

NIPPON TV



NEWS RELEASE

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Nippon Television Network Corporation
Ichinomiya City, Aichi Prefecture
People's Television Network, Inc.

Nippon TV's drama "*Halo Halo House—Jose's Nippon Diary*" aims to revitalize Ichinomiya and is set to broadcast in the Philippines beginning January 2016

Nippon Television Network Corporation (Nippon TV) is honored to announce that the drama series "*Halo Halo House—Jose's Nippon Diary*" is set to broadcast on the Philippines' government television network People's Television Network, Inc. (PTV) beginning January 16, 2016. Nippon TV developed the concept for "*Halo Halo House—Jose's Nippon Diary*" and subsequently partnered with Ichinomiya City in Aichi Prefecture to co-produce the drama. This project was selected by Japan's Ministry of Internal Affairs and Communications as part of its initiative known as "Appeal for Business Plans on Model Projects to Promote Overseas Expansion of Broadcasting Content Contributing to Regional Economic Revitalization Based on Original Ideas of Local Communities." It aims to strengthen the relationship between the Japanese and the Filipinos as well as revitalize the local economy.

The drama takes place in Ichinomiya, which is a mere 46 minutes by train from the Chubu Centrair International Airport. Driven by its textile industry, the city began to flourish long ago and currently enjoys commercial relations with Europe for its woolen fabrics. Ichinomiya is also known for being the birthplace of the "Morning Service," which is famous throughout the Tokai region. Aichi Prefecture comes second only to Tokyo for having the most Filipino residents and many of its factories are powered by Filipino labor. In recent years, however, local nursing care facilities have seen a gradual increase in the number of caregivers from the Philippines.

As part of its endeavor to stimulate the local economy, Ichinomiya City established the Film Commission Association last June and welcomed this drama as its first project. The municipal government set up a comprehensive support system to fully cooperate with filming, enabling scenes to be shot in various sites throughout the city.

The series contains eight episodes, each being thirty minutes long. Unlike traditional dramas, each episode is divided into two parts, the first twenty minutes being the drama itself and the last ten being

dedicated to providing detailed explanations on foods, Japanese words and phrases, must-see spots, and other interesting information about Ichinomiya. Its goal is to provide viewers with an entertaining drama that also serves as a useful guidebook. *“Halo Halo House—Jose’s Nippon Diary”* is packed with fascinating information that will surely make viewers want to visit and perhaps even work in Ichinomiya!

The year 2016 marks the 60th anniversary of relations between Japan and the Philippines. Our hope is that this program can serve as a bridge that further strengthens the ties between our two countries.

- Special thanks to Kumon Institute of Education Co., Ltd. and Avance Corporation for their cooperation on this project.

Drama Synopsis:

Jose, 22 years old, can’t seem to forget a certain Japanese girl whom he met as a kid in Manila. With nothing but three leads on how to find her, he winds up in Japan. All he knows is that she’s from Aichi Prefecture and her name is Erika. The third lead is a handkerchief that brought their destinies together. With barely any money in Japan and at a loss on what to do, Jose has a chance encounter with a Japanese man who introduces him to a share house in Ichinomiya, where he ends up living.

Halo Halo, or “mixed together,” is a quintessential Filipino dessert. It is used in the title to express the convergence of an eclectic bunch. A young man from the Philippines suddenly comes to live in a share house with a group of people that vary in age and background. He adds his fair share to the many colorful ups and downs of the residents but they eventually begin to strike a harmonious living situation and find that life is gradually heading towards new horizons. Tune in to find out where Jose’s budding romance is headed!



The cast of *“Halo Halo House”*
(Jose, played by Paul Alvin, at center)



Actress Sayaka Akimoto, Storyteller
Myokoji Temple, Ichinomiya



Ichinomiya specialties appear throughout the drama



Courtesy call with Ambassador Lopez at the Philippine Embassy in Japan

“Halo Halo House” Broadcast Information (all 8 episodes)

Broadcaster: People’s Television Network, Inc. (PTV)

Broadcast schedule: January 16, 2016 to February 7, 2016

Saturdays and Sundays 5 pm to 5:30 pm

*** Japan broadcast planned for ICC, Ichinomiya’s cable TV provider**



Jose's Nippon Diary

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