



NHK Enterprises, Inc., merges with Media International Corporation

New NEP is Japanese integrated media firm with global reach

Tokyo, April 1, 2010 – NHK Enterprises, Inc., (NEP), one of Japan’s biggest content production companies and a subsidiary of NHK (Japan Broadcasting Corporation), has merged with NHK’s international business arm, Media International Corporation (MICO).

As NHK’s flagship subsidiary, NEP has a long history of content production and distribution. It produces TV programs in diverse genres including drama, entertainment, documentaries, and animation for NHK and other broadcasters. In addition, it produces content for theatrical release and for websites and other digital platforms. It also plans and organizes events, markets character goods related to TV programs, and publishes DVDs and other packaged media.

MICO handled NHK’s international business for 20 years. Its main activities were acquiring overseas TV programs for NHK and other broadcasters in Japan and handling the after-sales of NHK-produced programs overseas. Also, MICO invested in various series (for example, the “Domo”, “SAMURAI 7”, and “KOBATO.” anime series) and distributed them around the world.

The new incarnation of NEP resulting from the merger has organically brought together NEP’s ability to create and distribute content and MICO’s international expertise.

Commenting on the merger, NEP President and CEO Naoji Ono said: “NEP strives to be a leading integrated content company in the digital age, so the expertise that MICO has gained through its international operations over the past 20 years is an immensely valuable asset. I’m confident that the merger will propel NEP into a position as one of the world’s leading media companies.”

The new NEP will make its debut at the MIPTV international media market in Cannes, France, this month. With international co-production as one of its main business pillars, it will announce a number of international co-production projects including “TWICE”, a documentary about the extraordinary lives of people who survived being irradiated in both Hiroshima and Nagasaki.