

## Message from the President

2023 is a significant milestone year as it marks 70 years since the start of television broadcasting in Japan in 1953. Additionally, it will soon be nearly 100 years since the Tokyo Broadcasting Station, the predecessor of NHK, commenced radio broadcasting on March 22nd, 1925. Throughout this period, Japan's broadcasting culture has experienced significant growth and development under a dual system in which NHK and commercial broadcasters coexist, continuously walking alongside viewers as a nationally recognized media organization.

Article 1 of the Broadcasting Act, the foundation on which NHK was created, stipulates that the goals of broadcasting are to deliver its benefits far and wide to the whole of society, to ensure freedom of expression, and to contribute to the development of a healthy democracy. I can feel the enthusiasm of those involved in the legislation at the time to improve post-war Japanese society through broadcasting, and at the same time, I am reminded of the universal role of broadcasting.

By firmly responding to the demands of the Broadcasting Act through the consistent delivery of fair, impartial and accurate information, I would like NHK to become a reliable source for viewers and the public as they evaluate each day's events. Additionally, I aspire to provide high-quality entertainment that enriches and culturally enhances the lives of viewers. Amid rapid changes in the media environment and social circumstances surrounding the media industry, I feel that NHK as a public broadcaster must fulfill its universal role effectively and contribute to society.

In January of this year, NHK amended its current corporate plan, strengthening the key initiatives of "supporting safety and security" and "delivering information far and wide." To enable our viewers to benefit from the outcomes of our management efforts, we will implement a 10 percent reduction in receiving fees starting this October. In addition, in December, we will launch the new satellite channels "NHK BS" and "NHK BS Premium 4K," delivering even richer content.

In order for NHK to continue being trusted and needed by viewers and the public, we aim to examine and further develop the reforms we have been pursuing, striving to make them the best that they can be. With every employee maximizing their individual abilities, we will do our utmost to deliver diverse and high-quality programs and content that are unique to NHK. We kindly ask for your continued understanding and support for NHK.

稲葉延雄

INABA Nobuo  
NHK President  
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