

News Release

August 23, 2010
Interactive Program Guide, Inc.

Provision of NHK Program Features Launched on G-GUIDE
“G-GUIDE Program Features” Service Further Enriched

Interactive Program Guide (‘IPG’, based in Chuo-ku, Tokyo, President: Keisuke Toji) which provides the EPG service ‘G-GUIDE’ based on technology by Rovi Corporation, will further expand the “G-GUIDE Program Features” service with the addition of NHK programs to the selection.

In addition to the EPG and *Chumoku* Program services currently provided on ‘G-GUIDE’, “G-GUIDE Program Features” will also strengthen the promotion of broadcasters’ programs. Like TV guide magazines, programs will be introduced according to various themes, up to one month ahead of broadcast, with relevant images and information, and users have a new way other than via the EPG or search function, to easily discover interesting programs.

In adding NHK programs to the ‘Program Features’ service, which launched in July 2009 with WOWOW programs and has been popular since, the number of G-GUIDE users that discover popular programs is expected to further expand.



G-GUIDE Program Features NHK Service Image 1



G-GUIDE Program Features NHK Service Image 2

*The program above is a sample and is not based on an actual program



In addition, IPG will be linking the eight-day EPG (SI*¹) to the program information provided by NHK for the 'G-GUIDE Program Features' service, which allows users to set viewing and recording schedules using the DVR function, and avoid missing broadcasts.

Digital and BS Digital DVR and TV models that support the "G-GUIDE Program Features" service is expected to expand, and the service will also be extended to the mobile phone and internet G-GUIDE services.

In approaching the complete transition to digital broadcasting in 2011, IPG will aim to build an environment that allows TV programs to be even more enjoyable than now, through improving user-convenience of TV program information services, taking into account diversified TV viewing styles and user needs.

***1 About SI**

SI stands for "Service Information", and refers to broadcasters' official program information.

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