

Asahi Television Broadcasting Corporation
Peach Aviation Limited

“Bringing Japan and Asia closer together” joint project started!

~ ABC TV and Peach join forces in anticipation of Expo 2025 Osaka,
Kansai, Japan ~

- Authentic TV drama featuring an aviation company “Runway 24” to be on the air
- Global video site “bridging asia” to be launched
- Companies to roll out a variety of initiatives aimed at stimulating cultural exchange between Japan and Asia

Osaka July 5, 2019 - Asahi Television Broadcasting Corporation (“ABC TV”; Representative Director and President: Shinya Yamamoto) and Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) will launch a joint project titled “Bringing Japan and Asia closer together” in anticipation of the Expo 2025 Osaka, Kansai, Japan. Through the launch of the global video site “bridging asia”, which is a key part of this project, ABC TV and Peach will join together to roll out a variety of initiatives focusing upon people, things and circumstances that will build bridges between regions of Japan, including Osaka, Kansai and Asia as a whole.

The initiatives we have decided to develop jointly are as follows;

■ TV Drama “Runway 24” to be on air (www.asahi.co.jp/runway24/)* Japanese only

A series of TV drama featuring an airline company was produced under the cooperation between Peach and Kansai Airports. Also filming some scenes in Taiwan, it serves as the first step towards achieving the theme of “Bringing Japan and Asia closer together”.

Against the backdrop of airline company Peach, it depicts the efforts of staff who struggle to combine the cost management expected of an LCC with improvements to service, and shows how they stand together in the face of in-flight difficulties. It is a TV drama for a new age that depicts the protagonist’s growth as a pilot.

[Broadcast information]

- ABC TV (Kansai region) 11:35 PM (every Sunday night) starting July 7, 2019
- TV Asahi (Kanto region) 2:30 AM (every Saturday) starting July 6, 2019

* Other regions (TBC)

Catch-up distribution on TVer and GYAO! will be followed by terrestrial broadcasting.



■ Global video site “bridging asia” to be launched (<https://ba.peachlive.net/>)



The website “bridging asia” will be launched to deliver exciting information in video form about the Kansai region, where expansion of inbound demand is anticipated, together with the other regions of Japan and Asian countries. ABC TV, which is providing its wealth of videos containing information relating to the Kansai region, and Peach, which links Asia and Japanese regions, will join forces to provide real-time video information in Japan and overseas, including to the Asia inbound demographic. We will also link up with Japanese and overseas corporations and local governments to deliver videos of things such as attractive scenery, local specialties and gourmet food you have not yet encountered, and which will make you want to visit those locations, accelerating exchange between Japan and Asian countries. Japanese page to be launched on Monday 22 July. Furthermore, this fall, we plan to launch a Chinese (traditional) page aimed at the approximately 100,000 people who use Peach each month in the Taiwan market.

In addition to the above, the companies are also developing a variety of other initiatives on the theme of “Bringing Japan and Asia closer together”. We hope that diverse corporations and groups in different industries will also take part in the future, and that the advancement of this project will help to further energize cultural exchange between Japan and Asia.

About ABC TV (<https://www.asahi.co.jp/>)* Japanese only

A TV station headquartered in Osaka that broadcasts to the greater Kansai area. It produces many programs for nationwide broadcast, such as “Travel Salad”, “A house in the Middle of Nowhere” and “M-1 Grand Prix”.

About Peach (www.flypeach.com)

Peach began services based out of Kansai Airport in March 2012. Currently, in addition to Kansai Airport, Peach has hubs at New Chitose Airport, Sendai Airport, and Naha Airport with 25 airplanes that service 17 domestic routes and 17 international routes. It operates approximately 110 flights per day and is used by over 16,000 passengers daily. Peach will complete its integration with Narita-based airline Vanilla Air by the end of the 2019 fiscal year, aiming to become Asia’s leading LCC.