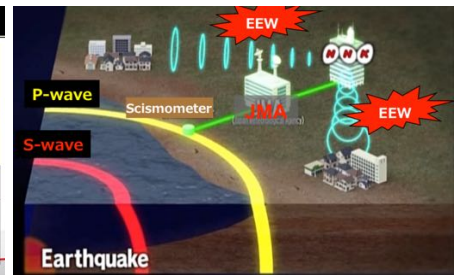
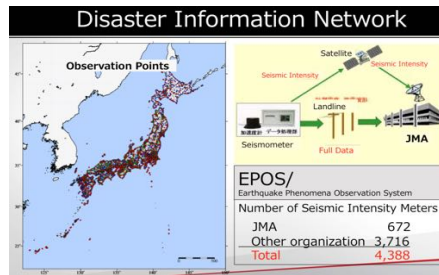
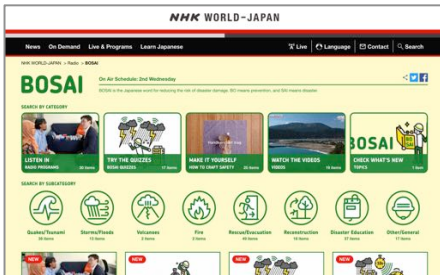


### BOSAI – NHK Masterclass

"Emergency reporting system and coordination with external agencies"  
 "Disaster management awareness activities conducted through special campaigns"  
 "Global diffusion of disaster information and disaster management culture in different languages"  
 Presentation of initiatives for delivering "life-saving information" from multiple perspectives.

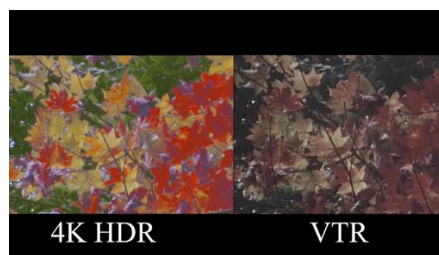


### New visual and auditory experiences and the creation of an inclusive society beginning with the Tokyo Olympic and Paralympic Games

"Immersive and empathetic 8K experiences" and "Services employing AI technology"  
 What services does NHK offer to fulfill its mission to create an inclusive society?

### Bringing dormant assets back to life - encouraging the use of archives

4K-HDR film conversion and AI video colorization; using the latest technology to bring valuable archive resources back to life! Getting the most out of archives in the multi-platform era.



### Developing unique digital public media services

In the rapidly changing world of the Internet, NHK aims to develop digital services unique to "the public media" Our goal is to "deliver" unique NHK services, a three-dimensional mix of diverse genres, from regional to international programs, archives, customers and communities, introducing the real story with the help of demonstrations.

## Connecting with the next generation

### Behind-the-scenes look at original and daring programs

An in-depth investigation into the world of passionate teenage obsessions with...

“Figuring Out Our Swamp Obsessions”

A candid puppet talk show - “Nehorin - Hahorin”

“18 Fes” – Festival by artists of our time and 1,000 18-year-olds!

The producers and directors will share their behind-the-scenes stories, research strategy and branding using the Internet and social media.



“Figuring Out Our Swamp Obsessions”



## Journalism in the Internet era

### How to win back trust

NHK News has been evolving rapidly, entering the digital world in earnest two and a half years ago.

What is the best approach to digital and why go “local” now? A full report on strategies and prospects.



### NHK WORLD-JAPAN

NHK WORLD-JAPAN delivers the latest information on Japan and Asia to the rest of the world. Its wide variety of programs - news, business, documentary, travel, food, culture and entertainment - will be shown on big screen monitors. NHK WORLD-JAPAN's 24-hour rebroadcast and block syndication will be presented to participating broadcasters so they can experience the multilingual Internet content. In addition, the diversity of NHK WORLD-JAPAN will be introduced through a variety of events that are gaining wide attention in Asia, including a BOSAI-related workshop, a learning quiz for the Japanese language and a Domo related-event.



### NHK Archives

There will be a demonstration of the 4K-scanning of historical footage and colorization of black-and-white films by NHK Archives using AI. There will also be a presentation of programs restored and converted from 16mm film to 4K · HDR including "The Silk Road" and a free-of-charge display of a touch-panel monitor used to search archive contents. Consultations regarding the preservation and restoration of archives will also be available.

