

January 16, 2018

On the approval of NHK's Corporate Plan FY 2018-2020

NHK's next Three-Year Corporate Plan for Fiscal Year 2018-2020 has been approved by the Board of Governors today.

It represents the second stage of the *NHK's Vision* outlined in the current Corporate Plan and aims to have NHK provide broadcasts and services of the highest standard for the 2020 Tokyo Olympic and Paralympic games. It also sets five major objectives to make NHK more efficient and creative through organizational reforms.

In broadcasting, television and radio programming will be enhanced for greater appeal. In December 2018, NHK will also launch 4K and 8K (Super Hi-Vision) services, which, with their ultra high-definition picture quality and compelling sound quality, will provide viewers with a sense of being right where the action is taking place.

When it comes to the internet, NHK will strive to provide simultaneous broadcasting, and develop services that are easier to use, giving its audiences ready access to the information they need anytime, anywhere.

The new Corporate Plan outlines *Six Core Public Values* that NHK strives to achieve, as to clarify the purpose of the public service media which is to serve people better by taking advantage of the internet, however while television remains NHK's core operation. The *Six Core Public Values* are: 1. Provide Accurate, Fair, Impartial Information, 2. Promote Safety and Security, 3. Create High-quality Cultural Experiences, 4. Contribute to Local Communities, 5. Strengthen Japan's Global Connections, and 6. Contribute to Education and Public Welfare.

These values will be kept in mind as NHK fulfills its role as a core component of social infrastructure that will respond properly to the expectations of its audiences in the era of the convergence of broadcasting and communication.

When it comes to management, NHK will pursue a range of approaches to gain understanding for its initiatives and make the utmost effort to ensure that receiving fee payments are equitably shared. In addition, the NHK group as whole is pursuing work-style staffing reform, local reforms, and group management reforms, and so on, to make more creative and efficient use of limited operational resources, so that the organization can be run on a more efficient and fairer footing that will make NHK a trusted medium.

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

Ryoichi UEDA
NHK President