

(Press Release)

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NHK Public Relations Dept.

## NHK's New Executive Vice President Appointed

Terunobu Maeda, President of NHK, appointed Satoru Masagaki as Executive Vice President on February 12. His term is three years.

Speaking about the appointment, Maeda said, "For NHK to achieve reforms with a sense of urgency in the changing media and social environment, we must have the right people in the top posts. Vice President Masagaki has rich experiences in the field of news affairs through his career and has also experienced a broad range of duties in NHK, and I judged him to be the right person to assist the President."



Vice President Masagaki assumed his duties on the same day and held a press conference at the Broadcasting Center in Tokyo. He said, "I believe NHK is now approaching a new turning point. The full-scale launch of the continuous, simultaneous online streaming and program catch-up service in April presents us with big opportunities to provide more useful services for viewers. NHK is also preparing to provide broadcasts of the very highest quality for this year's Tokyo Olympic and Paralympic Games. President Maeda has said 2020 will be a year that tests NHK's true value, and I will do my part to provide him with my fullest support for resolving the administrative challenges."

Masagaki, 59, joined NHK in 1983 as a news reporter after graduating from Waseda University. After starting out at the NHK Kagoshima Station, he covered diverse stories as a political reporter in Tokyo. He served as Head of Political News Division, Director of NHK Osaka Station, Director of News Department and Director of Public Relations Department, and has been Senior Director since April 2019.

He has replaced Hikaru Doumoto, who stepped down on February 11 upon the completion of his term as Executive Vice President.