

Summary of Press Conference

(September 27th, 2023)

(Comments by INABA Nobuo, President)

Regarding NHK's internet-related operations, reports and recommendations have been compiled from the Ministry of Internal Affairs and Communications' expert meetings and the Liberal Democratic Party's research commission saying that these operations should transition from those that NHK "may" conduct to those that NHK "is to" conduct as a legal requirement, just like our role in broadcasting.

I believe these opinions are a strong indication of the need for NHK to play the same role with regard to the internet as we have been doing in broadcasting. I would like to take this opportunity to express my appreciation for the efforts of those involved in putting together these reports and recommendations.

At NHK, we have repeatedly emphasized the need to fulfill the same role in the internet realm as we do in broadcasting. This involves disseminating accurate and reliable information, supporting the safety and security of our audience and the general public and delivering information far and wide to contribute to the development of a healthy democracy.

We pursue this role not out of self-interest, but because we believe it benefits our users – our audience and the public at large. We believe that these viewpoints have been accepted.

As the legislation process progresses, I strongly hope that discussions will be guided by the perspectives of our users, both our audience and the public at large.

With internet-related operations becoming an obligatory part of NHK's responsibilities, we will become able to extend our public service role into the information space, including the internet. This will increase convenience for our audience and the general public.

However, I believe this also places a greater responsibility on NHK than ever before. This is because we need to ensure that those who seek information exclusively from the internet can appreciate the value of NHK's offerings, just like those who rely on broadcasting.

Therefore, we understand that when the Broadcasting Act is revised, making internet-related operations obligatory, the various ancillary services we currently provide online will inevitably need to be reorganized.

We will consider the specifics of how to handle individual services in the future, so I won't go into detail on them at the moment. However, we will take into account factors such as the 10 percent reduction in receiving fees going into effect in October this year, which will lead to a decrease in our operating income, as we conduct a close review of aspects such as the scope and scale of our operations.

Finally, I would like to share reflections from my trip last month to Prague, the Czech Republic, where I attended the Public Broadcasting International, or PBI, conference. This is an international event where leaders of public broadcasters from around the world gather to exchange ideas. During this meeting, I proposed that our most important roles as public service media, or PSM, are to enhance emergency reporting during disasters with the aim of saving as many lives as possible and to combat fake news and realize a society that is not misled by rumors and falsehoods. This is crucial in emergencies, but it is also important during normal times to ensure the integrity of the information space so that we can realize a peaceful and prosperous society and contribute to the advancement of democracy. I proposed these ideas as the most important roles for PSM and received agreement from the representatives of media organizations from various countries.

I am genuinely dedicated to turning NHK into an organization that can fulfill such roles. Drawing on the insights provided in the reports and recommendations, I will do my best as the president to make NHK more responsive to the requests of our viewers and the public.