

Updates for the Mobile Phone Streaming Video on Demand Service in Japan

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Profile

- Director, FRONTMEDIA Inc.
FRONTMEDIA is a content provider for mobile phones
- Previous post, President of MADHOUSE Inc.
- Background: Producer in the music industry and book publishing etc.
- Author of "Catching up on the anime business"

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Summary of internet service for mobile phones

- In 1999, NTT DoCoMo started their internet service for mobile phone.
- Entertainment Contents Service Spreading (Music, novels, community and comic service).
- In 2006, March 20th, we started a Streaming Pay VOD service site named "Marugoto Anime=QTV VIDEO" for mobile phones.
- May 20th, We started another Streaming VOD service site "Qlick TV =QTV" that is free for users and financed by advertisement revenues.
- Continuous Rapid growth was seen from last year

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Special features of Mobile Phones among the Japanese

- Core Age Group: youth or young working adults born after the 1980s
- Mobile phone is the primary communication tool for them.
- 10 Key User-interface inputs faster than a keyboard and is more comfortable.
- Ultimate tool for entertainment: E-mail, Social Networking Sites, camera, music, game, comics, novels, and movies.
- I didn't know that my mobile phone can talk to

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Mobile Phone Market

- Ownership rate: almost per person (Nearly 100 BIL.)
- Mobile phones that are able to deliver streaming VOD : More than 20,000,000 (NTT Docomo, 3GP)
- Japanese mobile phones are equipped with various functions.
- QTV VIDEO subscribers:
 - SEX: male 70% : female 30%
 - AGE: Teenagers:40%, 20's :30%, 30's :20%

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Summary of Streaming Service

- Service Providers: NTT docomo, au ,Soft Bank
- NTT docomo's i-mode (movie /video clip) related services are branched into 5 categories
 - 1) Music 25sites
 - 2) Show viz / graver 36sites
 - 3) Comedy 4sites
 - 4) Anime / SF27sites
 - 5) Variety 26sites
 - Total 118sites

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Ranking by the Number of Subscribers most visited<movie/video clip>sites

- No.1 <Dragon Ball> Toei Animation
- No.2 <QTV Video> FRONTMEDIA
- No.3 <anime.mobi> Bandai Networks
- No.4 <Disney Channel> Disney
- No.5 <Slam Dunk> Toei Animation

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Pay Video SVOD Service

- "QTV Video"
- full length streaming VOD
- 10~15 frame per second
- 300 titles, 6,000 episodes
- Sales Percentage: Anime 90%, live action 10%
- Price per episode : 100yen/150yen/200yen / 300yen depends on the genre and the strength of the content.

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Future prospects

- Mobile phones dominate the internet delivery for music, comics etc. more than the PC.
- Mobile phone streaming video market will grow and catch up with the PC streaming market.
- Mobile phones will become not only a communication tool but also develop to become a more influential media tool than the PC or TV.

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