



<Embargo: 00:00 25th July 2011>

## NHK President's comment on the digital switchover

TOKYO, 24th July, 2011

NHK Japan Broadcasting Corporation has terminated its analog television broadcasts in all areas in Japan except for the 3 prefectures hardest hit by the Great East Japan Earthquake (Iwate, Miyagi and Fukushima), and entered the fully digitalized broadcasting era.



Matsumoto, NHK President (right), held a joint press conference with President Hirose of NAB

Masayuki Matsumoto, NHK President, and Mr. Michisada Hirose, President of the National Association of Commercial Broadcasters in Japan, held a joint press conference in Tokyo. Matsumoto said:

“Since the launch of television broadcasting in 1953, the vast majority of Japanese have enjoyed watching TV through analog terrestrial television. I, together with our directors, witnessed the termination of analog programs at NHK’s technical operation room.”

“As a public broadcaster with a mission of delivering its services throughout Japan, NHK has invested about JPY 400 billion to implement necessary measures, including the construction of relay stations. We will continue to deliver services that enable the viewers to make the most of the digital broadcasting.”

NHK has delivered information on the digitalization through various means. The call center set up to answer inquiries from viewers has been operating 24 hours a day since July 23rd. We will continue to do our utmost to support our viewers’ smooth transition.

### Notes to editors:

NHK started terrestrial digital broadcast in 2003, following the revision of the law that stipulated analog TV transmissions be terminated by 24<sup>th</sup> July, 2011. After the Great East Japan Earthquake, the digital switchover in the 3 prefectures most severely affected will be postponed until 31<sup>st</sup> March, 2012.