

iVDR Consortium Seminar

A Strategic Solution that develops
***iVDR* Contents Market for Retail Sales.**

JP Co.,Ltd
President Shunsaku Nakanishi

■ Our Introduction

Company name : JP Co.,Ltd

Established : 1980

Head Office : Alfa-Shintomi Bldg. 2F, 1-15-4, Shintomi, Chuo-Ku, Tokyo, Japan

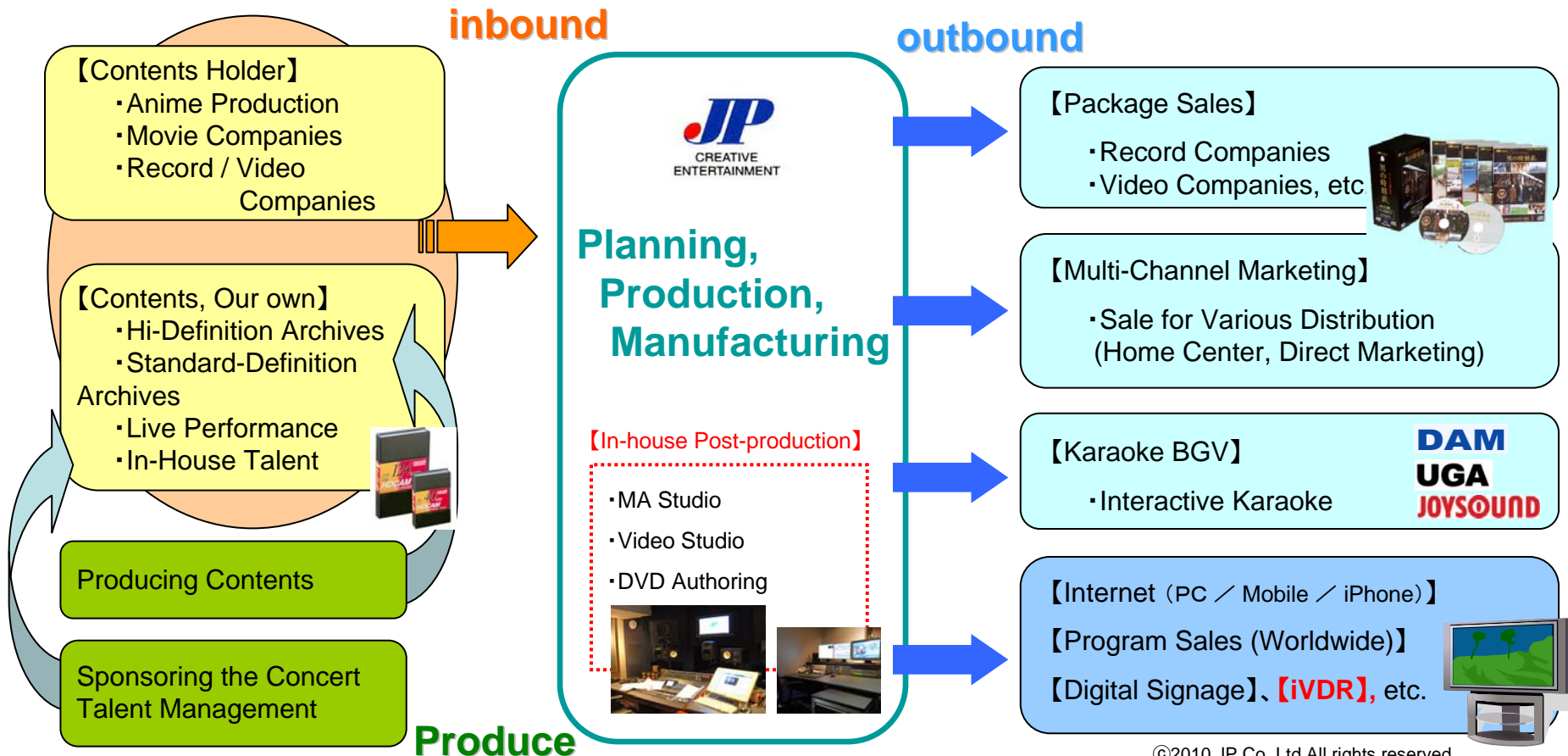
President : Shunsaku Nakanishi

- Since our company's inception, we've been involved in the contents business for a range of media platforms including CD's, DVD's, and Karaoke visual media. This includes the use of music and visual contents that are present within our own inventory as well as that of our partner companies.
- Because all analog signals in Japan will be switched to digital by 2011, everything (including all hardware and software) will become high definition. As a result, we've been setting our focus on these contents and media platforms. In trying to accumulate high quality contents, our aim is to cultivate iVDR into a growing and profitable market.
- We view iVDR as an ideal market to enter for a developing platform of high definition contents that can be promoted. At present, we are pushing forward and working to establish the market right now. Since April of 2010, our company has been involved in a group-wide think-tank with our counterparts in solving the many problems and issues that had arisen and come to a consensus on the best solution to make the next level of iVDR.
- In 2009, before we joined on as a partner to the think-tank, we were a supplier of demo images to the various partners of this group.



Our Business Outline

Our company has accumulated 30 years in the world of contents business. By using knowledge from this experience, we were able to acquire licensing permissions for production supplies and make the wholesale of packaged products for business contents. We were also contracted to produce various projects using such contents. In doing these three things, we as a company are displaying our flexibility in the contents market. In addition, there are several different venues to which we are distributing our contents for sale. Lastly, our major strongpoint is that we have several in-house post-production studios for multiple media outlets.



■ Our HD Programs



We love the Earth
(邦題:「地球見聞録」)

15min × 62epi



Enjoy Europe travel by train
(邦題:「男の時刻表」～ヨーロッパ列車紀行～)

30min × 15epi



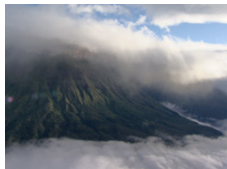
Classical Music Lover
(邦題:「欧州・音楽の旅路」～クラシック名曲特選～)

30min × 8epi



Explore a New Side of Europe
(邦題:「憧れの都へ」～とっておきのヨーロッパ～)

20min × 5epi



Travels on Guiana uplands in Venezuela
Travels on archipelago of Los Roques in Venezuela
(邦題:「ベネズエラ ギアナ高地紀行／ロス・ロケス紀行」)

30min × 2epi



Gallery of Famous Paintings
(邦題:「画家×画家(GAKA SQUARE)」～時代に魅入られた名画たち～)

60min × 8epi

■ Considering iVDR format from Contents industry

★ Needs and Advantage

Nowadays, television signals are becoming all digital, so demand for high definition contents is rising.



But, the initial cost of manufacture (such as the cost for a stamp imprint or ACCS) of Blu-ray is extremely expensive to produce pre-recorded products.

⇒ It is very difficult to market if the products are not well-known and cannot keep the attention of potential consumers.



The bar is set high, especially when the number of consumers is more than the number of products.



■ Considering iVDR format from Contents industry

The initial cost of iVDR manufacture is much less expensive than Blu-Ray. In addition, the quality of copyright protection on iVDR is equivalent to the Blu-Ray.

⇒ The contents business for the minority consumer opens up because it is going to be possible to use the contents that previously were difficult to make with Blu-Ray.

schematic of market

Example) Old work TV Animation / Drama program series

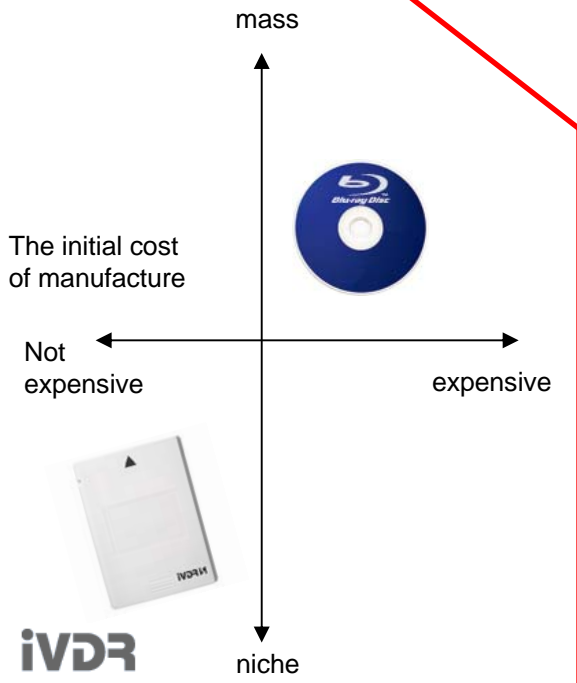
→As for contents of this genre, VHS, LD, gorgeous DVD-BOX, and low-priced DVD-BOX have already been often released.

Therefore, it seems that the differentiation impact of iVDR with an existing commodity is also larger than that of Blu-ray as a project following this.

Moreover, the time of the replacement is a little because multiple discs can be recorded by using a large capacity, and it contributes to space-saving.

HD TV program series of culture genre [Travel, the Arts, Literature]

→We feel the possibility in iVDR though the above-mentioned contents of our company were not able also to determine release with Blu-ray for a long time.



■ Considering the iVDR format from Contents industry —

★ Problems to be solved

Recently, as per many different types of media platform for Audio and Video product distributions' have been established. In order to make the decision to release their products on such platform, the major premise is the expansion of the iVDR platform in the market.



The active promotion plan needs to be established to content provider, such as the roadmap shows how to spread out the iVDR player in the market. On the other hand, to let the iVDR standard as a main stream media is releasing various line-up of player.

The current iVDR player is basically considering simplicity and portability, however, in the future, Blu-ray / iVDR convertible player has to be developed for the convenience of consumer.



- Blu-ray standard and iVDR standard are should not be competitive, but they need to be complement each other.
- Case where terminal HDMI out put on TV is occupied with other equipment (BD player, PS3 / wii, STB ...).



To solve the above problems, it will take sometime.

■ Under the existing circumstances, what can we do ?

★ Solutions to be considered

- The number of the spread of iVDR player is on the growth road.
 - But, the television with the iVDR slot is known at the people.
- } existing circumstances



- ☆ The market expansion can be expected from “business to business” solution.
 - ⇒ Utilizing the specification and capability of iVDR, the visual archives in enterprise transfer into iVDR with iVDR hardware such as iVDR player and/or TV with slot.
 - ⇒ The growing industry, "Digital Signage" is suitable market for iVDR ability.
- ☆ The key factor of the “business to consumer” market is to hold the software has regular subscriber.
 - ⇒ At the point of view from character merchandising, developing custom-made hardware should be considered.
- ☆ Joint sales promotion with “TV with the iVDR slot”
 - ⇒ The Various kind of distribution plans other than an existing CD/DVD shop need to be established including e-commerce.