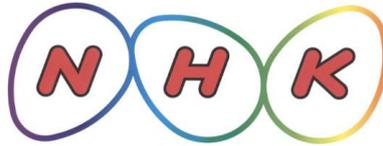


(Press Release)



5<sup>th</sup> October, 2018  
NHK Press Office

## NHK President Ueda Appointed ABU President

NHK President Ryoichi Ueda was chosen to serve as the new President of the Asia-Pacific Broadcasting Union (ABU) at the General Assembly convened yesterday and today in the Turkmen capital of Ashgabat. His term will be to the end of 2021. He is the ABU's sixth President from NHK and first since Yoshinori Imai, then Vice President of NHK, who served from 2008 to 2011.



Comment by Mr. Ueda:

“Our industry is now facing a historic transformation. We are seeing the emergence of new media brought about by the digitalization of broadcasting and widespread use of the internet. In order for us to adapt to this changing environment and evolve, I shall tune in to the voices of our members with a spirit of humility and strive sincerely, with all of my might, to fulfil these tasks.”

This year's General Assembly was held on the theme of 'Thriving in the New Media Age' and discussed wide-ranging issues from how broadcasting organizations should seek to develop amid the rising influence of social and other new media to initiatives, challenges and new technologies for delivering Asian content to viewers and listeners of the world.

### ◆The ABU's Executives Officers from 5<sup>th</sup> October 2018◆

President: Ryoichi Ueda (President of NHK)

Vice Presidents: Ms. Supriya Sahu (Director General of Doordarshan, India), Mr. Sun Yusheng (Vice President of CCTV, China) and Mr. Ibrahim Eren (General Manager of TRT, Turkey).

### ◆The ABU◆

The Asia-Pacific Broadcasting Union was founded in 1964 and is headquartered in Kuala Lumpur, Malaysia. 279 broadcasting and other organizations from 73 countries and regions were members as of August 2018. In addition to the ABU Robot Contest and joint international program productions, the ABU also engages in the international exchange of news materials, technical cooperation etc.