

(Press Release)



OFFICIAL BROADCASTER

PyeongChang Paralympic Games Broadcast Summary

TOKYO, April 5, 2018 - NHK provided live broadcasts almost daily of the competitions in the PyeongChang 2018 Paralympic Games which took place from March 9th-18th in South Korea and the total broadcast time was about 79 hours, the most ever in Winter Paralympic Games.

Total Broadcast Hours 79 hours (approx.) (compared with about 31 hours from Sochi)

Breakdown: General TV(Terrestrial) 37 hours; Educational TV(Terrestrial) 7 hours; BS1(Satellite) 35 hours.(approx.)

Universal Broadcasting

1.Commentary for the people with a visual impairment was provided on the sub audio channel for the first time ever at any Summer or Winter Paralympic Games.

(※Also provided for some events at the PyeongChang Olympic Games)

【Events covered】 (Combined total: **13.5 hours (approx.)**)

Opening & closing ceremonies

Alpine skiing (Men's & women's downhill, men's giant slalom and men's slalom)

Snowboarding (Men's & women's snowboard cross and men's banked slalom)

2.Highlights Program "*Paralympic Time*".....Commentary

Program "*Let's All Give our Support! The PyeongChang Paralympics*"... Sign language, Subtitles and Commentary

Internet

●Visits to the special website and app...**261,000 (approx.)** (March 9th-19th)

※No comparison with Sochi possible due to different counting method

●Video distribution Live streaming: **111 items / 242 hours 32 minutes**

Catch-up: **129 items / 291 hours 46 minutes**

※Different item totals because live streaming was not provided for events broadcast live on TV.

●SNS

Highlights videos etc. on NHK's sites on YouTube, Twitter and Facebook

• Plays on Twitter.....**1,652,000 (approx.)**

• Views on YouTube.....**543,000 (approx.)**

●NOD (NHK On Demand) Items distributed **27**

Total hours **49 hours (approx.)**

Views **3,000 (approx.)**

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Completion of Reporting on the PyeongChang Paralympic Games

TOKYO, April 5, 2018 - As a first-time experiment, NHK selected three reporters from among publicly recruited applicants with impairment to report on the PyeongChang Paralympic Winter Games. During the Games, these three reporters undertook a wide range of reporting activities in PyeongChang, including live-coverage of the Japanese team's para ice hockey matches, reports on the status of barrier-free measures in South Korea, and interviews with famous athletes from various countries.



(L-R) Reporters Yuki Goto, Erina Chiba, and Daishin Mikami

[Reporters' Comments]

<Yuki Goto>

At the Paralympics, all of the athletes and all of the supporters—everyone—simply glowed, and it was an even more wonderful place than I had imagined it would be. I reported on the South Korean para ice hockey team, and virtually all of the matches were sold out. Talking to spectators, almost everyone I interviewed said this was the first time they had ever watched para ice hockey, with many saying, “If [para ice hockey] is this interesting, I definitely want to watch it again!” A diversity of reasons for coming to see Paralympic events were given, including “My teacher talked about it in class” and “My favorite artist is a PR Ambassador”. With eyes on the Tokyo 2020 Olympic and Paralympic games, I would like to provide introductions to many different para sports. The Paralympic venues were filled with loud music and cheering, but I was able to hear the voices of studio announcers with the help of a system sending sound directly to my cochlea implant and also understand what people were saying by watching their lips carefully, and so I was able to successfully complete my reporting activities.

<Erina Chiba>

To help viewers understand what a para ice hockey player meant when they said, “The appeal of para ice hockey is that it's OK to bump into each other,” I explained that when wheelchair users are out and about, they are always worried about bumping into someone. I was very happy when people praised me for this, saying, “Only Erina Chiba could say that!” Before the Paralympics began, we had heard that barrier-free measures in South Korea were not progressing, but I had the experience of going to enter a store and having the customers standing next to me quickly move out of my way and wait, and I was highly impressed by the naturalness of their actions. In my reporting activities I was able to utilize my experience playing wheelchair curling when I was in Hokkaido, and so I felt I was able to “give something back” for all the support I myself have received.

<Daishin Mikami>

I was responsible for a presentation project entitled “It's Na-Kyun ♡ Para Athletes”, which introduced little-known appealing characteristics of various Paralympic athletes, presenting information about the athletes' fashion styles, unique information posted in SNS, and other interesting facts. The project was received favorably, with comments such as “I was able to enjoy the program beyond the framework of sports”, and my heart trembled at the fact that I was able to provide such information, with viewers saying that they wanted to hear more. Beginning with the British TV journalist and American snowboarder I interviewed, many people from around the world expressed huge expectations for “Tokyo”, a city with many attractions including culture, food, and technology. With eyes toward the Tokyo 2020 Olympics and Paralympics, I intend to continue conveying information about “Tokyo at the focus of the world's gaze”.