



# Rediscovering the Main Principle of Public Broadcasting

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## As Japan's sole Public Broadcaster

The Great East Japan Earthquake that occurred on March 11, 2011, brought unprecedented damage to the northern part of the country and the Kanto region surrounding Tokyo. Immediately after the earthquake, NHK switched all its channels, five television and three radio, to disaster reporting. On NHK General TV, the coverage of the disaster reached 571 hours and 52 minutes in the month following the disaster. Our international English television service, NHK WORLD TV, also devoted much time to disaster reporting. Our footage of the tsunami was used extensively around the world and was highly appreciated by many broadcasters.

This disaster has made us reaffirm our belief that the main principle and prime mission of a public broadcaster is to protect people's lives and livelihood. Bearing this in mind, NHK has instituted a new three-year corporate plan starting this April, entitled "For a Prosperous, Secure and Stable Future." In the plan, we are prioritizing certain objectives, such as bolstering broadcasting facilities to prepare for disasters of all kinds, delivering information that contributes to the safety of society, and producing programs that support reconstruction. We would also like to contribute to the world by archiving the images and witness accounts of the disaster, using them in our programs and sharing them over the Internet.

## Delivering information to the World

NHK's international broadcasting service has two functions: to bring the latest information to Japanese citizens living overseas and to present programming that promotes international understanding. Currently, the 24-hour English broadcast, NHK WORLD TV, can be seen in approximately 130 countries and regions. We also deliver NHK WORLD PREMIUM, a Japanese-language service for Japanese living abroad, NHK WORLD RADIO JAPAN which is broadcast in 18 languages, and the NHK WORLD INTERNET SERVICE. NHK WORLD TV can also be viewed over the Internet simultaneously with the broadcast. We will continue to reinforce our English news services, to broadcast various programs made by the regional branches of NHK, and to improve the reception environments around the world.

## Toward New Service Offerings

Media environments have been changing drastically in recent years. The increasing convergence of broadcasting and

telecommunications has made it easier for people to access a variety of content freely, from various types of platforms. With the termination of analog broadcasting, Japan has entered a fully-digital age. In this changing environment, we believe it is a part of our duty as a public broadcaster to provide new services on a variety of platforms.

With the NHK On Demand service, started in 2008, programs broadcast by NHK in a wide range of genres such as news, drama and documentary can be viewed on televisions or PCs over the Internet. Since last September, we have offered a live online streaming service of radio programs, NHK Net Radio 'Radiru★Radiru'. (These two services are available only in Japan.) Our new corporate plan also includes other important objectives, such as developing content that takes advantage of the Internet and promoting provision of R&D activities on services for various platforms including PCs, mobile phones and tablet computers.

In regard to TV programs, we will continuously enrich content using the characteristics of digital broadcasting. Our aim is to provide services that make the most of digital broadcasting for audiences in various genres such as drama and music, and programs featuring the high image and sound quality of Hi-Vision technology, data broadcasting and interactive services. Multi-channel broadcasts are able to broadcast two different programs at the same time on a single channel. For example, even if a sports event goes overtime, both the next-scheduled program and the extended sports event can be broadcast at the same time, allowing audiences to enjoy either without concern for when the event ends.

We are also actively pursuing R&D of the latest technologies for the future, including Super Hi-Vision, with 16-times the resolution of current HD, 3D television that can be viewed naturally without wearing special glasses and user-friendly broadcasting technologies accessible to everyone, including elderly and visually-challenged audiences. We will also take further measures to construct an environmentally-friendly broadcasting center and promote energy efficiency in broadcasting equipment.

NHK, as Japan's sole public broadcaster, will continue to provide high-quality information and rich broadcast services. We intend to lead the world in broadcast technology and focus on new services and a variety of content worthy of the digital age.