



NHK

“Coverage of US Election and Primaries”

NHK New York
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NHK Covering US Election

- **NHK has been covering the US Election and the Primaries in HD since 2000**
- **Until the last election(2004), other than the Election Night and Conventions, we only covered the major Primaries**
- **This year we have covered all the Primaries and have done a Live shot from each of the candidate campaign**
- **NHK not only covers the Primaries but has followed each campaign's event and produced feature stories**



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NHK Covering US Election

We Japanese are very interested in the outcome of this Election. NHK has been reporting the US Election as top priority news.

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NHK Covering US Election

- Iowa, New Hampshire: We set up a work space where we can record the feed, edit, do a Live and tape transmissions
- Conventions: We will be doing the same kind of operation (setting up a work spaces)
- We are working very closely with our US affiliate

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NHK Covering US Election



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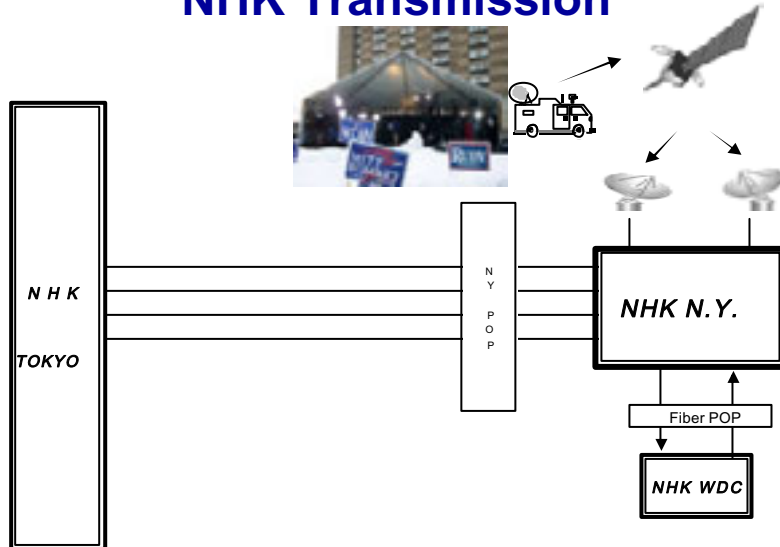
NHK Transmission

- **NHK: 4 HD capable dedicated contribution circuits between US and Tokyo**
- **Primary Night: All 4 circuits were fully occupied**

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NHK Transmission



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NHK Transmission

- Everything is shot in HD, we try to send it in HD as much as possible.
- There are occasions where we could not transmit in HD and have to transmit in SD(525).
- Even in such cases we try to do a SD-SDI squeeze transmission.
- Set the camera to a squeeze mode and hand the SDI signal to the SD encoder. Using the same downlink path as HD transmission we will be able to send the digital signal to Japan.

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NHK Transmission

Example of a Primary Night transmission:

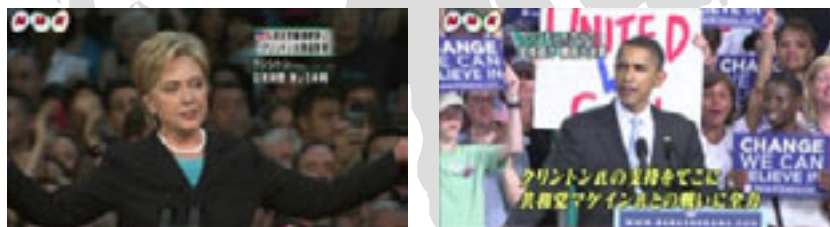
Circuit	Content	
1)Dedicated(HD)	Live from Clinton Campaign (SDI)	Clinton Speech (SD)
2)Dedicated(HD)	Live from Obama Campaign (SDI)	Obama Speech (SD)
3)Dedicated(HD)	NHK Washington Live (HD)	
4)Dedicated(HD)	SNG Truck (HD) Live and Tape	
1)Occasional(HD)	SNG Truck (HD) Live and Tape	
2)Occasional (SD)	AP Direct	
3)Occasional (SD)	ABC Network Feed (program)	

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NHK On Air

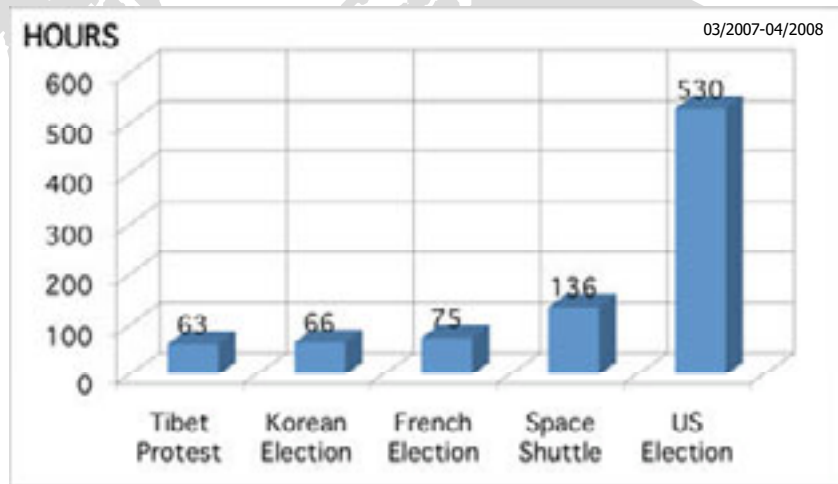
The materials which are transmitted to Tokyo is shown on our terrestrial and satellite channels in 16:9 formats.



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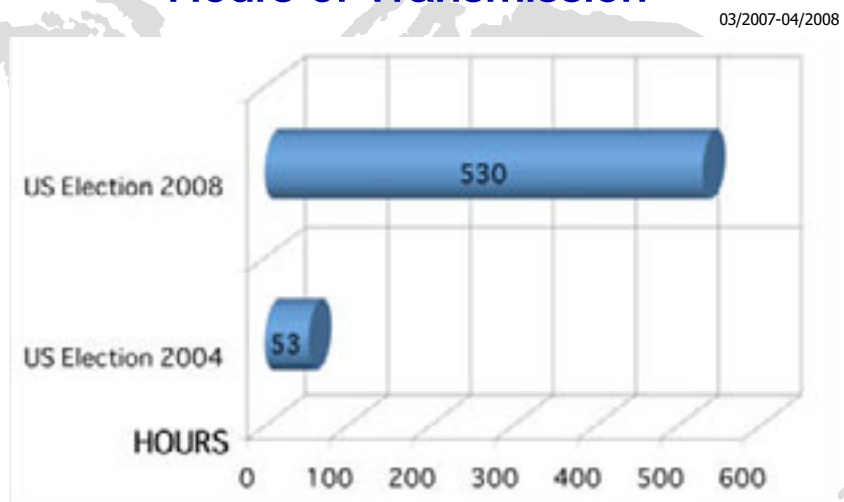
Top 5 Transmission Ranking



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Hours of Transmission



12



NHK News Gathering

Considerable amount of transmission

- Fiber: Expanding network
Fiber cost declining
- Satellite: 18M instead of 36M
- We tend to send everything for editing in Tokyo
- From the number of hours of transmissions, the interest towards this historical Election is apparent.
- Coming Conventions to be covered in HD pool, we will keep on extending the transmission time record.

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THANK YOU

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