



## Press Release

# ***NHK Wins ABU Prizes in Two Categories***

**Tokyo, November 4, 2007** – The winners of the ABU Prizes for 2007 were announced Saturday, November 3<sup>rd</sup>, at the Awards Ceremony held in Tehran, Iran. Two NHK programs won the ABU prize which is given to the best program in each category.



### ABU Prize for TV Entertainment

#### ***Isao Tomita—Symphony For Buh-Poh-Soh*** (52 min.)

Broadcast on April 28, 2007 [NHK Satellite Hi-Vision channel]

#### Synopsis:

In 2006, Composer Isao Tomita produced and conducted a live concert at a temple on a sacred Japanese mountain, Mt. Horaiji. He used the surrounding mountains to create a unique echoing sound effect, and performed a symphony he wrote for the mystic owl known as Buh-Poh-Soh. This is Tomita's prayer for the return of the Buh-Poh-Soh owl whose cry has remained engraved in his mind since he first heard it echo here as a young boy.

### ABU Prize for TV Sports

#### ***Shizuka Arakawa: The Bit for Gold*** (52 min.)

Broadcast on February 25, 2006 [NHK General TV channel]



#### Synopsis:

Shizuka Arakawa: women's figure skating gold medallist at the Turin Winter Olympics. This documentary tells the inside story of her determination to achieve her dream while staying true to the style of skating she loves. Arakawa had built her reputation and success as a skater on the flowing elegance of her performances. Then a new judging system was introduced that placed the emphasis firmly on technical criteria. Suddenly Arakawa's aesthetic approach was no longer rewarded with top marks. Arakawa was determined to keep skating her own way, so she had to figure out how to

keep skating beautifully while also scoring enough points from the judges to win. The way she rises to that challenge presents a classic portrait of unshakable willpower prevailing in difficult circumstances.

***The Vulture Part One: Buy Japan Out!*** (broadcast on February 17, 2007) which was nominated for TV Drama, and ***Targeted for Takeover: The Case of Nippon Steel*** (broadcast on May 7, 2007) which was nominated for TV Documentary, were given Special Commendation by the jury.

### **About the ABU Prizes**

The ABU Prizes were established in 1964 to promote the production of radio and television programs of a high standard in order to raise educational and cultural levels and to strengthen understanding among the peoples of the ABU member countries and regions. The ABU Prizes Contest takes place alongside the General Assembly Meeting. This year, 199 entries (141 television programs and 58 radio programs) from 47 organizations were submitted. The number of entries this year is a record high.

An ABU Prize is given to the best entry in each of the following thirteen categories:

TV: Drama, Entertainment, Children, Youth, News, Documentary, Sports Programmes

Radio: Drama, Infotainment, Children and Youth, News, Documentary, External Broadcasts

### **About the ABU**

The ABU (Asia-Pacific Broadcasting Union) consists of 117 broadcasting organizations in 53 countries and regions (as of May 2007). Since the ABU's establishment in 1964, ABU delegates have been promoting cooperation through a news exchange (Asiavision), program exchanges, negotiation of broadcasting rights for sports games, holding of the ABU Prizes Contest, provision of technical information and advice to developing countries, and other initiatives.