

## Bringing Japan's Entertainment to the World.

# J-ENTERTAINMENT in CATCH JAPAN

## Broadcast starts from August 2021.



**Covering over 300 million households in 160 regions and countries worldwide.**

**Introducing the latest Japanese entertainment and opening the door to the world.**

H2O Company, Ltd. and Japan International Broadcasting Inc. are pleased to announce that "J-ENTERTAINMENT," an original program introducing Japanese entertainment to the world, will be broadcast in the program "CATCH JAPAN" on "NHK WORLD-JAPAN/jibtv" from August 2021.

NHK WORLD-JAPAN is the largest English-language television channel from Japan, broadcasting to more than 300 million households in 160 countries and territories around the world.

In the midst of the global Covid-19 pandemic, the entertainment industry is also forced to make new developments. We, as an international broadcaster, sincerely hope that this program, which supports entertainment artists with the potential to open doors to the world, will expand the new development of Japanese entertainment in the global market.

Your understanding and cooperation in the implementation of this program would be greatly appreciated.

**CONTACT** [www.h2o-net.co.jp](http://www.h2o-net.co.jp)

H2O COMPANY LTD. : 302 Rivier Harajyuku Bld., 6-29-4 Jingumae, Shibuya-ku, Tokyo 150-0001

TEL. 03-5468-1244 MAIL. [info-je@h2o-net.co.jp](mailto:info-je@h2o-net.co.jp)

Broadcast in English

Featuring artists expected to work on a global scale in film, music, animation, manga, dance, traditional performing arts, and subcultures!

## Yoshie Takeuchi<sup>[Program Host]</sup> and AI&SHO<sup>[Virtual Reporter]</sup> Presenting the Program to the World.



### Yoshie Takeuchi

Born on January 20, 1986. 35 years old. Height: 163cm. Lived in the U.S., Switzerland, and the U.K., from 4th grade until 9th. Joined TV Asahi in 2008. Hosted "Music Station" and emceed many programs, including "Yabecchi FCC" and "News Station." Got married and left the company in 2019, and gave birth to her first child in 2021. Now a mother of a child and lives in Shizuoka. Currently she is resuming her career as a talent, using native-level English to deliver the latest entertainment information to the world.



### AI

Name: Ai Hiromare. 16 years old. Height 148cm. Born on February 26, 2005. Sophomore at a high school in Tokyo. Half Japanese, half British. Born and raised in Japan and loves anime, manga, games, and cosplay. Due to her English mother's influence, she is fluent in English, but not at a native level. This time, she will be a virtual reporter, reporting on the latest artists in Japan with her Z generation sensibility.



### SHO

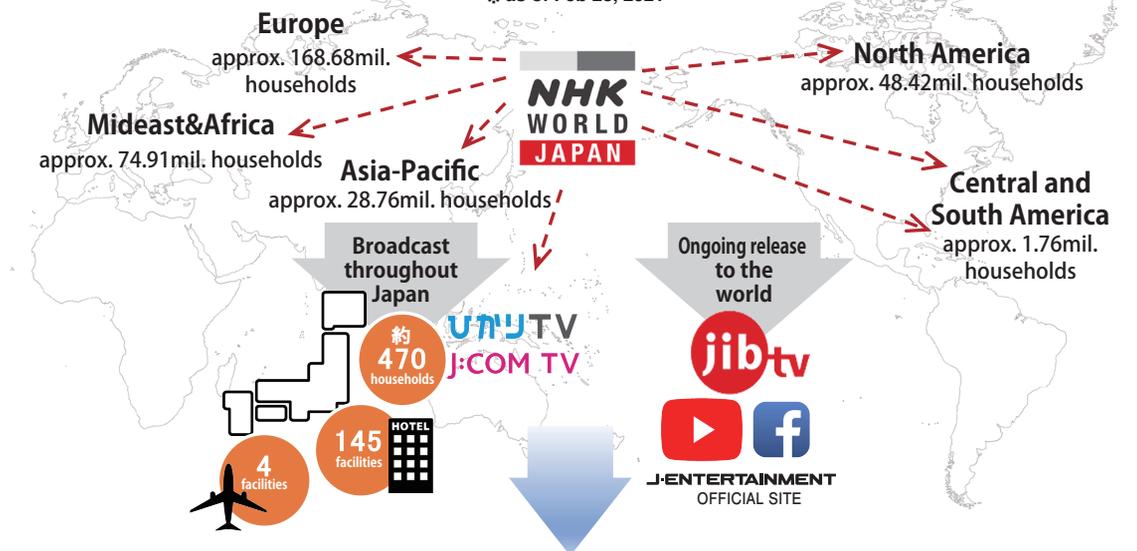
Name: Sho Habatake. 20 years old. Height 185cm. Born on August 27, 2001. A second-year student at a university in Tokyo. Studying medicine and artificial intelligence (AI), and was selected as a junior member of the Japanese national basketball team in high school. Loves Japanese idols and can talk about them for more than 24 hours. Half Japanese father, half British mother. Half Canadian and half Japanese, grew up in Canada until the age of 12 and is a native English speaker. This time, he will be a virtual reporter, reporting on the latest artists in Japan.



Featuring 1 artist each time

## J-ENTERTAINMENT in CATCH JAPAN

Every fourth Friday : about 7 minutes  
11:30 / 16:30 / 22:30 / 4:30 (Repeating 4 times a day)  
\* as of Feb 28, 2021



To 160 countries and regions around the world.  
Supporting activities of Japanese artists.