

..... NEWS RELEASE .....

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Nippon Television Network Corporation  
Fun Japan Communications Co., Ltd.

**“Sur la piste des senteurs – Japon” (“Scent Track in Japan”)  
A co-production to commemorate 160 years of Japan-France diplomatic relations,  
set to broadcast in December 2018.  
Events in Paris slated for October and November!**

Nippon Television Network Corporation (Nippon TV) is proud to introduce “Sur la piste des senteurs – Japon,” a co-production with French production company FLAIR PRODUCTION that is set to broadcast on Ushuaïa TV, a French cable and satellite TV channel, as well as TV5Monde, one of the world’s top three largest networks. This project was selected by Japan’s Ministry of Internal Affairs and Communications as part of its “Business Development Projects to Promote Overseas Expansion of Broadcasting Content” initiative. The program aims to share the wonders of Japan and contribute to the growth of visitors from abroad, the expansion of markets for regional goods, and the utilization of the Japan-EU Economic Partnership Agreement.

“Sur la piste des senteurs” is a global travel documentary series that features fragrance specialist and adventurer Stéphane Piquart. To commemorate the 160<sup>th</sup> anniversary of Japan-France diplomatic relations, Nippon TV teamed up with a French broadcaster and production company to co-produce a special Japanese edition for viewers in France. The theme is “fragrance”—chosen particularly because it is difficult to convey across the screen. Mr. Piquart, a member of the Society of Scent in France, will travel to Tokyo, Nara, Wakayama, Hiroshima, Kagawa, Tokushima, Kochi, Ehime, and Kagoshima to learn the art of Japanese incense and tea ceremony. He will be introducing Japan’s nature, culture, tradition, and various regional products that come in a multitude of fragrances in a style that will resonate with viewers in France.

This project, in collaboration with the local governments of the regions Mr. Piquart will be visiting, will be exhibiting a booth at the Japonismes 2018 Vitality of Local Cultures and Matsuri from October 20<sup>th</sup> to 22<sup>nd</sup>. Nara, Wakayama, Hiroshima, Tokushima, and Kochi prefectures will also have booths at the same event. Traditional dance festivals such as

Nara's *Kasugawakamiya On Matsuri*, Tokushima's *Awa Odori*, and Kochi's *Yosakoi Odori* will delight attendees, who will also get to enjoy a video produced by Nippon TV.

In late-November, Nippon TV, Ushuaïa TV, TV5Monde, and FLAIR PRODUCTION will once again come together to present the finalized version of "Sur la piste des senteurs – Japon" in Paris. In this event, Mr. Piquart will share his experiences traveling and filming across Japan, provide explanations of Japan's fragrances, and encourage people to visit the country to enjoy the unique charms that can only be sensed when actually there. What's more, Hiroshima, Wakayama, Kochi, and Kagoshima prefectures will join forces to serve French cuisine to be enjoyed while standing, as well as offer many special local products related to the homegrown fragrances covered in the show. (*Sake* from Hiroshima, *Umeshu* (plum wine) from Wakayama, *Yuzu* from Kochi, *Kagoshimacha* (green tea) from Kagoshima, and lots more!)

In addition, Fun Japan Communications, Ltd. will launch a promotion website for the program, which will enable viewers in France to see the latest information on the locales. Moreover, they can get the in-depth information on the showcased goods and manufacturers that did not make the final cut due to time constraints. There will also be a survey that allows the producers to study the effectiveness of the program.

### **Program Overview**

**Title:** "Sur la piste des senteurs – Japon"

**Broadcaster:** Ushuaïa TV and TV5Monde

**Broadcast Schedule:** 2 episodes, 52 minutes each, primetime in French language

※TV5Monde is one of the three largest networks in the world and is also enjoyed in the French-speaking countries throughout the world. The program will air in the other countries serviced by TV5Monde within one week after the France broadcast.

**Program Highlights:** Stéphane Piquart, fragrance expert and adventurer who has found base ingredients for the perfumes of luxury brands such as Christian Dior, Chanel, and Hermes, comes to Japan to immerse in *Kodo* (Way of Fragrance), the art of enjoying incense. In this documentary, he will introduce the many fragrances of Japan and the traditions, cultures, spirituality, and nature that surround them.

**Co-Producer:** FLAIR PRODUCTION

**Production Support:** AX-ON Inc. (Nippon TV affiliate)

**In Cooperation With:** Nara Prefectural Government, Wakayama Prefectural Government, Hiroshima Prefectural Government, Tokushima Prefectural Government, Kochi Prefectural Government, Kagoshima Prefectural Government, and Kochi Broadcasting Co., Ltd.



Mr. Stéphane Piquart on location in Asakusa



Experiencing tea ceremony with perfumer  
Ms. Satori Osawa

### Broadcasters



### Production



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