

(Press Release)



NHK's Corporate Plan for Fiscal Year 2018-2020

*What You Need, When You Need It
Your Life with Public Service Media*

TOKYO, January 16, 2018 – NHK's next Three-Year Corporate Plan for fiscal year 2018 to 2020 has been approved by the Board of Governors today.

The plan begins with six core public values that NHK strives to pursue such as "Provide Accurate, Fair, Impartial Information" and "Create High-quality Cultural Experiences" to achieve its mission as a public service media provider. To accomplish these values, the plan also sets five major objectives to fulfill its role as a core component of social infrastructure.

NHK's five major objectives are:

- 1. Continue to Evolve as a Public Service Media Provider*
- 2. Contribute to Local Communities*
- 3. Look to the Future*
- 4. Maintain the Understanding of Our Viewers*
- 5. Strive to Promote Creativity, Efficiency, and Trust*

As NHK always has, it will endeavor to respond to the needs and interests of viewers in Japan and rest of the world coupled with an array of new technologies and opportunities, for next three years following the values and objectives above. While television remains the core operation, simultaneous internet broadcasting will be used as well to allow audience access to accurate and multifaceted information. Towards the 2020 Tokyo Olympic and Paralympic Games, NHK will utilize cutting-edge technology including 8K (Super Hi-Vision). NHK also strengthens Japan's global connections, as it soon will relaunch its international service as NHK WORLD-JAPAN, with even more diverse and relevant programming.

Comments from NHK President Ryoichi Ueda

The NHK group is striving together and doing its utmost to earn greater trust among its audiences and create the foundations for public service media provider that can convey important things in a more profound and more accessible manner.

Please visit NHK website for further information:

<https://www.nhk.or.jp/corporateinfo/english/publication/index.html>