



Press Release

NHK's Masagaki appointed as ABU Vice President

TOKYO, December 16, 2020 – NHK Executive Vice President MASAGAKI Satoru has been appointed as the new Vice President of the Asia-Pacific Broadcasting Union (ABU) at its 57th General Assembly. His three-year term will start on January 1, 2021. NHK has been contributing to the development of the ABU and most recently UEDA Ryoichi, the former NHK President served as ABU President from October 2018 to January 2020.



Comment by Executive Vice President Masagaki:

“The management environment of our industry is facing a tremendous threat from COVID-19 this year. And we are facing the most drastic transformation we have ever experienced due to digitalization and the rise of new media on the internet. I would like to bring together the wisdom and experience of our very diverse group of members and endure the hardships while learning from each other.”

The 57th ABU General Assembly is being held online from December 15th to 17th under the theme “*MEDIA IN A TIME OF CRISIS: CREATIVITY AND INNOVATION FOR MULTIPLE PLATFORMS.*” As the media industry faces drastic changes during this crisis caused by the coronavirus pandemic, participants had lively discussions about how broadcasting organizations can cooperate with each other and what kind of transformation goals they should aim to achieve.

About the ABU

The Asia-Pacific Broadcasting Union was founded in 1964 and is headquartered in Kuala Lumpur, Malaysia. 256 broadcasting and other organizations from 70 countries and regions were members as of October 2020. In addition to “the ABU Robocon” and international co-productions, the ABU also engages in the international exchange of news materials, technical cooperation and in many other fields.