

## TV Asahi Signs on to SDG Media Compact

TV Asahi Corporation (“TV Asahi”) became a signatory to the SDG Media Compact on July 6, 2020 and was officially approved as a member the following day. Through the SDG Media Compact, the United Nations invites news media organizations to work together on accelerating initiatives geared toward solving issues related to the Sustainable Development Goals (SDGs). Having signed on to the SDG Media Compact, TV Asahi now plans to strengthen its production and content aimed at contributing to meeting the objectives of the SDGs.

TV Asahi will proactively cover the SDGs in its regular news and information programs and also leverage its news websites to provide information about the SDGs and inform viewers about ways to take action related to solving such issues. TV Asahi will also seek to pursue new SDG-related initiatives in areas other than news reporting by bringing together a wide range of perspectives through company-wide examination.

TV Asahi will also continue to emphasize the SDGs as a key management issue in its corporate activities and will look to strengthen, expand, and enhance its dissemination of SDG-related information.

### About the SDG Media Compact

(English translation of excerpt from UN Information Center press release dated September 10, 2018)



Adopted in 2015 by all member states of the United Nations, the 2030 Agenda for Sustainable Development is comprised of 17 Sustainable Development Goals (SDGs) and 169 related targets to address the urgent challenges of our time, such as extreme poverty, inequality and climate change. Achieving the SDGs by 2030 requires collaboration among civil society, corporations, international organizations, religious groups, individuals and other entities.

Media plays a particularly critical role in encouraging public discourse, supporting sustainable development, and enhancing knowledge about how to achieve the SDGs.

The United Nations is calling on leading media organizations to join the SDG Media Compact and help increase efforts to achieve the SDGs.

In consultation with the United Nations, each participating media organization may define for itself how to take action under this media compact, while upholding its own values, rules, and policies. No specific action is required of the participants in the SDG Media Compact, but they do commit to the principle of expanding engagement of SDGs-related efforts and related activities and the implementation of supporting activities.

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