

December 1, 2012

## ★NHK WORLD/jibtv in the Marketplace★

### ■NHK WORLD TV Promotes Programs at APT Meeting



The anchor of NHKWORLDTV's *Asian Voices* program stressed the importance of introducing the world to ideas from Asia in a speech at American Public Television's annual Fall Marketplace. In response to a question, Aiko Doden, NHK's senior commentator also spoke about how the U.S. elections would affect Asia. Her talk took place soon after the results of the balloting were known.



The Marketplace was held November 7-10, in Fort Myers, Florida. APT is distributor of programs to public television stations in the United States. Programs from NHKWORLDTV currently appear on 320 stations in 45 states which covers 85% of the U.S. population. The distribution is made possible through a contract between APT and Japan International Broadcasting (JIB).

In addition to *Asian Voices*, NHK promoted four other programs currently seen in the U.S., including *Newsline* and *Asia Biz Forecast*. It also announced a new program, *Asia Insight*, which is being offered for air to public television stations next year.

This was NHKWORLDTV's third time participating in the APT annual meeting. The event provided an opportunity to solidify relations with American broadcasters and lay the groundwork for future projects.

### ■Hyper Japan Draws NHK WORLD Fans

NHKWORLDTV participated in one of the UK's largest Japanese culture event for the first time. "Hyper Japan" was held in London November 23-25. It showcased a wide range of Japanese culture, including anime, manga, videogames, food, and fashion. It also included cooking workshops and fashion shows. This time, 46,000 people attended the festival.



NHKWORLDTV attracted large numbers of fans to its booth by featuring two programs, "Kawaii International" and "Itadakimasu! Dining with the Chef." It showed Blu-ray videos and distributed recipes from the cooking program at its booth and maintained a presence on Facebook and Hyper Japan's website. It also videotaped visitors in ultra-cute attire, some of whom will be shown on an episode of "Kawaii International" next year.

**Internet Radio: Trial Service of "Enjoy Network Japan" begins**

JIB has begun a trial of its internet radio station, Enjoy Network Japan, ENJ. The goal is to connect people around the world through music.

During the test period, the station will operate Thursday evening to Sunday evening (UTC). It will offer four-hour program blocks, repeated six times, providing 24 hours a day of Japanese music. The formats at the outset include rock, pops, jazz, and top tunes. The plan is to expand to other genre such as anime and "idol" songs.

ENJ has a presence on social networking services such as Facebook and Twitter, to create a global community of fans of Japanese music and people who may be hearing it for the first time. While the service welcomes listeners of all ages, the expectation is that the core audience will be people in their teens and 20s. Through the music, they can feel closer to Japan.

The first weekend, ENJ reached 20 countries through Facebook. Please lend your ears and hit the "Like" button. [http:// www.jibtv.com/enj](http://www.jibtv.com/enj)

Facebook Account: Enjoy Network Japan  
Twitter Account: EnjoyNetworkJPN hashtag: #enj\_music



**NHK WORLD/jibtv now available on:**

Country: Service Provider

- <Asia> ● **Myanmar**: SKY NET DTH (Shwa Than Lwin Media) ● **Malaysia**: Asian Broadcasting Network (Asian Broadcasting Network), ● **Cambodia**: ONE TV (Royal Media Entertainment Corporation)
- <Europe> ● **France**: Bbox (Bouygues Telecom) ● **Russia**: Akado (Akado) ● **Portugal**: Optimus (Optimus),
- <Latin America> ● **Dominican Republic**: Empresa de Transmision por cable (Empresa de Transmision por cable), ORBIT CABLE (ORBIT CABLE), TDN (TDN), Tele Cotui (Tele Cotui), Tele-Cable Banilejo (Tele-Cable Banilejo), Telecable Dominicano (Telecable Dominicano), Telecable La Union&Cable Del Norte (Telecable La Union&Cable Del Norte), TELENORD (TELENORD), TELEVISION POR CABLE (TELEVISION POR CABLE), TV CABLE SAN JUAN (TV CABLE SAN JUAN), Aster (Aster), Tricom (Tricom), ● **Costa Rica**: CABLE CENTRO (CABLE CENTRO), Cablevision (Cablevision) ● **Ecuador**: Continent TV Cable (Continent TV Cable) ● **Guatemala**: CVC Galaxy (CVC Galaxy), Galaxy Vision (Galaxy Vision) ● **Mexico**: Mass TV (Cable del Bravo), Telecable de Cotija (Corporativo Frabe), DESTEL (Desarrollos de Sistemas de Television), TV Cable de Ajoloapan (TV Cable de Ajoloapan) ● **Venezuela**: Cable Imagen (Cable Imagen)

NHK WORLD/jibtv 24 hours Coverage  
**163.20 million households**  
(As of October 31, 2012)



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★**Upcoming programs**★

**Biodiversity for All The MIDORI Prize 2012**



The MIDORI Prize for Biodiversity honors remarkable contributions to conservation and the sustainable use of biodiversity globally, regionally, and locally. It was established in 2010 and organized by the AEON Environmental Foundation along with the Secretariat of the Convention on Biological Diversity.

The program will introduce recipients of the 2012 prize, explain their activities, and offer a discussion of essential steps to preserve the environment. The program will feature the Winner's Forum, held at the United Nations University in Tokyo, as well as COP11, held in October in Hyderabad, India.



\*On-air (UTC) : Dec 7<sup>th</sup> , 0:30~, 4:30~, 8:30~, 12:30~, 16:30~, 20:30~  
Encore: Dec 21<sup>st</sup> , 0:30~, 4:30~, 8:30~, 12:30~, 16:30~, 20:30~

**The Spirit of Zen in a Japanese Garden**



Shunmyo Masuno is a Zen Buddhist priest and a leading designer of Japanese gardens. Effusing the Zen spirit, his gardens captivate people around the world. Join us to explore the meaning of Zen as we zoom in on his beautiful garden project in Singapore.



\*On-air (UTC) : Dec 8<sup>th</sup> , 0:10~, 4:10~, 8:10~, 12:10~, 16:10~, 20:10~

**J-Music Live Special**



The program will present music videos featuring popular Japanese anime songs, pop idols, and J-Rock. The DJ from "Enjoy Network Japan," JIB's interactive internet radio station, will host the program and deliver messages to listeners from Japanese artists.

**Guest Artists:** Kageyama Hironobu (prominent figure in anime songs)  
Berryz Kobo (pop idol group popular abroad)  
JAM Project, MUCC, and others



\*On-air (UTC) : Dec 14<sup>th</sup> , 0:30~, 4:30~, 8:30~, 12:30~, 16:30~, 20:30~

**Rising Artists – Kotaro Sekiguchi (tentative)**



Kotaro Sekiguchi is an avant-garde artist who creates gigantic works from newspaper and packing tape. He is a winner of the Taro Okamoto Award, given to the most innovative creators. But his real profession is art teacher, at a school for special-needs children. This valuable experience drives his imagination. Come with us into the young artist's world of creation.



\*On-air (UTC) : Dec 23<sup>rd</sup> , 0:10~, 4:10~, 8:10~, 12:10~, 16:10~, 20:10~