



Press Release

NHK to launch *Overcoming “The Japan Syndrome”* Campaign

January 6 2011 (Tokyo) - NHK is to start months of intensive coverage about Japan's national malaise rooted in years of economic and social stagnation, naming it “The Japan Syndrome”.

The campaign will be lead by “Next Japan”, NHK's flagship project providing comprehensive reporting and analysis of long term issues surrounding Japan.

Masaru Shiromoto, head of “Next Japan” project, said “anxiety clouds over the society as Japan faces unprecedented demographic change and global competition. We will address the issue head on and search for a remedy to climb out of this situation.”

The first series will be broadcasted as follows, focusing on Japan's position in the world.

10(Mon), 11(Tue) January on **News Watch 9** (21:00-22:00) GTV1

17(Mon),18(Tue)19(Wed) January on **Good Morning Japan**(7:00-8:00) GTV1

(English version will be aired on NHK WORLD TV at the end of January.)

On Monday 10th, Henry Tricks, Tokyo Bureau chief of *The Economist* will give his insight after travelling to a local city struggling to cope with “The Japan Syndrome”.

NHK's correspondents will investigate various aspects of “The Japan Syndrome” throughout February. A nationwide survey will be conducted and the findings will be put into 50 min documentary “NHK Special” in March.

Note to the editors:

About “**Next Japan**” **Project**: launched in 2009 within NHK's News Department, the project is well known for its success in addressing the breakdown of traditional Japanese community, and for having created the word-of-the-year “*Muen Shaka*” (society losing bonds). Other programs by the project include “*Search for Nuclear*” and “*862 trillion Debt- How it was made*”