

(Press Release)

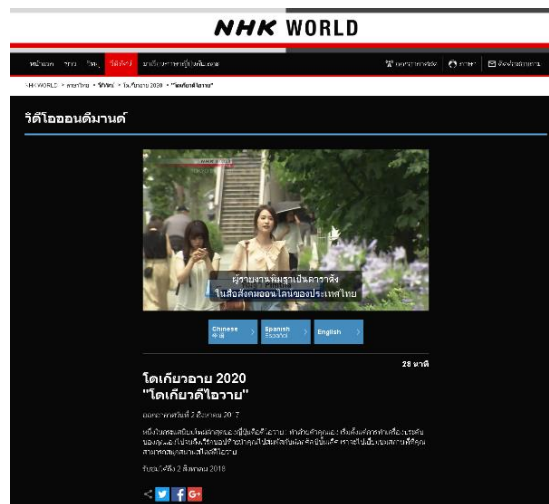
NHK WORLD TV – Full-scale Launch of Multilingual Video on Demand

TOKYO, October 2, 2017- NHK WORLD, the international broadcasting service of NHK, launches a full-scale, multilingual video on demand (VOD) service today. The service expands viewing opportunities for the global audience as the 2020 Tokyo Olympic and Paralympic Games approach. It also enhances access to information for international tourists visiting Japan.

The NHK WORLD website has included Chinese subtitled versions of two travel programs since the second half of last year. Starting in October, five popular programs—including *#Tokyo* and *Wild Hokkaido*—will be accessible in various combinations of six languages. (See the chart below for details.) As with the English language VOD service, each episode is to be provided free of charge for one year from the date it appears online.

NHK WORLD expects to continue expanding VOD and other multilingual services in the next fiscal year and beyond.

(Sample image) ※Subtitled program



※VOD website: <http://www.nhk.or.jp/nhkworld/en/vod/multilingual/>

Programs to be produced in multilingual versions (including some already available):

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| ○Journeys in Japan | Chinese and Spanish |
| ○TOKYO EYE 2020 | Chinese and Spanish |
| ○#TOKYO | Chinese, Spanish, Thai, Vietnamese, and Indonesian |
| ○Wild Hokkaido! | Chinese and Korean (dubbed) |
| ○Easy Travel Japanese | Chinese, Indonesian, Thai, and Vietnamese |