



NHK

CORPORATE PROFILE

2022-2023

2022-2023

CONTENTS

- 1 Message from the President
- 2 Corporate Overview
- 4 New Corporate Plan FY2021-2023
- 6 NHK WORLD-JAPAN
- 8 Latest Technologies
- 10 News Reporting and Global Network
- 12 Channels and Programs
- 14 Global Partners
- 16 Digital Services and Public Relations
- 18 History of NHK

Message from the President

Last year, NHK drew up a three-year corporate plan, which focuses on “pursuing NHK’s new identity” and transforming itself into a “leaner and stronger” organization. We considered fiscal 2021, the first year of the corporate plan, as the “year of implementing reforms” and undertook a variety of reforms. We embarked on reforming the personnel system, which will serve as the foundation for all reform efforts. We are also drastically shifting to a business model that focuses on collecting receiving fees without home visits, reforming the management of NHK affiliates, which helped develop a solid base for the integral operation with the NHK headquarters, and streamlining our content and services by introducing the idea of managing programs across channels by genre.

We would like fiscal 2022 to be the “year of the realization of reforms” – a year in which we would like to show our viewers the results of our series of reforms so that they will get the feeling that NHK has changed. The most important point of this is upgrading our content to materialize “NHK’s new identity.” In the revision of our programming for the new fiscal year, we introduced diverse new programs, which we hope would become our signature programs in the future, mainly in the high-profile night-time slot.

Our online operation, NHK Plus, has expanded services by extending simultaneous streaming of programs aired on General TV to 24 hours a day and increasing content available for catch-up service of news broadcast by local stations. We also launched a service to enable people to watch NHK Plus on TV. We will also embark on a “social demonstration experiment” focusing mainly on people who do not have TVs so that we can verify the role of NHK’s internet-related services in the society. This experiment is expected to give us an opportunity to present the new “vision for the broadcasting service in the future.” We will closely verify the results and share the obtained data with the parties and people concerned.

We are determined to step up our efforts to realize a “renewed NHK” that is “leaner and stronger”, and pursue “NHK’s new identity” this year, steadily implementing reforms in a visible manner without moving back. We pledge to give back the outcomes of our reforms by reducing the receiving fees in the foreseeable future.

前田晃伸

MAEDA Terunobu
NHK President
June 2022



Corporate Overview

NHK's Origins

Since the Broadcast Law and Wireless Telegraphy Law took effect in 1950, Japan's broadcasting industry has developed through the coexistence of the public broadcaster NHK and commercial broadcasters. NHK's origins go back to the Tokyo Broadcasting Station,

which transmitted the first radio broadcast in Japan on March 22, 1925. Initially incorporated as the nationwide broadcasting organization Nippon Hoso Kyokai, NHK was reestablished under the terms of the Broadcast Law in 1950 as the nation's public broadcaster.

Independence

NHK's mission as a public broadcaster is to deliver impartial, high-quality programs. Programs should never be influenced by the government or private organizations. NHK considers it to be the corporation's

responsibility to provide a wide range of programs that are balanced, without the influence of ratings or third-party interests.

Receiving Fee System

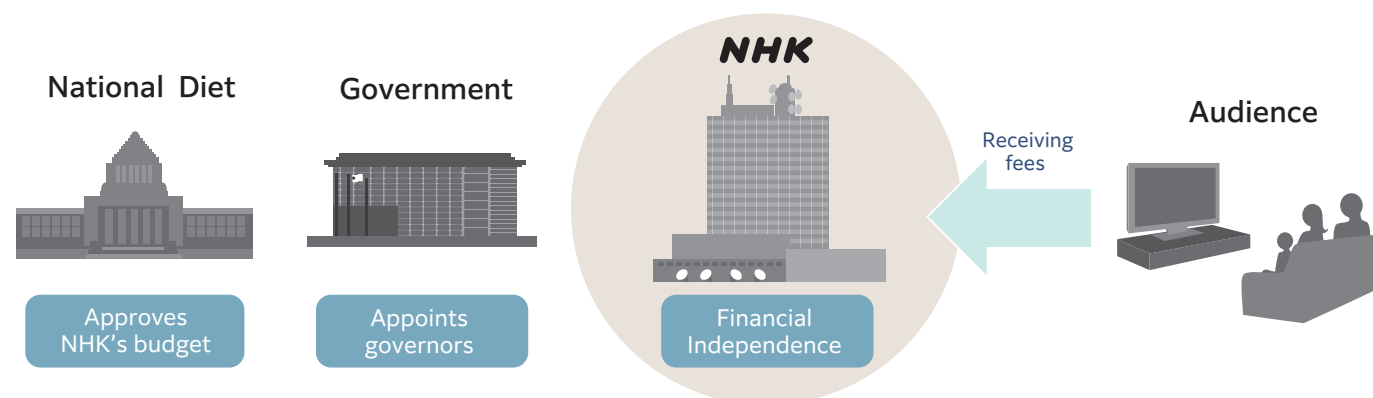
The receiving fee system ensures NHK's financial independence, which guarantees NHK's editorial independence and impartiality. Viewers are not asked to pay to access specific programs, but to support the operations of NHK as a whole. The fees are the main

source of income for NHK, making up nearly 100% of the total. The Broadcast Law stipulates that receiving fees shall be paid equally by every household and business in Japan with a television set.

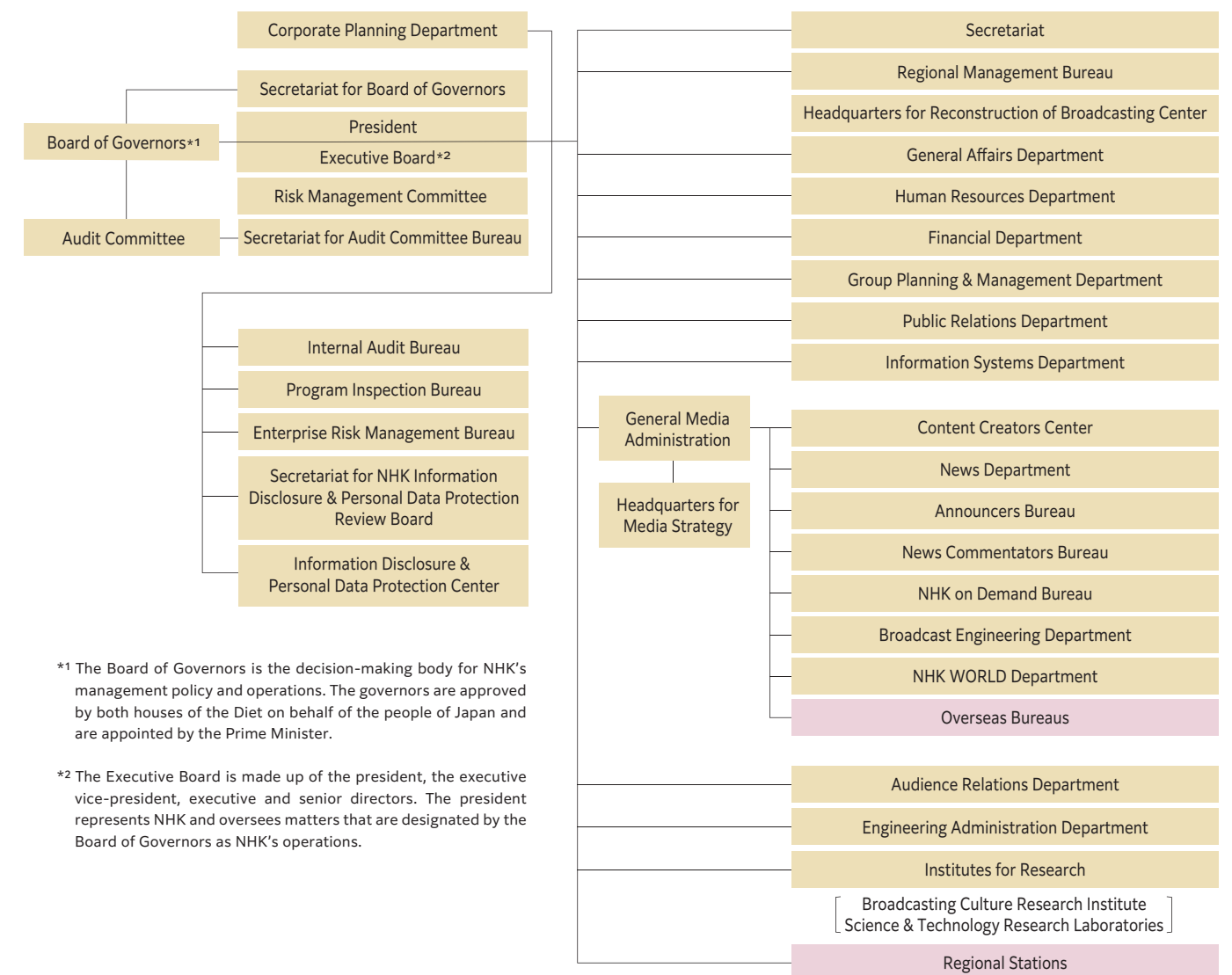
Receiving fees (tax included)

Type of contract		Fee per month	Six-month advance payment	Twelve-month advance payment
Terrestrial Contract	Account transfer/ Credit card	¥1,225	¥7,015	¥13,650
	Postal order	¥1,275	¥7,300	¥14,205
Satellite Contract	Account transfer/ Credit card	¥2,170	¥12,430	¥24,185
	Postal order	¥2,220	¥12,715	¥24,740

* Satellite contract includes fee for terrestrial contract
 * Receiving fee in Okinawa Prefecture is different from that in the rest of Japan
 * Viewers can choose their payment cycle: every two months, every six months, or every year



Organizational Chart (As of April 2022)



*1 The Board of Governors is the decision-making body for NHK's management policy and operations. The governors are approved by both houses of the Diet on behalf of the people of Japan and are appointed by the Prime Minister.

*2 The Executive Board is made up of the president, the executive vice-president, executive and senior directors. The president represents NHK and oversees matters that are designated by the Board of Governors as NHK's operations.

Affiliates (As of April 2022)

The NHK's affiliates support and complement NHK's operations in different fields. Their basic role is to strive together with NHK in the creation of a rich and diverse broadcasting culture.

Subsidiaries	Public Service Groups	Affiliated Organizations
NHK Enterprises, Inc. NHK Educational Corporation NHK Global Media Services, Inc. Japan International Broadcasting Inc. NHK Promotions Inc. NHK Art, Inc. NHK Technologies, Inc.	NHK Publishing, Inc. NHK Business Create Inc. NHK Culture Center, Inc. NHK Business Services Inc.	NHK Service Center, Inc. NHK International, Inc. NHK Engineering System, Inc. NHK Communications Training Institute NHK Academy of Distance Learning NHK Symphony Orchestra, Tokyo NHK Public Welfare Organization <Health and Welfare Group> NHK Health Insurance Society NHK Mutual Aid Association
		Broadcasting Satellite System Corporation NHK Cosmomedia America, Inc. NHK Cosmomedia (Europe) Limited BS Conditional Access Systems Co., Ltd.

Across the globe, the COVID-19 pandemic, economic inequality, and a series of large-scale disasters have generated growing uncertainty about the future. Inaccurate or incomplete information found on the internet has fueled anxiety. Yet, more people are turning to the internet for information. Ownership of TV sets is down, especially among the young. Experts predict that people of all ages will soon spend less time watching TV than they do on the internet. In this time of upheaval, the media landscape is changing drastically.

Against this challenging backdrop, NHK (Nippon Hoso Kyokai or Japan Broadcasting Corporation) is looking for new ways to fulfill its role as a public service media organization supported by fees from viewers. We will adapt to the changing times, live up to the trust placed in us, and make every effort to operate in a cost-effective manner. We will focus our resources on production of diverse and high-quality content that only NHK can provide. And we will remain committed to delivering broadcast and other services that are accurate, impartial, and rich in content through the most appropriate media, anytime, anywhere. Based on these values, **NHK is pursuing a new identity.**

To that end, NHK pledges to transform itself into a more efficient and sustainable organization. **The renewed NHK will be leaner and stronger.** We will carefully review our current operations, reduce the number of TV and radio channels and increase investment in the following 5 initiatives:

- 1. Supporting safety and security**
Enhance our news reporting to save lives and livelihoods, and build a more powerful network.
- 2. Embracing the challenges of a new era**
Make the most of the latest technologies to provide high-quality content at reasonable cost.
- 3. Delivering information far and wide**
Deliver reliable information and services for every audience segment and help to connect a divided, multi-faceted society.
- 4. Contributing to society**
Disseminate more information about Japan's local communities and help to further develop Japan's broadcasting and media industry.
- 5. Reforming the personnel system**
Reshape our approach to managing human capital to help the organization maximize its performance.

NHK will continue to stand firm on its public values while pursuing a new identity.

What NHK considers basic public values

- ▼Contribute to the development of a sound democracy by maintaining impartiality, autonomy and independence, while delivering accurate and unbiased information to fulfill the people's right to know.
- ▼Contribute to each individual's security, well-being, education, welfare, and cultural development.
- ▼Contribute to the maintenance and development of local communities and the media industry.
- ▼Promote mutual understanding between Japan and the international community.
- ▼Maximize NHK's value and trustworthiness among our audience and the nation overall.

Although NHK's income from receiving fees is projected to be on a long-term downward trend, NHK and its affiliates will focus on our unique creative capabilities, ensure efficient management, and maximize the value of our viewers' financial contribution. NHK, with its nationwide network, is a core component of the information infrastructure that society relies on. We pledge to preserve local communities and culture, and help build a country where future generations can live in peace and prosperity, while adhering to the ideals of the UN's Sustainable Development Goals.

Structural reforms aiming for a new NHK that is leaner and stronger

Streamlining broadcast services

- Review the 3 channels (BS1, BSP, BS4K), and eliminate one delivered in 2K by the end of fiscal 2023.
- Consider reducing the current 3 radio channels (R1, R2 and FM) to 2 (AM and FM) in fiscal 2025.

Internet-related operations

- Use the internet appropriately to enable access to NHK content anytime, anywhere.

Measures to maximize the value of receiving fees

- Increase efficiency and downsize facilities.
- Reduce costs on receiving fee collection and improve communication to boost audience satisfaction.
- Renew the structure and strengthen governance of NHK and its affiliates to pursue a new identity as one team.
- Evaluate and manage the progress of the corporate plan in a transparent fashion.

Income, expenditures, and receiving fees

Financial forecast

As income from receiving fees is projected to be on a long-term downward trend, NHK will focus its resources on broadcasting and other services to fulfill our audiences' needs. We will maximize the value of their financial contribution by reducing expenditures through structural reforms.

		(billion yen)					
		FY2021 (b)		FY2022 (c)		FY2023 (d)	
			(b-a)		(c-b)		(d-c)
	FY2020 budget (a)						
Total Operating Income		720.4		690.0	Δ 30.4	689.0	Δ 1.0
From receiving fees		697.4		671.4	Δ 26.0	670.0	Δ 1.4
Total Operating Expenditures		735.4		713.0	Δ 22.4	689.0	Δ 24.0
Surplus		Δ 14.9		Δ 23.0	Δ 8.0	0	23.0
				688.0	Δ 1.0	680.0	Δ 9.0
				669.0	Δ 1.0	8.0	8.0

Reducing the receiving fee in fiscal 2023

NHK plans to secure about 70 billion yen as the source of funds for fee reduction by implementing the planned expenditure cuts and other cost-reduction measures. To ensure funding, we will create a system to reserve surplus funds that are generated from a thorough review of the redeveloping plan for the NHK Broadcasting Center as well as other management efforts. We plan to reduce the receiving fee in fiscal 2023, the year we will eliminate one of the 2K satellite channels. We will take into consideration the effects of the COVID-19 pandemic, possible revisions to the Broadcasting Act, and the progress of the new method of collecting receiving fees. We will take a comprehensive look at the receiving fee system, including the satellite fee. The corporate plan will be revised when details of the reduction in the receiving fee have been finalized.

Income, payment rates, etc. are estimates. They could change depending on future social and economic circumstances such as possible further spread of COVID-19.

NHK WORLD-JAPAN is NHK's international service on TV, radio and the internet, transmitting the latest stories from Japan and Asia to the world



TV English Language Channel

NHK WORLD-JAPAN broadcasts news and a variety of programs in English round the clock on television, delivering an array of information on Japan and Asia to the world. The channel is available via satellite, cable and

other services to about 380 million households in approximately 160 countries and regions. On the internet, programs can be viewed simultaneously to broadcasts on personal computers, smartphone apps, etc.

Improvements in 2022

Looking at Japan and the world as we face the era of the "new normal"

We will accurately capture how the coronavirus has changed society and values, and report it from multiple perspectives in our news and programs. We will also enhance programs that

contribute to resolving common global issues such as those recognized in the SDGs.

Distributing reliable news by making use of NHK's diverse networks

As an international public service media organization, we transmit the latest global news and issues with Japanese and Asian perspectives. We will provide you with accurate and

reliable information promptly by making use of our New York studio and other reporting bases around the world.

Developing and transmitting new content that attracts viewers worldwide

We started new drama series in collaboration with domestic television channels. By efficiently and effectively making use of our business resources, we will deliver high-quality, appealing programs

to the world. We will also embark on developing content that will be NHK WORLD-JAPAN's new strength, such as educational history programs and news programs based on digital open sources.

Living together – Enhancing services for non-Japanese residents

In times of disasters such as earthquakes and typhoons, we will distribute multilingual news on our social media and internet services to ensure safety and security of non-Japanese residents

and visitors in the country. We will also upgrade programs that will help promote people's mutual understanding in the multicultural society as well as content to learn Japanese.

Radio

NHK WORLD-JAPAN offers current information and reports from Japan on radio in 17 languages, which ranges from the latest news to information on Japanese technology, culture and lifestyle, etc., as well as Japanese lessons. The service is being enhanced to suit varying media environments, using medium wave, FM frequencies, satellite radio, and the long-standing shortwave broadcasts. The service also reacts flexibly in times of disaster and other emergencies to deliver the latest news. It also shares knowhow on reducing risks of disaster damage that can be applied in other countries and contribute to the safety and security of listeners worldwide. For foreign visitors to and residents of Japan, the service is linked to NHK Radio 2 to deliver the latest information in various languages.



Broadcasts in 17 Languages

English Arabic Bengali Burmese Chinese French Hindi Indonesian Korean Persian Portuguese Russian Spanish Swahili Thai Urdu Vietnamese

Visit the following URL for broadcast times and frequencies: <https://www3.nhk.or.jp/nhkworld/en/information/brochure/>

Internet <https://www3.nhk.or.jp/nhkworld/>

NHK WORLD-JAPAN disseminates TV and radio news and programs on the internet both simultaneously to broadcasts and on-demand in 20 languages. Users who download the official free app can access the services easily, anytime, anywhere on smartphones, tablets etc. Some programs are also now being provided with

subtitles in Chinese, Indonesian, Thai, Vietnamese and other languages for on-demand services. Program information, news and short videos are distributed on social media. Available languages vary depending on the service and content.

	<p>NHK NEWSLINE Monday through Sunday, every hour NHK WORLD-JAPAN's flagship hourly news program delivers the latest news, business updates and weather, with a focus on Japan and the rest of Asia.</p>		<p>Time and Tide Saturday 13:10-14:00 etc. "Time and Tide" delivers a variety of educational history programs, including episodes featuring human interactions behind historical events and a series titled "Another Story."</p>
	<p>NEWSLINE ASIA 24 Monday through Friday, 15:00-15:28 etc. This expanded version of NHK NEWSLINE provides the latest news, along with on-site coverage from Japan and around Asia.</p>		<p>Zero Waste Life Friday 10:45-11:00 etc. Meet people around Japan who strive for a life without waste under the traditional philosophy of "MOTTAINAI," which values cherishing the things we have.</p>
	<p>NEWSLINE BIZ Monday through Friday, 17:15-17:23 etc. Reporting the latest business, financial and economic news, with added analysis from studio guests.</p>		<p>Learn Japanese from the News Monday 10:40-10:50 etc. This new program will help you learn the language through news reports in simple and easy-to-understand Japanese. You'll add useful expressions to your Japanese vocabulary, while gaining a better understanding of what's happening in Japan.</p>
	<p>NEWSLINE IN DEPTH Monday through Friday, 9:15-9:28 etc. Introducing a colorful variety of feature stories, including reports on daily life from locations throughout Japan, as well as other parts of Asia and around the world.</p>		<p>Where We Call Home Monday 09:30-09:57 etc. More than 2 million foreign nationals live in Japan. In this program, we interview key figures in their community to seek hints for better ways for everyone to live together.</p>
	<p>NHK Drama Showcase Sunday 09:10-10:00 etc. The online showcase for NHK's high-quality drama series, which reflect the Japanese society and people today, delivers the charm of Japanese dramas to overseas viewers.</p>	<p>※Broadcast schedule based on Japan Standard Time.</p>	

AI-translated subtitles

NHK WORLD-JAPAN uses automatically translated multilingual subtitles on most of the live-streamed television programs.

Available in: Chinese (Simplified and Traditional), French, Indonesian, Korean, Portuguese, Spanish, Thai, Vietnamese, Ukrainian



Ukrainian



Vietnamese

Japanese-language services

NHK WORLD PREMIUM

Round-the-clock programming features a wide variety of content selected from the NHK channels in Japan for overseas viewers.

NHK WORLD RADIO JAPAN

We provide news, sports, music, and other programs, as well as "Overseas Safety Information" to support the safety and security of listeners living abroad.

Latest Technologies

4K/8K Ultra-HDTV (Super Hi-Vision)

NHK has led the world in the research and development of 8K Ultra-HDTV. With ultra-high definition video and 3D audio, it will make you feel like you are really there - at the heart of the action.

Ultra-high definition images

A TV screen consists of many tiny, gleaming dots, called pixels. 8K Ultra-HDTV offers 16 times more pixels than HDTV.

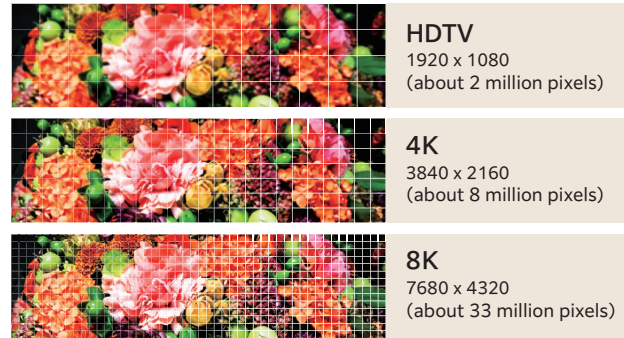


Photo adjusted to represent the basic effect

High Dynamic Range (HDR)

HDR technology can reproduce scenes with a much sharper contrast and brighter specular highlights than other formats.

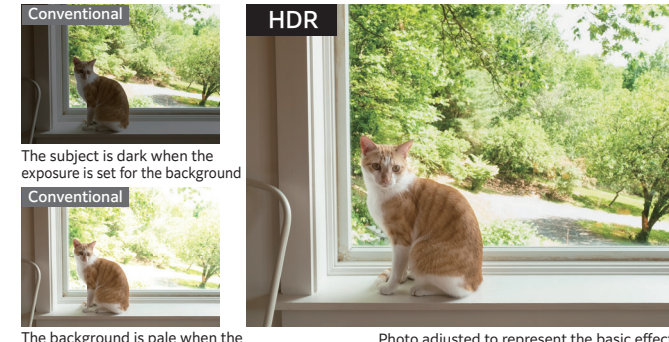
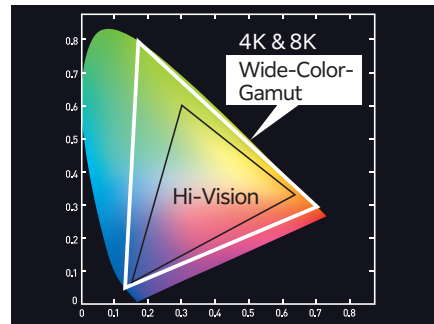


Photo adjusted to represent the basic effect

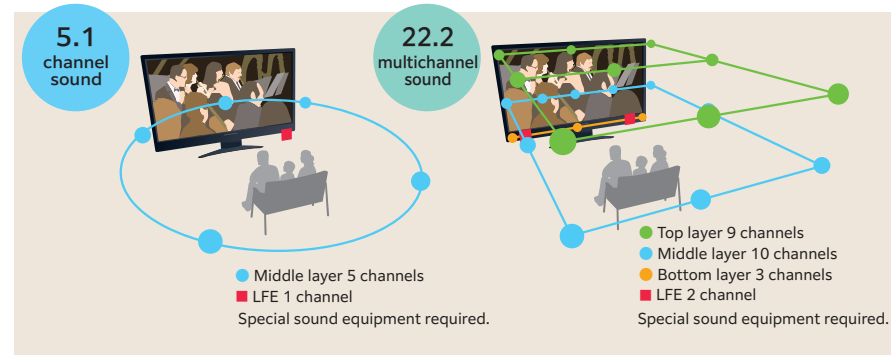
Wide-Color-Gamut

A wide-color-gamut means that almost all the colors of the world can be reproduced just as we see them with our own eyes.



Multichannel Sound

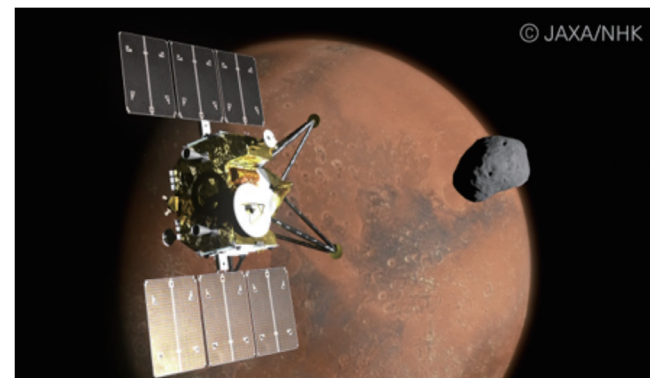
NHK's 4K and 8K broadcasts combine ultra-high definition video with multichannel sound. 4K has a 5.1 channel sound system and 8K has a 22.2 multichannel sound system.



8K Camera on the Martian Moons eXploration (MMX) Spacecraft

The Japan Aerospace Exploration Agency (JAXA) and NHK have agreed to co-produce a "Super Hi-Vision Camera" to film 4K and 8K images in a space environment for JAXA's Martian Moons eXploration (MMX) mission. Over the years, JAXA and NHK have continued to take on the challenges of capturing images of space development. It began with the live broadcasting from the space shuttle in 1992, followed by 4K filming from the International Space Station (ISS) and visualizing the asteroid probe Hayabusa2 landing operation. The latest challenge is to film the world's first 8K images of Mars and its moons by making the most of the expertise and knowledge gained through previous cooperation. In addition, JAXA and NHK will attempt to visualize the actual movement of the spacecraft by combining 4K/8K images and flight data

of MMX. This image may be used for the actual flight operation of the spacecraft. JAXA and NHK will cooperate to present this new horizon, which has never been seen before, to a massive audience.



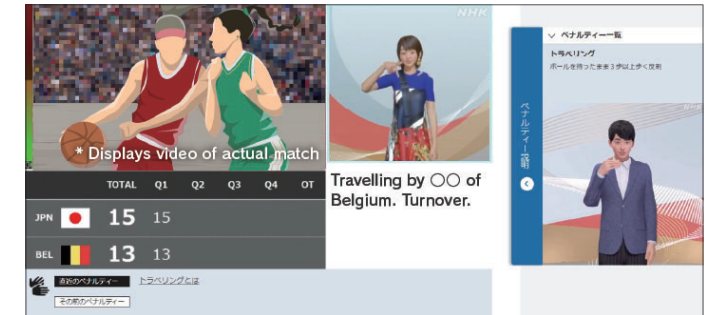
AI Anchor System

NHK is developing an AI anchor system which uses script data to synthesize smooth and natural Japanese speech. We are currently using this system in some of our news programs as well as in our universal services for reading

out information on typhoon late at night and for the audio version of program timetables. We are considering utilizing this system for radio weather news and other non-broadcasting applications in the future.

Sign-language CG Generation for Sports Broadcasts

To make live sports broadcasts more enjoyable for people with visual and hearing impairment, we are developing a system to explain a sports game's progress using sign-language CG animation. We developed a web app to present information on players, events, the excitement at the venue through a bar graph and subtitles, as well as sign-language CG. The app also features a timeline function that allows users to find a particular event that occurred in a video by clicking on the timestamp icon.



NHK Science & Technology Research Laboratories (NHK STRL)

<https://www.nhk.or.jp/strl/english/>

As the only research institute in Japan specializing in broadcasting technology, one role of NHK STRL is to contribute to the development of broadcasting culture through research and development. Throughout its history, NHK STRL has promoted and led R&D on new broadcasting systems including satellite broadcasting, HDTV digital broadcasting and 8K. Today, NHK STRL continues to work on

future broadcast media, ranging from basic to applied, setting three R&D focal points: immersive media, to offer new adventures and emotional journeys beyond anything television has ever provided; universal services, delivered anytime, anywhere, to anyone; and frontier science, featuring cutting-edge scientific research for both future media creation and sustainable societies.

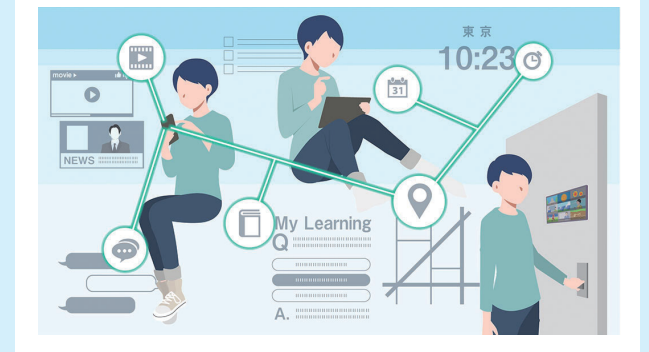
Immersive Media

To offer viewers the opportunity to enjoy immersive content, we are conducting R&D on three-dimensional and omnidirectional image presentations, technologies for reproducing sound fields tied to images, and content delivery techniques capable of providing tactile sensations of three-dimensional shapes and textures.



Universal Services

NHK STRL is promoting research on a web-based broadcasting platform that seamlessly links broadcasting and the internet, personalized content presentation utilizing personal data stores and various IoT devices, sign-language CG generation, automated audio descriptions, a TV-watching companion robot, etc.



Channels and Programs

TV

General TV



As the main television service of the public service media organization, the channel provides a variety of programs, ranging from news, which is accurate, prompt and impartial and at the same time can serve as a guideline for

society, to culture, entertainment, and sports. We will upgrade our regional services by taking advantage of our nationwide network. We will also run campaigns to address social issues with a variety of means.



"News Live Yu-5ji"



"Another Stories -Multi Angle Documentary-"

Educational TV



As an educational channel in the era of the 100-year life, Educational TV offers various programs on education, welfare, culture, hobbies, practical information and other subjects to satisfy people of all ages from children to adults. We will broaden learning opportunities for our viewers by strengthening linkage between TV programs and the internet, upgrading content we offer online, and developing programs with a view to home learning. We aim to build an inclusive society by enhancing universal service in broadcasting and other services to enable everyone to enjoy our programs.



"Okasan to Issho"

BS 1



BS1 will respond to ever-changing interest of our viewers, offering programs mainly in four categories: sports, world, documentaries, and regional. We broadcast news and documentaries that accurately and multifacetedly convey how the world and people's lives are changing in the age when we live with coronavirus. We will develop new sports programs and focus our efforts on producing programs intended to help realize an inclusive society through sports. We will also focus on programs on Japan's local communities to deliver great charms of Japan and shed light on issues peculiar to individual regions.



"Spojikara"

BS Premium



BS Premium is a channel that broadcasts programs that are intellectually stimulating and entertaining. We deliver profound programs, focusing on authentic, first-class, and cutting-edge subjects in a variety of genres, including nature, culture, history, art, hobbies, and dramas, aiming to be a channel that offers exceptional satisfaction to viewers.



"It's a Cat's Life"

BS4K/BS8K



We will carry forward integrated production of 2K and 4K programs. We will also promote remastering good-quality archive videos and provide a variety of programs to spread BS4K among viewers. For the BS8K channel, we will record cultural properties and art that need to be handed down to future generations with the highest-standard image resolution, making a contribution to society. We will also deliver live broadcasts that are full of realism by utilizing 8K's characteristics and contribute to the realization of the highest standard of broadcasting service.



Taiga drama "The 13 Lords of the Shogun"

Award-Winning Programs

NHK actively takes part in many international competitions with a view to showcasing our unique, high-quality content and learning from each other.

http://www.nhk.or.jp/corporateinfo/english/publication/award/pdf/2021_award.pdf

MIRACLE BODY: Breaking Limits With Hyper-Adaptability
 ·ABU Prize: TV SPORTS
 ·World Media Festivals: intermedia-globe GOLD, Documentaries | Research and Science



Fukushima Monologue
 ·International URTI Grand Prix for Author's Documentary: Bronze Medal
 ·Jackson Wild Media Awards: Finalist in Our Human Planet - Long Form



Radio

Radio 1



As the main audio service for supporting safety and security, Radio 1 delivers information that protects people's lives and livelihood. We will deliver programs in various genres in a balanced manner, organizing them in a way to satisfy listeners of all ages. We will also proactively promote "Radiru ★ Radiru" internet radio and other digital services.



"Nippon Retto Yugata Radio"

Radio 2



Radio 2 supports lifelong learning with programs that satisfy the listeners' wide-ranging appetite for new knowledge. We will enhance programs for studying foreign languages and promote effective linkage between the radio and the internet service to provide opportunities to learn anywhere, anytime.



"News de Manabu Gendai Eigo"

FM



NHK's FM provides listeners with a huge variety of specialized programs that respond to listeners' interest and curiosity, ranging from music and entertainment to culture and education. In times of disaster or emergency, FM Radio flexibly organizes programs in tandem with Radio 1.



"Komai Ren no Nipomin"

Global Partners

Cooperation with Overseas Broadcasting Unions – Asia-Pacific Broadcasting Union (ABU) –

The ABU was formed in 1964 under the initiative of NHK and others, and aims to advance broadcasting in the Asia-Pacific region that is home to over 4 billion people. As of March 2022, it has 250 members in 67 countries and regions. As a key member of the group, NHK cooperates in the areas of programs and technology to promote international contribution through broadcasting.



58th ABU General Assembly (Virtual Event)

ABU's activities include the ABU Robocon (ABU Robot Contest) that was launched under NHK's initiative; Asiavision, a program where member broadcasters exchange news footages; co-production and exchange of children's dramas and documentaries; as well as the exchange of technological information. In December 2021, the 58th ABU General Assembly was convened online due to the COVID-19 pandemic. NHK also serves as a key member of Public Broadcasters International (PBI). It also engages in exchanges with the European Broadcasting Union (EBU).



ABU ROBOCON FESTIVAL

JAPAN PRIZE 2022 日本賞

International Competition for Educational Media

The Japan Prize is an international competition dedicated to educational content. Since its establishment in 1965, the Japan Prize has supported the power of the media by awarding outstanding works and proposals that expand the possibilities of education. Heated discussions providing critical insights on educational media take place during the event through various sessions alongside screenings. The 2022 event will take place from November 1 to 4.

<https://www.nhk.or.jp/jp-prize/english/>



International Co-operation / Acceptance of Trainees

NHK has signed cooperation agreements, cooperation memorandums and memorandums for exchanging news materials with 67 broadcasters in 48 countries and regions as of March 2022.

In fiscal 2021, we welcomed 30 foreign trainees from 15 countries. Trainings were conducted online due to the COVID-19 pandemic. We have accepted 3,382 trainees from 147 countries and regions to date.

Supplying Programs

With the aim of promoting mutual understanding and assisting cultural and educational development in ODA (Japan's Official Development Assistance) recipient countries, NHK offers programs to broadcasters in developing countries and others through NHK

International. Funded by the Japan Foundation, NHK supplied 6,424 programs to 29 countries around the world, including those in Asia, Africa and Latin America in fiscal 2021.

Program Sales and Acquisitions

NHK acquires and broadcasts wide-ranging media content from other countries, including films, dramas, documentaries, entertainment programs, classical music and animations. NHK also supplies diverse programs overseas through NHK Enterprises (NEP) and other entities. In the 2021 fiscal year, NHK provided 3,531 programs ranging from documentaries to dramas to broadcasters in 21 countries and regions worldwide. Morning drama serials "Ochoyan" and Taiga drama "The 13 Lords of the Shogun" became popular in Asia and the United States. Documentaries including "The Final Challenge of Evangelion," which closely followed

director ANNO Hideaki, and "Tokyo Chaotic," which captures how TSUNETAKA Daiki of the band King Gnu creates music, were provided worldwide and highly recognized. Science and nature programs are popular every year, and "WILDLIFE," "The Frankenstein Temptation" and "COSMIC FRONT" were offered to Europe and Asia.



"The 13 Lords of the Shogun"

International Co-Productions <https://www.nhk.or.jp/co-pro/e/>

Since the 1980s, NHK has undertaken co-production projects with broadcasters, production companies and distributors from all parts of the world. With nearly 1,300 programs in its co-production catalogue, NHK continues to open up a new horizon in

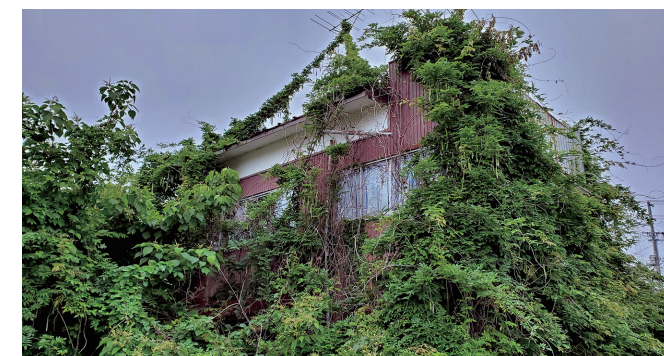
the field of international co-productions. In an effort to create large scale programs with leading-edge technology and innovative style, NHK is constantly seeking co-production partners.



"SATOYAMA"
In co-production with ARTE France



"MY SMALL LAND"
In co-production with Film-In-Evolution



"RADIOACTIVE FOREST - 10 Years After"
In co-production with Curiosity Inc.



"SCIENCE & SPORTS"
In co-production with Bonne Pioche Television

Digital Services

Basic principles on “internet-based operations” for fiscal 2022

NHK's internet-related operations are conducted in line with the Broadcast Law. The types and content of the operations are stated under the “standards for the implementation of Internet-based operations.” The operations are conducted based on the implementation plan devised for each fiscal year. Basic principles on the implementation plan for fiscal 2022 state that our internet-related operations will be conducted to complement the broadcasting service, and to fulfill our role as a core component of the information infrastructure that society relies on, while complying with implementation standards and in line with the

purpose of the Broadcast Law. It also states that operations funded by receiving fees will be conducted efficiently and effectively and in a way to ensure transparency in accounting operations. It also calls for proactively providing programs for regional viewers and promoting collaboration and cooperation with other operators, which are specified in the Broadcast Law as an obligation to make a sincere effort. With the convergence of broadcasting and the internet in progress, we will embark on a “social demonstration experiment” to verify what roles NHK's internet-related operations will be able to play in the society.

NHK Plus <https://plus.nhk.jp/>

The NHK Plus service, which delivers online viewing of terrestrial broadcasts, was fully launched on April 1st, 2020. The service offers both continuous simultaneous streaming of programs broadcast on television and a program catch-up service allowing viewing after they have been broadcast. Funded by the receiving fees, this complementary service to broadcasting allows access to

viewers who have signed receiving fee contracts at no extra cost. As the way people view content continues to change, we will appropriately utilize the internet to allow our viewers to easily access content, while maintaining broadcasting as our core operation.



NHK Online <https://www.nhk.or.jp/>

Launched in 1995, NHK Online is a comprehensive website for news, weather information, TV and radio schedules, and individual program pages. It also gives information on upcoming events, explains how to obtain a receiving contract, provides management information, has a section for audience inquiries, and includes a screen reader function for people with vision difficulties. NHK Online serves as a gateway for the live streaming of disaster information for access anytime and anywhere in an emergency.



Internet Radio <https://www.nhk.or.jp/radio/>

NHK's internet radio service “Radiru ★ Radiru” was launched in 2011 for use in places where radio reception was poor. The programs of NHK Radio 1, Radio 2 and FM broadcasts are streamed live, and for some programs, a catch-up service and the text Yomu Radiru service are also available. NHK Radio will continue enhancing its internet services to restore radio as a key part of many people's lives via smartphones and computers.



4K/8K Data Services

4K and 8K satellite broadcasts were launched in December 2018. The 4K/8K Data Service provides data related to these 4K and 8K satellite broadcasts. The core content is the broadcast schedules (text information), subtitles, and video services. The subtitling service, launched in March 2019, displays the text beneath rather than directly over the video images. A video service of program previews etc. was added in June 2019.



Public Relations

NHK Plus Cross SHIBUYA <https://www.nhk.or.jp/plusx/>

This is a permanent space for public relations set up in a building directly connected to Shibuya Station. We opened the spot in November 2019 in an aim to show the appeals of NHK's services to young people who have little contact with NHK. In fiscal 2021, we held ten special exhibitions on a wide range of themes, including

drama serials, historical dramas, the latest broadcasting technologies, and disaster prevention. We also held an event in which our employees shared their behind-the-scenes stories or took questions from students from universities and high schools across Japan that participated online.



NHK Museum of Broadcasting <https://www.nhk.or.jp/museum/english/>

Established in 1956 as the world's first museum dedicated to broadcasting, the museum's attractions include a broadcasting history zone, hands-on experiences, and the Mount Atago 8K Theater. This is a fun place for visitors to

learn about and deepen their understanding of the culture and history of broadcasting. More than 5 million visitors have passed through the doors since it first opened.

NHK Archives <https://www.nhk.or.jp/archives/en/>

NHK Archives is a collective term referring to the programs produced during more than 90 years of radio broadcasting and 60 years of television broadcasting; their scripts and records concerning the programs; materials used to make the programs and the archive facility in Kawaguchi City in Saitama Prefecture. The open program library is a free service that gives the public access to more than 11,000 representative programs (including radio programs) from among all the programs aired by NHK in the past. They

may be enjoyed at 57 NHK facilities including local broadcasting stations.



NHK Broadcasting Culture Research Institute <https://www.nhk.or.jp/bunken/english/index.html>

The NHK Broadcasting Culture Research Institute is unique as a comprehensive organ for broadcast-related research operated by a broadcasting station. Established in 1946, the institute performs diverse survey and research functions, including studies of broadcast programs, broadcasting situations around the world, and the public nature of broadcasting, together with surveys

of audience opinions and trends. The findings are disseminated through various media, including publications such as ‘NHK Monthly Report on Broadcast Research’, ‘NHK Data Book: The World's Broadcasting’, and ‘The NHK Yearbook’, together with online blogs, Twitter and other internet platforms, as well as releases and announcements made in broadcasts.

History of NHK

- 1925 Mar. 22 First radio broadcast by Tokyo Broadcasting Station
- 1926 Aug. 20 Tokyo, Osaka, and Nagoya broadcasting stations merge to form Nippon Hoso Kyokai (Japan Broadcasting Corporation)
- 1928 Nov. 5 First nationwide radio broadcast
- 1930 Jun. 1 Science & Technology Research Laboratories established
- 1931 Apr. 6 Second radio network goes on air
- 1935 Jun. 1 International radio broadcasts begin
- 1946 Jun. 15 Broadcasting Culture Research Institute established
- 1950 Jun. 1 The Broadcast Law goes into effect and NHK is reestablished as a public broadcaster
- 1953 Feb. 1 First TV broadcast from NHK's television studios in Tokyo
- 1959 Jan. 10 First educational TV broadcast
- 1960 Sep. 10 First television broadcast in color
- 1963 Nov. 23 First experimental transmission via satellite between Japan and the US breaks the news of the assassination of President John F. Kennedy
- 1964 Oct. 10 Broadcasts of the Tokyo Olympic Games, the first Olympics in history to be aired via satellite and in color
- 1965 Oct. 11 Launch of the JAPAN PRIZE, an international contest for educational media
- 1969 Mar. 1 First FM radio broadcast
- Jul. 21 Live TV coverage of the first person to set foot on the moon
- 1971 Oct. 10 All General TV programs broadcast in color
- 1982 Dec. 17 Sound multiplex broadcasts begin on TV
- 1985 Nov. 29 First teletext service begins
- 1989 Jun. 1 Full-scale satellite broadcasting services begin
- 1994 Nov. 25 Test broadcasts of NHK's "Hi-Vision" HDTV system begin
- 1995 Apr. 3 Launch of international television channel
- 1999 Oct. NHK World TV begins 24-hour broadcasts
- 2000 Mar. The International Telecommunication Union approves Hi-Vision as an international studio standard
- Dec. 1 Digital satellite broadcasting begins
- 2003 Feb. 1 Opening of NHK Archives
- Dec. 1 Digital terrestrial TV broadcasts begin
- 2005 Mar. 8K (Super Hi-Vision) unveiled at Expo 2005 in Aichi, Japan
- 2006 Apr. 1 One-Seg service for mobile receivers begins
- Nov. 15 Live Hi-Vision transmission from space
- 2008 Aug. Hi-Vision used as international signals at the Beijing Olympic Games
- Dec. 1 Launch of "NHK on Demand"
- 2009 Feb. 2 NHK WORLD TV begins 24-hour English-language service
- 2011 Jul. 24 Analog broadcasts end (with exception of areas most severely affected by the Great East Japan Earthquake)
- 2012 Mar. 31 Analog broadcasts end in Iwate, Miyagi, and Fukushima prefectures
- Aug. The ITU recommends 8K as an international standard for ultra-high definition television systems for production and international program exchanges
- 2013 Sep. 2 "NHK Hybridcast" service commences, enabling broadcast digital TV to be integrated with internet-based content
- 2016 Aug. 1 4K/8K test satellite broadcasting begins
- 2018 Dec. 1 4K/8K Ultra-HDTV (Super Hi-Vision) satellite broadcasts begin
- 2020 Apr. 1 Full launch of "NHK Plus" online service

NHK

NIPPON HOSO KYOKAI
Public Relations Department

2-2-1 Jinnan, Shibuya-ku, Tokyo 150-8001, Japan
TEL +81-3-3465-1111
www.nhk.or.jp/corporateinfo/