

August 4, 2015  
Hakuhodo DY Media Partners Inc.

To all media

**HDYMP launches Nippon Navichan,  
a portal website dedicated to videos communicating the fascination of Japan**

Hakuhodo DY Media Partners (head office: Minato-ku, Tokyo; Hisao Oomori, President and CEO) launches the Nippon Navichan (Nippon Navigation Channel) service today, a portal site presenting regional content by bringing together the video content of TV stations, newspapers, publishers, radio stations, and other content holders around Japan.

Japan is a country made up of diverse regions with their own strong character, and it is this regional appeal that makes Japan so fascinating. “Premium video” produced by professional media companies and content holders—TV stations, newspapers, radio stations, publishers—inform *sei-katsu-sha* both inside and outside a region about its fascinating history and culture, famous shops and goods, and so on.

Participating prefectures have their own section on Nippon Navichan, and each region is further categorized into three sections that introduce what makes it so fascinating: “famous things (gourmet food, festivals, etc.)”, “popular sites (travel, etc.)” and “masters (people, artisans, etc.)”. The first wave is the “What’s Hot in Japan” travel channel, content jointly produced by local stations, mostly belonging to the Nippon TV group.

Looking ahead, all kinds of original content will be added to the site, including a culture section featuring animations and celebrities, and news programs, food reporting, and other video content produced by TV stations that will be edited into a format suitable for the Internet and transmitted as content separate from the original broadcast.

In response to the high interest of *sei-katsu-sha* in video content, Hakuhodo DY Media Partners Inc. is partnering with media companies and content holders to create the new video advertising markets of the future. Going forward, we will also contribute to revitalizing regions on the prefectural and municipal levels and promoting tourism (inbound traveler policy).

\*Video Business Management System (VMS)

The site’s development and operation utilizes the Hakuhodo DY Media Partners VMS, or Video Business Management System.

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## Overview of Nippon Navichan (Nippon Navigation Channel)

- URL: <http://www.spiral-pf.com/navichan/>
  - Launch date: August 4, 2015 (Tuesday)
  - Operation and transmission: Hakuhodo DY Media Partners Inc.
  - Summary of site content
    - Content organized by region: sections by participating prefecture
    - Sections by genre: “famous things (gourmet food, festivals, etc.)”, “popular sites (travel, etc.)”, and “masters (people, artisans, etc.)”
    - Culture related section: animations, celebrities, etc.
    - Original section: transmission of video produced by TV stations that has been edited for Internet viewing
- The site will steadily expand.

### ■ First wave of content: What’s Hot in Japan

A travel channel introducing popular sites around Japan jointly produced by local stations, mostly belonging to the Nippon TV group.

TV stations providing content:

Sapporo Television Broadcasting Co., Ltd., Aomori Broadcasting Corporation, Television Iwate Co., Ltd., Akita Broadcasting System Inc., Yamagata Broadcasting Company, Television Niigata Network Co., Ltd., TV Shinshu Broadcasting Co., Ltd., Yamanashi Broadcasting System, Shizuoka Daiichi Television Corporation, Kitanihon Broadcasting Co., Ltd., TV Kanazawa Co., Ltd., Fukui Broadcasting Corporation, Chukyo Television Broadcasting Co., Ltd., Nihonkai Telecasting Co., Ltd., Hiroshima Telecasting Co., Ltd., Yamaguchi Broadcasting Co., Ltd., Shikoku Broadcasting Co., Ltd., Nishinippon Broadcasting Co., Ltd., Nankai Broadcasting Co., Ltd., Kochi Broadcasting Co., Ltd., Fukuoka Broadcasting Corporation, Nagasaki International Television Broadcasting Inc., Kumamoto Kenmin Televisions Co., Ltd., Television Oita System Co., Ltd., Kagoshima Yomiuri Television, etc.

### Complete image



### Section by prefecture



### Section by genre

