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## South Carolina ETV launches 24/7 livestreams of NHK WORLD-JAPAN and Create® TV programming

**COLUMBIA, S.C.** – South Carolina ETV (SCETV) is excited to announce that the 24/7 national versions of [NHK WORLD-JAPAN](#) and [Create® TV](#) are now available for viewers to livestream on the [SCETV website](#), [PBS.org](#) and in the [PBS App](#).

NHK WORLD-JAPAN is the international service of Japan's public media organization NHK. NHK shares the unique culture, traditions and innovations of Japan and Asia as well as the latest in business, cutting-edge technologies and creativity from across the region. Viewers in South Carolina may recognize NHK WORLD-JAPAN programs such as *NHK Newsline*, *Cycle Around Japan*, *Journeys in Japan*, and *Asia Insight*, which is currently broadcast on ETV World. This educational programming is aired on public television stations across the country in partnership with NHK.

Known as a treasure trove of how-to programs, Create delivers inspiring and educational content that empowers viewers to explore their creativity and passions. SCETV is a Create station partner, airing programming that features a wide array of do-it-yourself (DIY) genres on the South Carolina Channel each day. From midnight to 8 p.m. on weekdays and midnight to 5 p.m. on weekends, viewers can enjoy some of the most beloved public television series and specials, including shows about food, travel, home and garden, arts and crafts, fitness, and other lifestyle interests. Create's engaging programming is sourced from distributors through American Public Television (APT), the National Educational Telecommunications Association (NETA), PBS and local public television stations. This educational programming is then aired across the country on public television stations that are Create station partners.

First launched in 2006 to meet the growing demand for DIY programming, Create has become a national favorite. From lifestyle and how-to content, Create offers a curated lineup of shows such as; *This Old House* and *A Craftsman's Legacy* for home improvement enthusiasts; *Lidia's Kitchen*, *Pati's Mexican Table* and *Jacques Pépin: Heart & Soul* for food lovers; and *Rick Steves' Europe*, *Samantha Brown's Places to Love* and *Richard Bangs' Adventures With Purpose* for travel enthusiasts. Budding artists and crafters will delight in programs such as *The Best of the Joy of Painting* and *Fit 2 Stitch*.

Create's programming reaches more than 83 percent of U.S. television households, with over 30 million viewers annually. Create is produced and distributed by APT, The WNET Group and GBH Boston in association with NETA and PBS.

With the addition of NHK WORLD-JAPAN and Create 24/7 livestreams, SCETV continues its expansion of access to high-quality educational content, ensuring viewers can learn whenever, wherever and however they choose. Audiences now have more flexibility, with options to stream on their preferred devices and at their convenience. This expansion reinforces SCETV's commitment to lifelong learning, providing South Carolinians with the tools and resources to discover, create and explore the world around them, anytime and anywhere.

Create and NHK WORLD-JAPAN 24/7 national programming livestreams can be watched on the [SCETV website](#), [PBS.org](#) and in the [PBS App](#).

### QUOTES

"We're thrilled to bring the creativity and inspiration of Create programming, along with the global perspective of NHK WORLD-JAPAN, to our audience. This expansion reflects our commitment to providing South Carolinians with access to high-quality educational content through the platforms they use every day." –**SCETV President and CEO Adrienne Fairwell**



"Create and NHK WORLD-JAPAN are perfect examples of public media at its best—engaging, informative and empowering. By livestreaming these channels, we're making it even easier for our viewers to learn new skills, explore their passions and connect with cultures from around the world." –**SCETV Interim Director of Television Cheryl Nunnley**

"Create has been a part of the SCETV network for several years now, airing as part of our South Carolina Channel programming. It's exciting to now bring this popular service, along with NHK WORLD-JAPAN, to a larger audience online, offering even more enriching content to our viewers." –**SCETV Assistant Director of TV Programming and Broadcast Traffic Kimberly Combs**

## FAST FACTS

- SCETV now offers 24/7 livestreams of [NHK WORLD-JAPAN](#) and [Create® TV](#) on the [SCETV website](#), [PBS.org](#) and in the [PBS App](#).
- NHK WORLD-JAPAN brings global perspectives, featuring news, culture and innovation from Japan and Asia, with shows such as *NHK Newsline* and *Cycle Around Japan*.
- Create is a hub for DIY enthusiasts, offering programs on food, travel, home improvement, arts and crafts, and more, with popular series such as *This Old House* and *Lidia's Kitchen*.
- Create reaches over 30 million viewers annually, providing hands-on learning and lifestyle programming across more than 83 percent of U.S. households.
- SCETV's expanded livestream options make learning accessible anytime, anywhere, allowing viewers to explore, create and stay informed on their own schedules.

## About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

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