

(Press Release)



New Programs of NHK WORLD-JAPAN for 2018

TOKYO, February 21, 2018- NHK WORLD, the international broadcasting service of NHK, makes a fresh start as NHK WORLD-JAPAN in April. The new name is intended to establish wider global recognition for the service's Japanese roots in advance of the Tokyo 2020 Olympic and Paralympic Games. NHK WORLD-JAPAN will provide a Japanese perspective in trustworthy news coverage and programming in this part of the world. Closer coordination with NHK's domestic services will supply even more content to satisfy the interests of the global audience.

○New Programs for 2018

Biz Stream

(Saturday) 23:10 – 23:38 (JST), etc.

Interest in Japan is growing with the approach of the Olympics and Paralympics as well as the already increasing number of arriving tourists. This program highlights the latest economic trends, corporate strategies, and developments, examining their background and global impact. It also provides coverage of expanding Asian economies.



Japan's Top Inventions

(Thursday) 00:30 – 00:45 (JST), etc.

This program introduces the stories behind much-loved global products born in Japan. Interviews and drama segments illustrate the spirit of Japan's craftsmanship in easy-to-watch 15-minute segments.



J-Arena

(Friday) 13:30 – 13:58 (JST), etc.

Japan ranks at the top level in many sports, including those—such as judo—that originated in the country. This program features the athletes, showing the places where they train and compete.



Kids Meet the World

(Sunday) 09:10 – 09:35 (JST), etc.

Under an initiative known as *One School, One Country*, Japanese elementary and junior high schools are devoting their enthusiasm to specific national or regional teams in 2020. The program draws upon coverage by local broadcasting stations to show heartwarming exchanges between children and athletes of the world.



ORicher Multilingual Services

The free video-on-demand (VOD) Internet service currently offers subtitles and dubbing in six languages: Chinese, Korean, Thai, Vietnamese, Indonesian, and Spanish. Significant expansions are planned in the number of programs and the range of genres. In particular, interview programs and documentaries will add to the present lineup of travel shows. News videos in several languages including Chinese will further enrich the array of content along with social media distribution in Thai, Vietnamese, Indonesian, and Chinese.

