

Toshiyuki Sato (JP)

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Born in 1948. Toshiyuki Sato graduated from the Department of Political Science and Economics of Waseda University in 1973.

In the same year, Toshiyuki Sato joined NHK Japan Broadcasting Corporation. In 1984, he became Bangkok Correspondent until he was appointed Manila Bureau Chief in 1986, a position he held until 1988. In 1991, Toshiyuki Sato took over as Seoul Bureau Chief for two years, followed by the position of Washington Bureau Chief in 1995. One year later, he left the United States to become Kuala Lumpur Bureau Chief. Toshiyuki Sato stayed in this position until he was nominated Director of International News in 1999. Since 2003, he has been Director-General of the International Planning and Broadcasting Department.

In addition, Toshiyuki Sato held the position as Chairman of News Group of the Asia-Pacific Broadcasting Union from 1993 until 2003.

Theses

**Responsibility in the
Information Age –
The Role of the Media**

In developing countries, press freedom is a scale to gauge to what extent liberalisation of the society has been achieved.

In times of transition and revolution, certain media play a historic role: see the case of intrusion of Western satellite TV to the Eastern European countries, which helped to topple governments. Media were heroes that represented the spirit of the era.

In developed societies, established media are facing numerous challenges: new technologies, fragmentation of audiences, merger and acquisition ...

How do the existing media cope with changes and challenges in the time of IT?