy. Beginning on October 2nd, we will start broadcasting the drama serial “Bugi Ugi,” which is based on the life of the great postwar star KASAGI Shizuko. Starting in January next year, the Taiga historical drama “Hikaru Kimi he” with Murasaki Shikibu as the protagonist will begin airing.

Next, let me move on to Educational TV. In addition to regular programs in the second half of the year, such as “Nehorin Pahorin,” we will remodel our European language programs from Monday through Thursday, changing the first part of their titles from “Tabisuru tameno” (for traveling) to “Shiawasekibun no” (in a happy mood). Now that the coronavirus has been downgraded to category five under the infectious diseases control law in Japan, the programs are designed to encourage viewers to put into practice the foreign languages they have studied in the preceding programs designed for traveling. The new programs will offer content that will help viewers get familiar with the life and culture in European countries.

In conjunction with the scheduled revisions, we will enhance our universal service. As part of our efforts, we will deliver the news program from 8:45 p.m. on Sunday with a sign language broadcast. This will be the first time that a regular program on General TV will be provided with sign language.

On Broadcasting of FIFA Women’s World Cup 2023

(Comments by NAKAJIMA Taichi, Senior Director)

I would like to introduce our broadcast of women’s soccer World Cup, which opened on July 20th.

Japan’s national team, Nadeshiko Japan, made an impressive debut in the tournament by overwhelming Zambia 5-1 in its first match on July 22nd. The game was well played, and the team has been playing in a very attractive manner. We hope the team will continue to advance, keeping the momentum. As having been already announced, NHK will broadcast Nadeshiko Japan’s all games in the group stage. In particular, the match against Spain scheduled for July 31st may be a crucial game for the team to advance to the knockout stage. We will air the game on our main terrestrial channel, General TV. Also, NHK Plus will streamline the event live with catch-up. In case the Japanese team proceeds to the knockout stage, we intend to broadcast the team’s all games. We plan to air the final game scheduled on August 20th regardless of whether Japan has reached the finals.

We will invite familiar faces as commentators—ANDO Kozue, KAWASUMI Nahomi, YANO Kyoko and NAGASATO Asano, who were members of Japan's winning team in Germany in 2011 and/or the runner-up in Canada in 2015. We hope you will look forward to in-depth commentaries of the former Nadeshiko members, who know Nadeshiko Japan and how to play in the World Cup inside out.

Nadeshiko Japan aims to capture their first World Cup title in three tournaments. We hope many people will watch and cheer their passionate performances.

On Broadcasting of Rugby World Cup 2023

(Comments by NAKAJIMA Taichi)

Let me speak about our broadcast of the Rugby World Cup 2023, which will kick off in France in a little over a month.

NHK plans to broadcast live a total of 15 matches, including those of Japan's national team, on General TV, BS1, BS4K and Radio 1. Japan's first match against Chile on September 10th will be a very high-profile game that will predict the fate of the national team in the tournament. The second match against England on September 18th will be broadcast on BS1. We will also broadcast a number of good matches highly coveted by rugby fans, including the opening match between the host nation France, the second in the world ranking, and New Zealand, which is ranked third. NHK Plus will streamline the matches broadcast on General TV live with catch-up. We hope you will enjoy the exciting matches both on TV and the streaming service.

The navigators for the World Cup this year will be GOROMARU Ayumu and HIROSE Toshiaki, as in our broadcast of previous World Cup in Japan in 2019. They will not only commentate on the matches but also appear on related programs. We will invite other commentators who are also former members of the Japanese national team with a wealth of experience.

To coincide with the event, NHK has chosen its new theme song for rugby. It is titled "Kizudarake no Oja," written by MISIA and sung by MISIA & Rockon Social Club. The enthusiastic and passionate song will make its listeners think of the players in the field and encourage them to cheer the team fighting on their best stage. The theme song will be used for Japan's test match against Tonga, which will be broadcast on General TV from 7:30 p.m. on July 29th.