

I would like to comment on the criticism and other concerns that NHK has received regarding the computer animation clip from NHK's domestic program "Kore-de-wakatta Sekai-no-Ima" that we carried on the program's Twitter account.

In the program's broadcast on June 14<sup>th</sup>, the head of the international news division apologized to viewers for the clip, and explained the points that we reflected on and the actions we are taking in light of the case. NHK also carried an apology on the program's website in Japanese and English.

Today, I would like to apologize again. It is extremely regrettable for NHK to have brought about such a situation, as we should respect human rights and diverse values and contribute to realizing a society free of discrimination as a public service media.

On Friday, June 12<sup>th</sup>, we held a meeting of our broadcast ethics committee to look into why this all happened.

First of all, I must say that we lacked the stance of holding thorough discussions and carefully deliberating how to report on the issue of discrimination and racism.

On top of that, there were two main points.

One was that we lacked awareness of whether the description in the clip was appropriate, and how it might be received in and outside Japan.

Another was that we did not fully understand how an animation clip that was part of a TV program would spread after being carried on a social networking service, and what kind of effects it might have.

Based on such reflections, I have issued a document in the name of

the executive director of broadcasting to all broadcast stations and divisions, for all NHK employees and staff involved in broadcasting to follow. It specifies the precautions to be taken in line with the latest case.

The instructions are as follows:

- We will take meticulous care so that dramatization clips and pictures regarding race, ethnic groups and others are not presented in a discriminatory way.
- When we carry clips online, we will give careful consideration to how the clips will be received by people who see them, and will carefully decide whether it is appropriate to carry them online.
- Because the latest case resulted from a lack of sufficient checking, we will implement multiple checks, involving people in and outside NHK, when we take up such issues as race, ethnic groups, nations, religion and gender.
- As for employees and staff working in our broadcast and internet divisions, we are carrying out training and discussions to deepen their understanding of the problems of the latest case and the precautions to be taken. The training has already begun.

We are stopping the use of computer animation clips in “Kore-de-wakatta Sekai-no-Ima,” and are seeking an alternative presentation method.

We understand that much of the criticism and other comments that we received this time raise questions about our basic stance as a public service media.

All employees and other staff members involved in NHK’s broadcasting will take the lessons learned this time to heart. We will strengthen our efforts to develop a sense of whether our words and expressions could be perceived as discriminatory. We will actively cover controversial issues such as race, ethnicity, nations and religion, and continue to strive to accurately report them to our viewers.