

Nippon Television Holdings, Inc.

January 29, 2026

Nippon TV to Produce Broadcast Feeds for the 2026 World Baseball Classic

Partner with exclusive live streamer Netflix on promotion; related special programs to air on terrestrial TV

TOKYO, JAPAN — January 29, 2026 — Nippon Television Network Corporation (Headquarters: Minato-ku, Tokyo; Hiroyuki Fukuda, Representative Director, President and Chief Operating Officer; hereinafter “Nippon TV”) will contribute to building excitement around the World Baseball Classic to be held in March 2026 (“WBC 2026”), which will be streamed exclusively live by Netflix, and to delivering the fervor of the tournament to a wide audience.

Nippon TV will assume the following two roles:

1. Production of broadcast feeds for Netflix’s exclusive live streaming

* Japan Round: A total of 10 games, including four games featuring Japan (production of international feeds)

* U.S. Round: Quarterfinals, semifinals, and the final (production of unilateral feeds for Japan)

2. Promotional partnership with Netflix to elevate tournament excitement

* A total of nine special broadcast slots are planned on terrestrial TV, including a WBC Opening Special. Specific dates and times will be announced at a later date.

Coverage will also be provided through various daily news and information programs.

Through these initiatives, Nippon TV believes that it can widely share the excitement of WBC 2026, an event of national interest, and contribute to the further development of baseball culture. In March of last year, Nippon TV received high acclaim from Major League Baseball (MLB) for its production related to the opening games of MLB Tokyo Series. Building on the production and technical expertise in baseball broadcasting it has refined over 70 years, Nippon TV will once again fully leverage these capabilities to deliver this historic tournament, featuring the world’s highest level of competition and the Japanese national team, which is expected to vie for back-to-back championships. We will move forward with preparations to ensure that the event can be enjoyed by a wide audience.