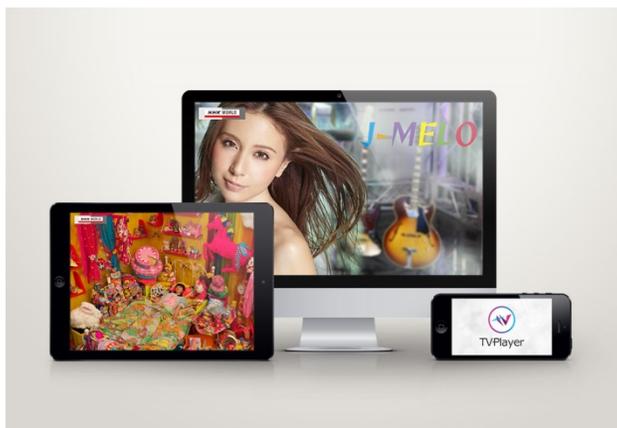




**FOR IMMEDIATE RELEASE**



## **NHK WORLD TV Partners with Simplestream to launch its 24-Hour Channel on TVPlayer in the UK**

*The Channel Delivers English-Language News, Entertainment and Cultural Content to  
millions of Homes in Great Britain and Northern Ireland Through its  
TVPlayer Service*

**TOKYO, Japan - February 10, 2015** - Japan International Broadcasting (<http://www.jibtv.com/>), the distribution company of NHK and Simplestream (<http://simplestream.com>), one of the United Kingdom's leading providers of live streaming and CatchupTV solutions for the broadcast and media industry, announce today a new partnership which brings NHK WORLD TV ([www.nhk.or.jp/nhkworld](http://www.nhk.or.jp/nhkworld)) to live TV streaming service TVPlayer (<http://www.tvplayer.com/>).

NHK WORLD TV is a stand-alone, 24-hour, English-language television news and lifestyle network produced by NHK, Japan's sole public, independent broadcaster. The Japanese channel is currently available in 280 million households worldwide and in more than 150 countries and regions.

"Simplestream has become one of the most exciting media companies in Europe," said Yoshihiko Shimizu, President and CEO, Japan International Broadcasting. "We are delighted to partner with them to deliver a variety of top quality and compelling international news and entertainment via their TVPlayer platform in the United Kingdom."

NHK WORLD TV provides a 24-hour programming cycle, including the network's signature news show, "NEWSLINE," as well as a vast selection of technology, lifestyle and entertainment programs, including "J-TECH," "great gear," "TOKYO FASHION EXPRESS," "Kawaii International," "SPORTS JAPAN" and "Go, Kitchen, Go!" In addition, the channel offers shows focusing on various perspectives on world financial affairs, such as "ASIAN VOICES," "Asia This Week" and "ASIA BIZ FORECAST."

The network also broadcasts an assortment of groundbreaking documentaries and specials, including "Document 72 Hours," "TOMORROW," "Shima Kosaku's Asian Entrepreneurs" and "NHK Documentary."

“It’s really important that we offer as wide a range of content to our users as possible. With NHK WORLD TV now available on TVPlayer across all devices, we can bring a diverse range of quality Japanese programming to the masses here in the UK,” said Dan Finch, Commercial Director, “NHK WORLD TV will further enhance the platform that resonates with the hard to reach millennial generation that is the core TVPlayer viewer.”

NHK WORLD TV is available on TVPlayer via channel 241 on Freeview, and via tvplayer.com, by downloading the TVPlayer app from the App Store, Google Play, the Amazon Appstore, and Amazon Fire TV.

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## **Notes to Editors**

### **About Japan International Broadcasting, Inc.**

Japan International Broadcasting Inc. (JIB), a subsidiary of NHK, is responsible for the worldwide distribution of the HD English language news/lifestyle channel “NHK WORLD TV,” as well as the Japanese language channel “NHK WORLD Premium.” Currently, the two are broadcast around the world on three international and 20 domestic satellites and reach households, hotels and others via DTH, cable, IPTV and terrestrial broadcast.

### **About TVPlayer**

TVPlayer is the fastest growing OTT (Over-the-Top) platform in the UK, which streams live TV across multiple devices from some of the UK’s favourite free-to-air broadcasters. TVPlayer offers over 50 channels spanning Entertainment, Kids, News, Music, Desi and Lifestyle. TVPlayer is owned and operated by Simplestream, a leading provider of live streaming and CatchupTV solutions to broadcast and media companies.

### **About Simplestream**

Simplestream, founded in 2010, has grown to become a leading provider of multi-platform live streaming and catch-up TV services to broadcast and media companies. Its Media Manager, Media Hub and Media Player technologies simplify over the top (OTT) video operations and workflows. Offering a cost-effective SaaS pricing model, Simplestream’s services are optimized for the sports, music, news, entertainment and retail sectors. Please go to [www.simplestream.com](http://www.simplestream.com) for further information.

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