

Broadband Contents of Softbank BB

APRICOT2006

March 2, 2006

 **SoftBank BB**

Masaru AKAI [makai@bb.softbank.co.jp]

Softbank BB Corp.

Agenda

- **Situations & Group overview**
- **Infrastructure Business**
- **Contents Business**
 - **BBTV**
 - **Fukuoka Softbank Hawks 30ch Live!**
 - **TV Bank**
 - **Games**

Group Overview

- **Access Line**

Yahoo! BB ADSL

Down8Mbps/Up0.9Mbps (since Sep. 2001)

Down12Mbps/Up1Mbps (since Aug. 2002)

Down26Mbps/Up1Mbps (since Jul. 2003)

Down45Mbps/Up1Mbps (since Jan 2004)

Down50Mbps/Up3Mbps (since Apr 2004), free upgrade from 45M

Down50Mbps/Up12.5Mbps (since Feb. 2006)

Yahoo! BB Hikari (Fiber To The Home)

Down100Mbps/Up100Mbps (since Oct. 2004)

- **IP Phone**

BB Phone (since Apr. 2002)

BB Phone Hikari (since Oct 2004)

- **IP TV**

BBTV (since Dec. 2002) <-Triple play had been completed in 2002.

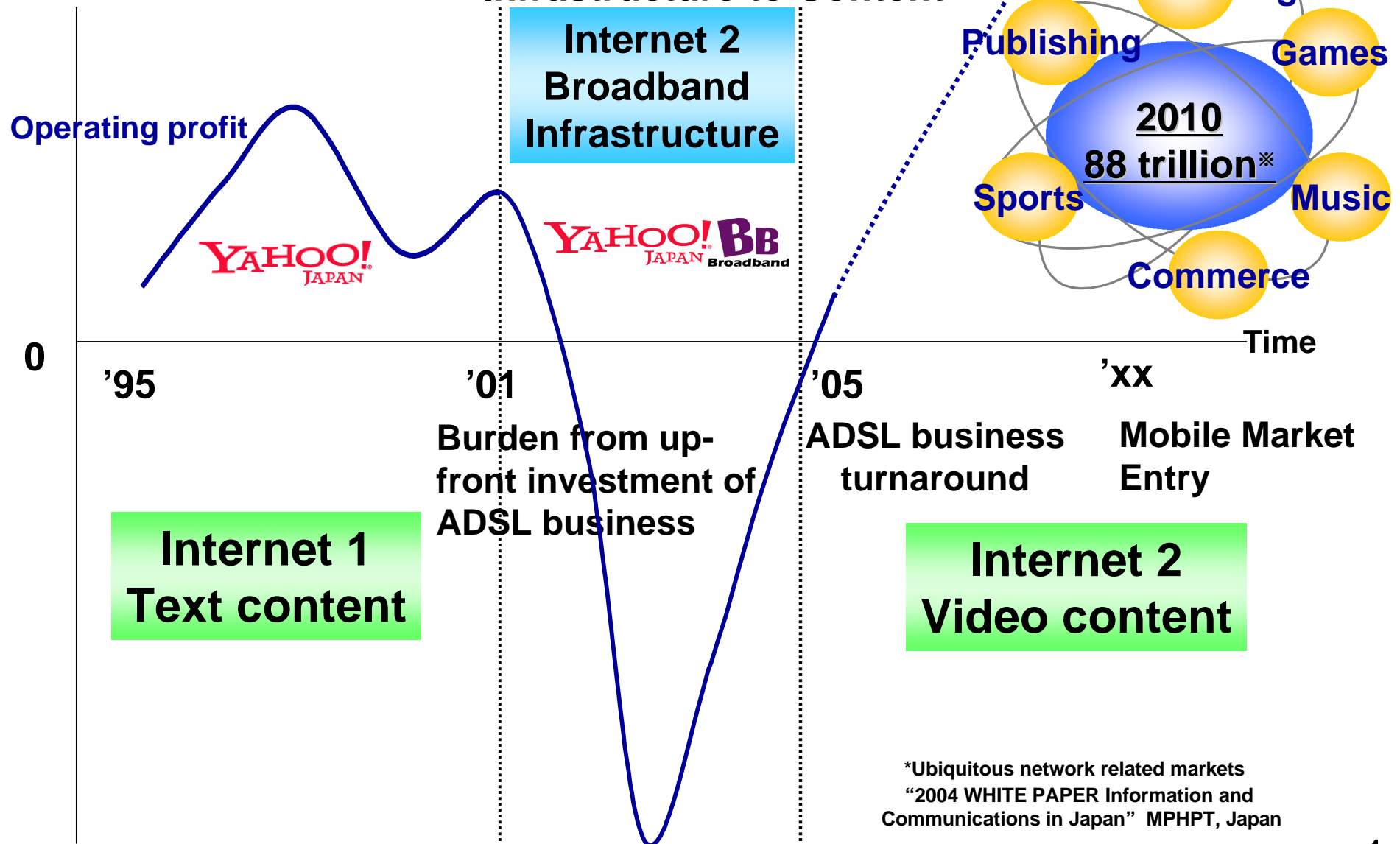
Fukuoka Softbank Hawks 30ch Live! (since Mar. 2005)

TV Bank (since Oct. 2005)

Progress towards a New stage

SoftBank BB

- “Planting” to “Harvesting”
- Infrastructure to Content



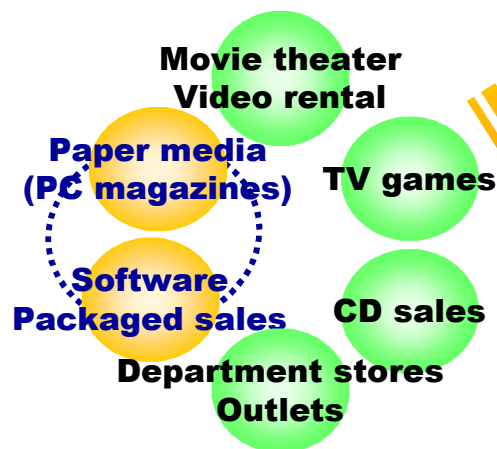
*Ubiquitous network related markets
 “2004 WHITE PAPER Information and Communications in Japan” MPHPT, Japan

Content Market = SOFTBANK's Target expands

- With broadband, the Internet has evolved into a more social infrastructure

<New broadband-based distribution pattern>

<old distribution pattern>



Flourishing broadband content
already exists in SOFTBANK's
Group

Agenda

- **Situations & Group overview**
- **Infrastructure Business**
- **Contents Business**
 - **BBTV**
 - **Fukuoka Softbank Hawks 30ch Live!**
 - **TV Bank**
 - **Games**

Leveraging Existing Customer Base ①

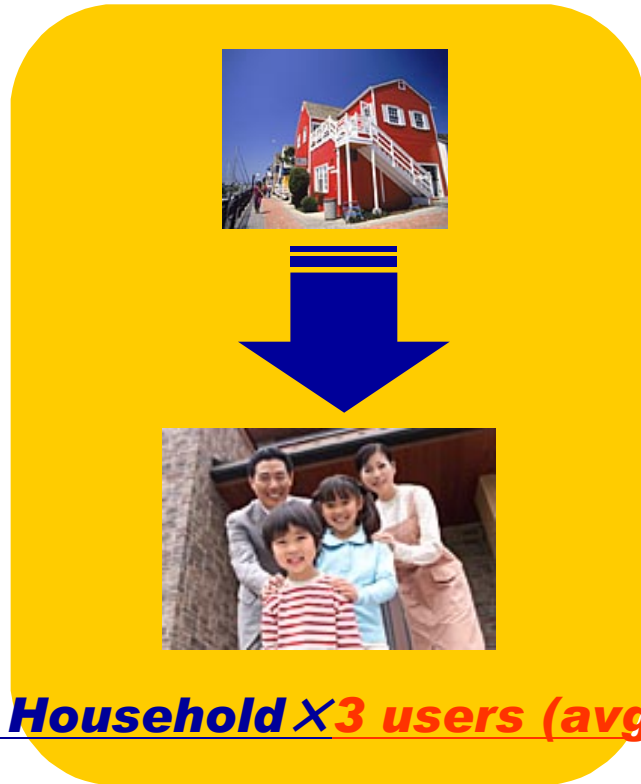
Business expansion based on existing customer base

➤ Households to Individuals

(1 Household × n users × n services)

➤ Utilizing efficient up-front investments (=SAC for ADSL)
(cost of $1/n^2$)

Households to Individuals



1 Household × 3 users (avg.)

Multiple Services on the Same Base



1 Household × n users × n services

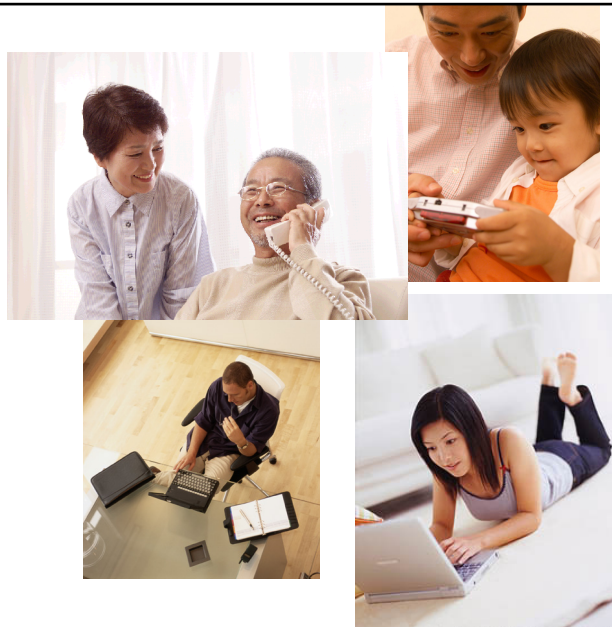
Leveraging Existing Customer Base ②

*Effectively utilize existing customer base of
11 million users*

Consumer

Voice·Data 9.13 mil. lines※

**Unit: from Households to
Individuals**



Corporate

Voice·Data 1.58 mil. lines※

**Unit: from Office to
Employee**



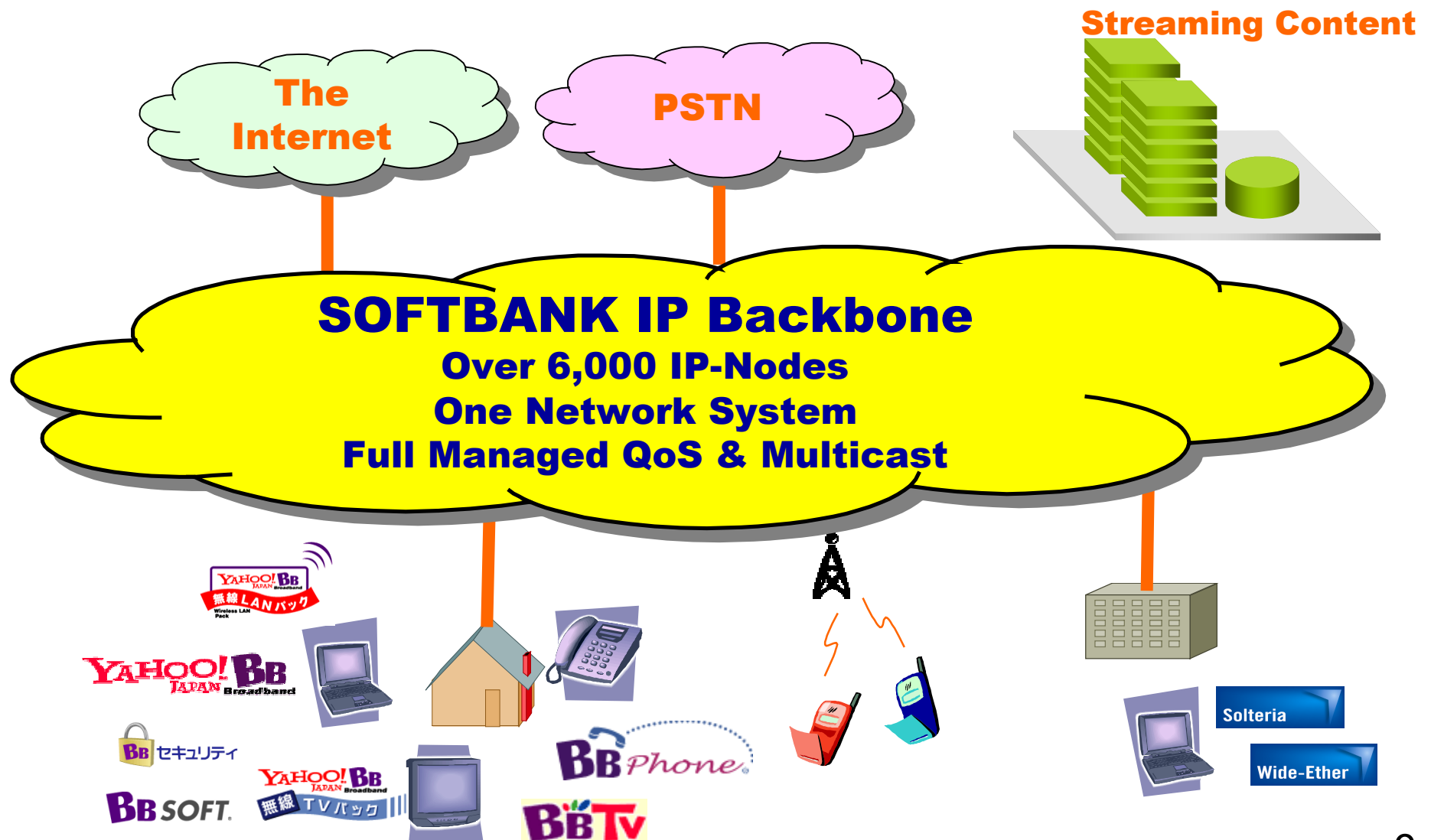
※as of the end of Sept. 2005

SOFTBANK's Network (Image)

SoftBank BB

ROI: high

Single IP Network for Various Services

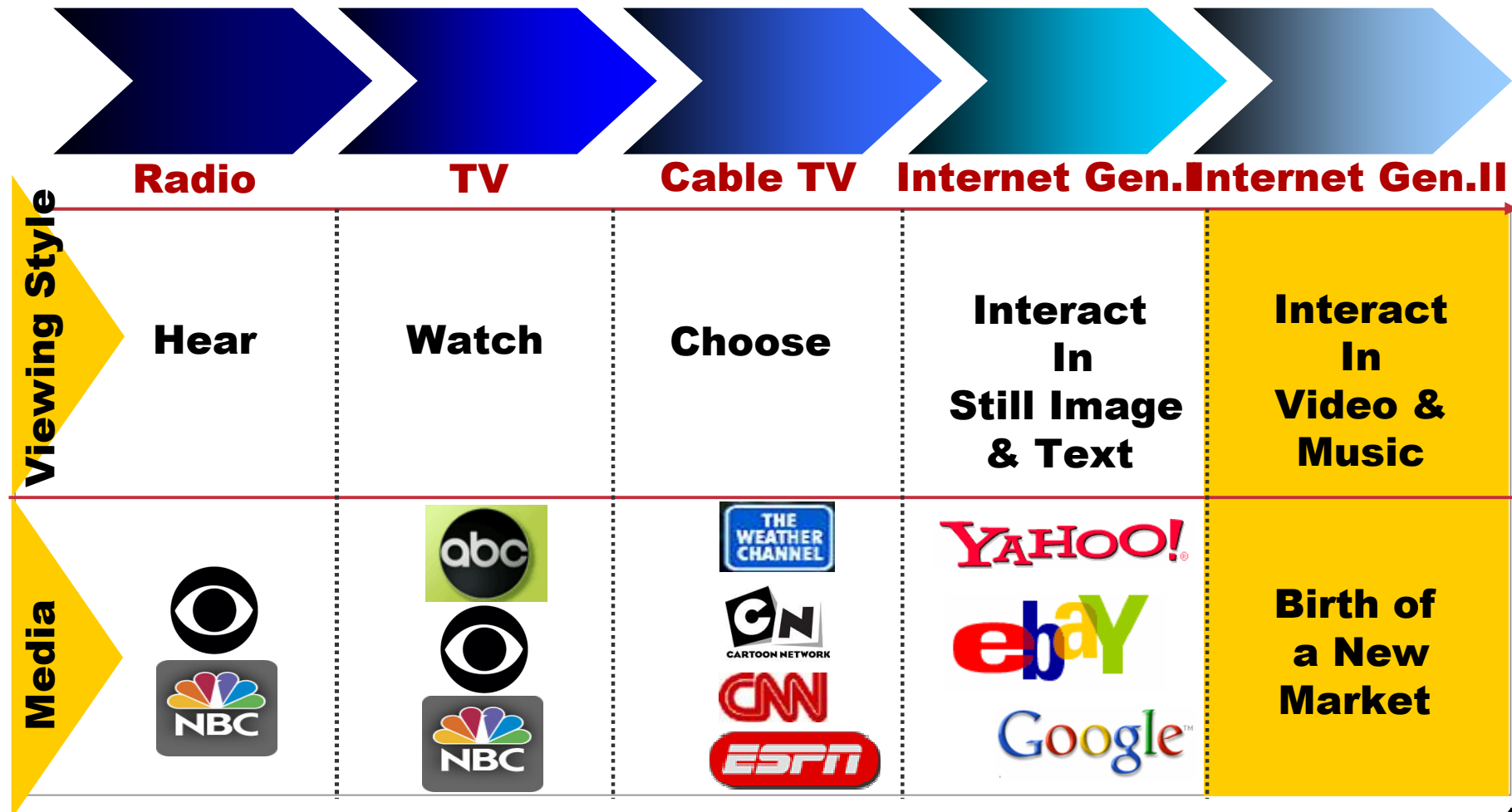


Agenda

- **Situations & Group overview**
- **Infrastructure Business**
- **Contents Business**
 - **BBTV**
 - **Fukuoka Softbank Hawks 30ch Live!**
 - **TV Bank**
 - **Games**

With the viewing style evolution, Media Content becomes richer.

**Centered on Video and Voice
streaming**



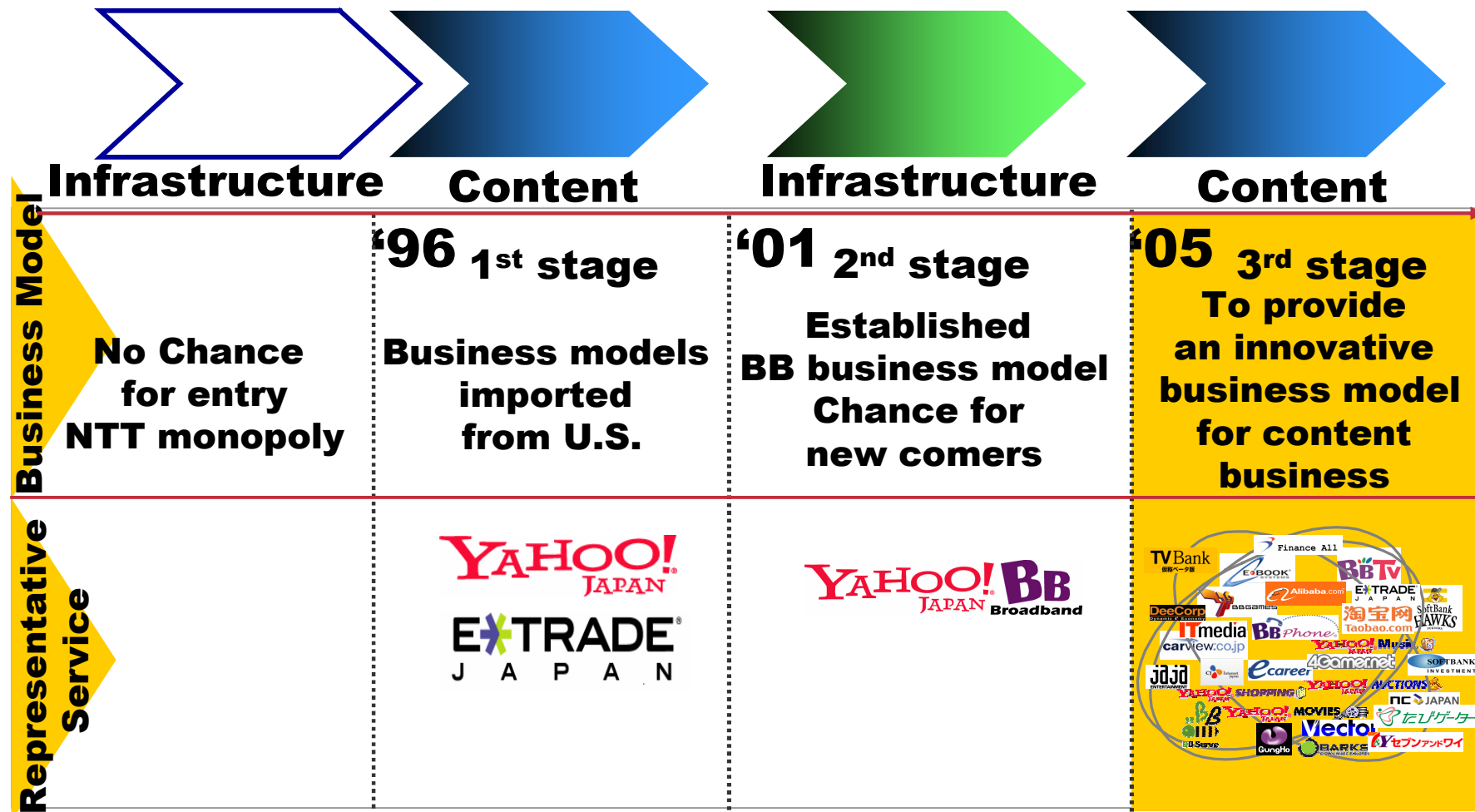
Business stage~ Internet Gen. I & II

For the 2nd Stage of Broadband

Content Era: Centered on Video and Voice streaming

Internet Gen.I ~ Narrowband

Internet Gen.II ~ Broadband



About BBTV

□ IP broadcasting system for Yahoo! BB & Yahoo! BB Hikari services

- Using Multicast
- 42ch

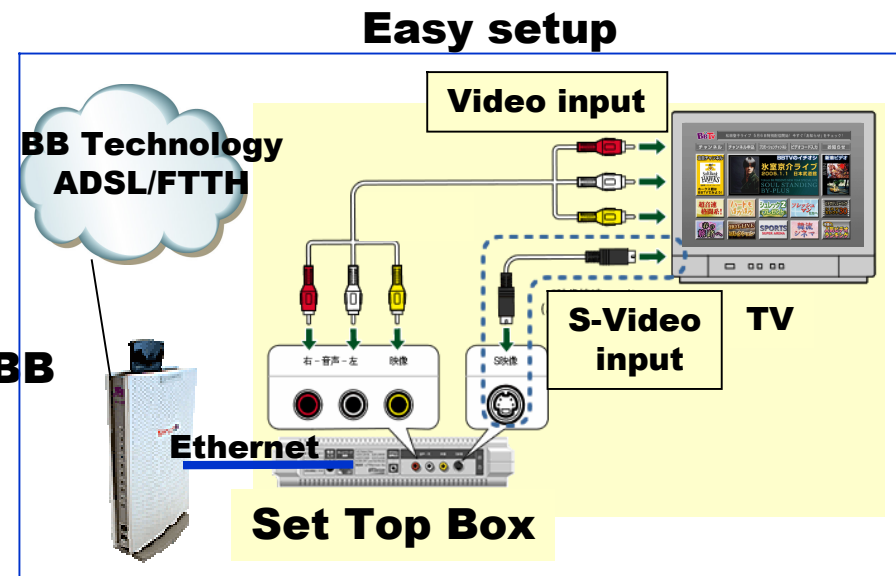
□ Video on Demand service for Yahoo! BB & Yahoo! BB Hikari services

- Like a rental video service.
- About 5000 titles

- You need not do the return waiting of the video that wants to see.
And even if the return of the video has been forgotten, a large
sum of deferred premium is not claimed to you.

□ We are providing STB(Set Top Box)

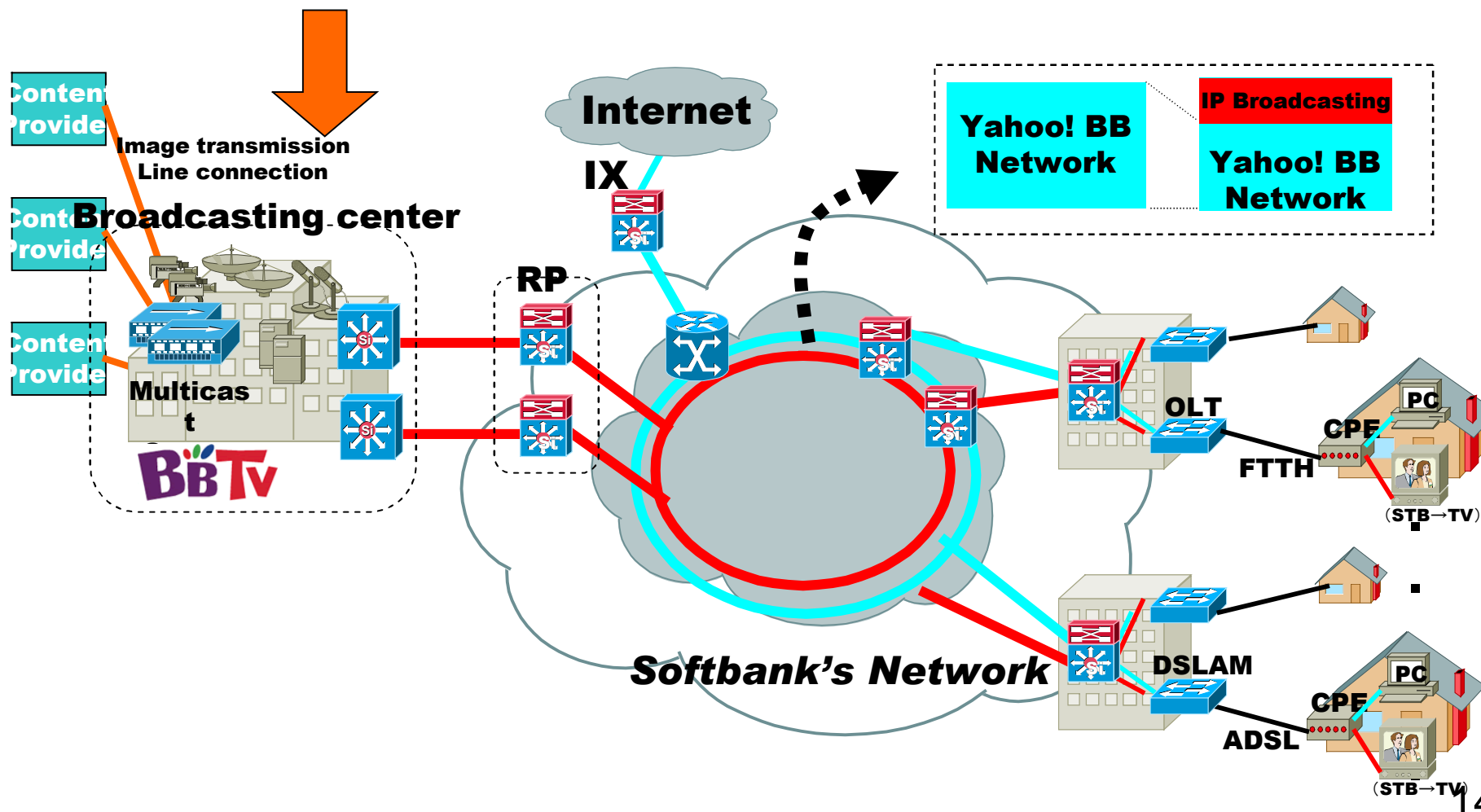
- Same interface in IP broadcast & Video on demand
- You cannot see contents on PC, only TV. Because protected.



BBTV (Multicast Live Broadcast)

BBTV Broadcasting center send to Softbank BB Backbone

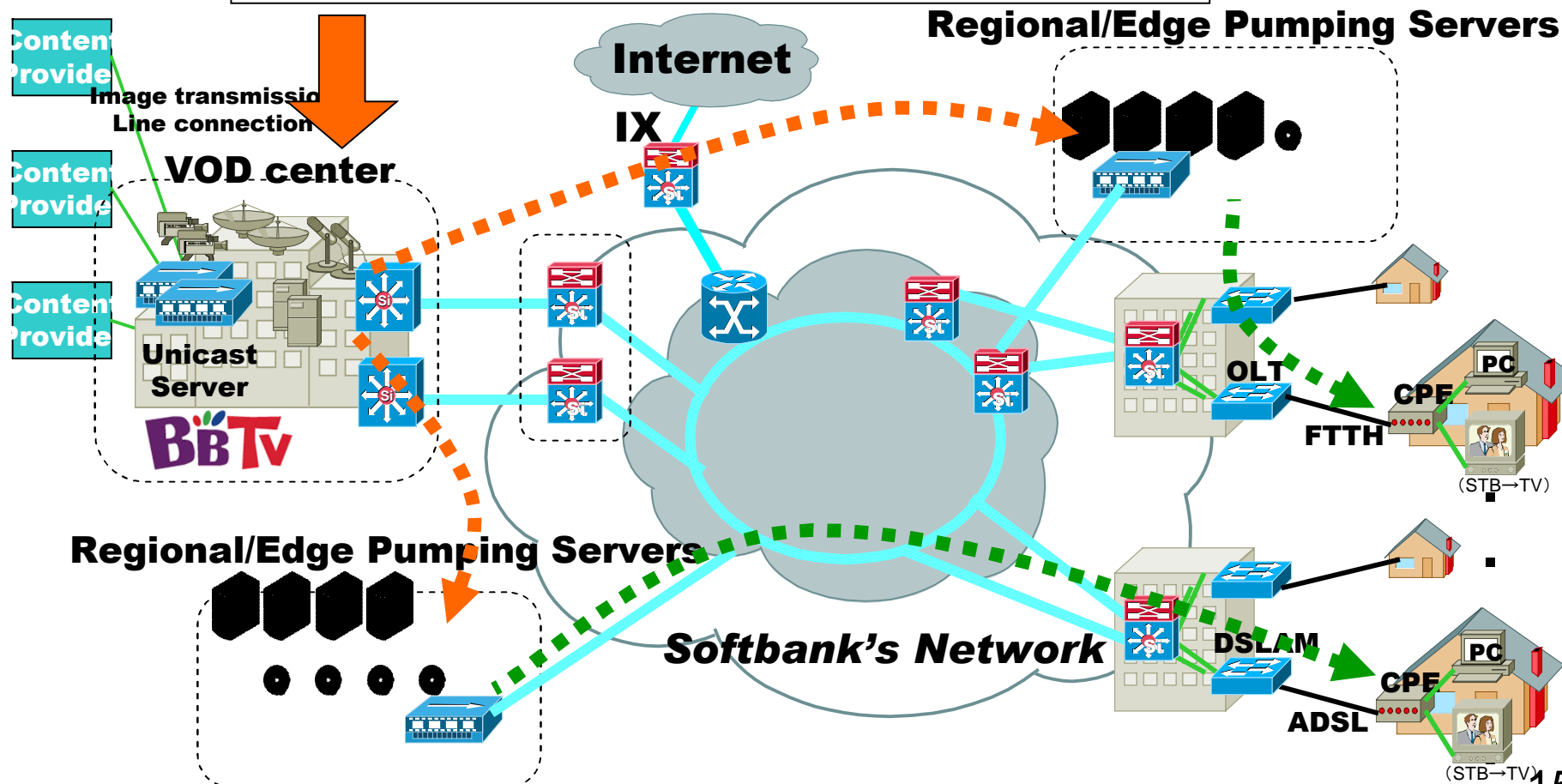
BBTV Broadcasting center send Multicast Traffic



BBTV (Video On Demand)

VOD Pumping Servers are pull from Softbank BB Customers

VOD Servers have over 5000 titles of Movie, Music Video, and Sports etc.



Fukuoka Softbank Hawks Baseball Club

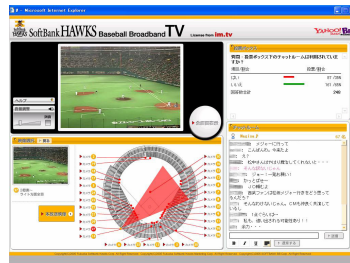


**Delivering numerous new services with IT
New waves to professional baseball club
operation**

Auction/ Shopping

Ke-chan! Hawks

Baseball Broadband TV



No. 1 in Regular season



Playoff Period
accumulated access: 560K
max simultaneous access:
approx. 70K

Serial delivery of high-quality picture to mobile phone

Hawks magazine



Hawks IC Ticket



September 17, 2005

**Hit attendance of 2 mil in
official game !
(fastest in the league)**

Mobile ticketing service



Fukuoka Softbank Hawks 30ch Live

Broadcast Fukuoka Softbank Hawks games@Yahoo! JAPAN Dome

Live:30ch -> Yahoo! BB Customers

- **Source from TV:5 Cameras**
- **CS Broadcast source:1ch**
- **Roof camera:1**
- **Dedicated Cameras:23**

■ We have 2styles.

- **2Screens-2chs (FTTH Version)**
- **1Screen (ADSL Version)**

■ Scoreboard, Voting System, Chat Room, etc.



Yahoo! JAPAN broadcast CS source Broadcast and Sub1ch only. (But small Bitrate)

Attention point in regard to Plan

Movie

- Camera Capacity/Bit rates
- Where should we encode?

transmit

- Broadcast or IP
- Circuit classification

UI

- What is shown
- How to Switch cameras
- Multicast
correspondence

Operations

- Onsite operations
- Broadcast/IP
Decomposition point

We were confronted with various problems.



Adjustment with confused right person

- **Stadium as building, stadium equipment management company, specified construction trader, baseball team, performance company, and TV station etc...**

The stadium is always being used.

- **Little League, Free Market, Concert, Orchis fair, Luxury car exhibition, Kimono exhibition spot sale, etc...**

Serious hardship of angle of view deciding

- **Adjustment of baseball team (Manager) and League**
- **We cannot remote control.**

Status of Fukuoka Softbank Hawks Broadcast



We started Broadcasting from Exhibition game at 1st March 2005! (The runup is two months or less.)

The number of accesses changes considerably by the match opponent.

- **About 50,000 accesses (average: Regular season)**
 - **Peak: 200,000 accesses at The second game from beginning**
- **Network Load reduction using Multicast**

Regional color

- **After all, the access from the Kyushu district is most.**
- **The access compared with the population is generated from the whole country.**



Play offs

Japan Pro. Baseball has 2 League.

■ **Fukuoka Softbank Hawks is in Pacific League.**

Pacific League provide Play off after Regular season.

■ **3rd team vs. 2nd team is 1st stage (3games match)**

■ **Winner vs. 1st team is 2nd stage (5games match)**

1st team: Fukuoka Softbank Hawks (Manager is Sadaharu Oh)

1st stage winning team: Chiba Lotte Marines

We provide broadcast Playoff 2nd stage

■ **5 Round game, Marines get 1&2 Hawks get 3&4**

■ **In final game...**

— **Customer comes over 560,000. (Traffic is over 9Gbps!)**

— **Include Unicast & Multicast**

About TV Bank

□ IP broadcasting system by **YAHOO! JAPAN** +

TV Bank

□ For PC service.

1.2billion Page View/Day

□ Many of channels

40MillionUniqueUser/Month

Contents Aggregate Technology

□ You cannot possible to use it from foreign countries.

□ We are providing...

□ Windows & IE only.

□ You need not special devices.

□ ...Advertising earnings model...

□ We also provide Movie search



New feature of Yahoo! Streaming SoftBank BB

The Yahoo! Streaming evolves further by a strong support of the TV bank.

YAHOO! JAPAN 動画

Movie Broadcast Channel style



Video on Demand



Search Streaming



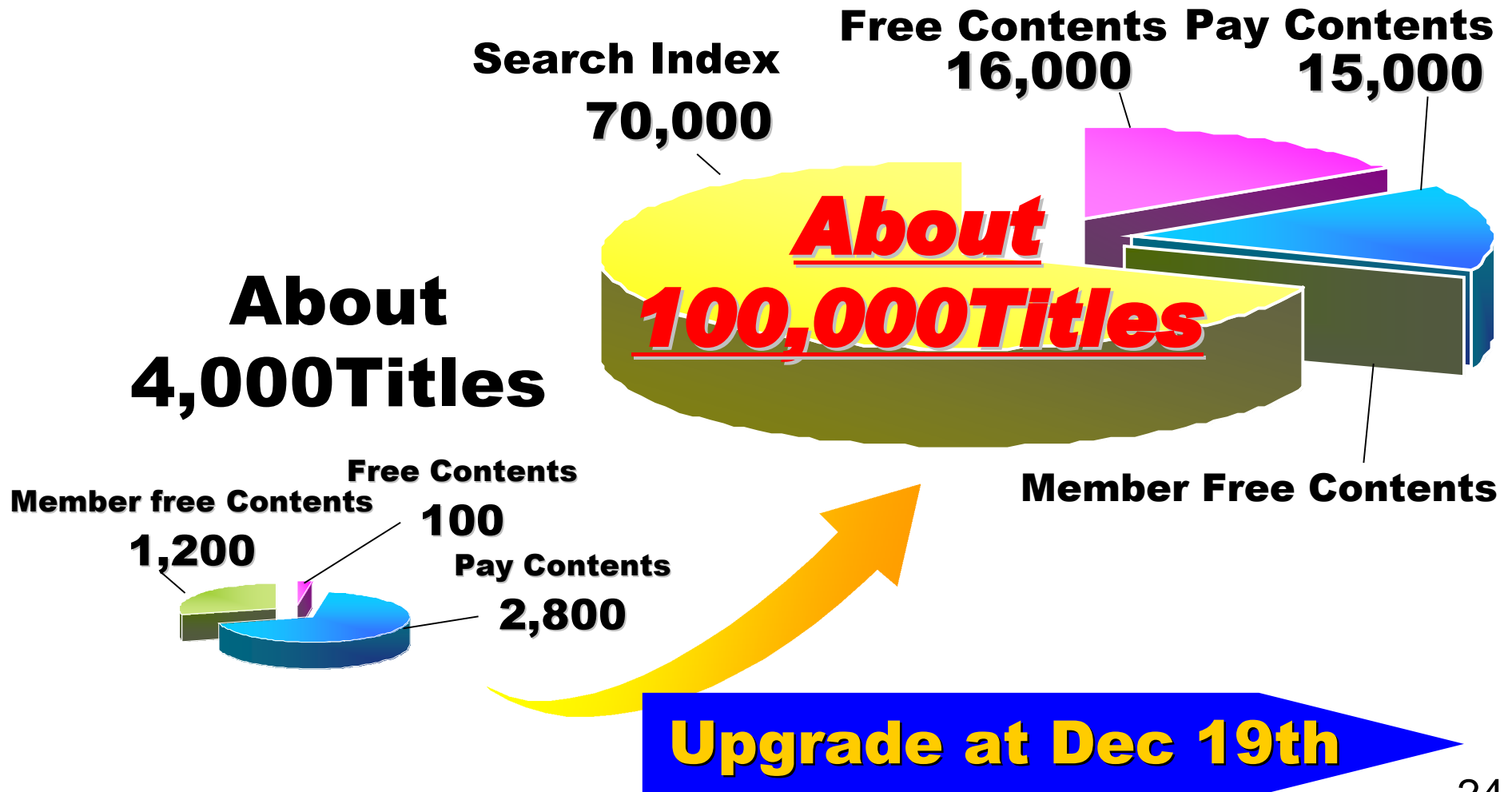
Submit Movies



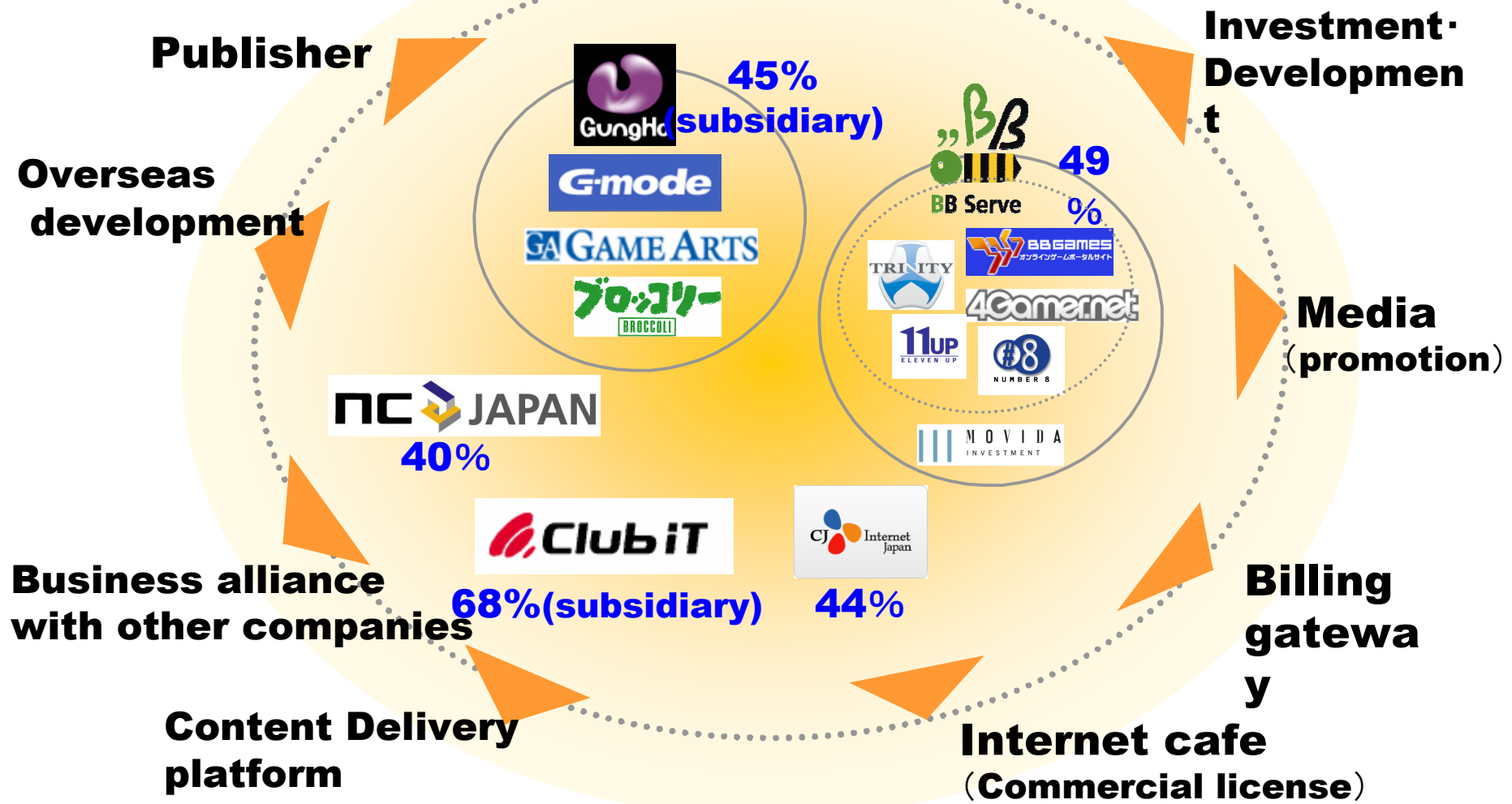
Service Image

SoftBank BB

Movie Service 100,000 titles

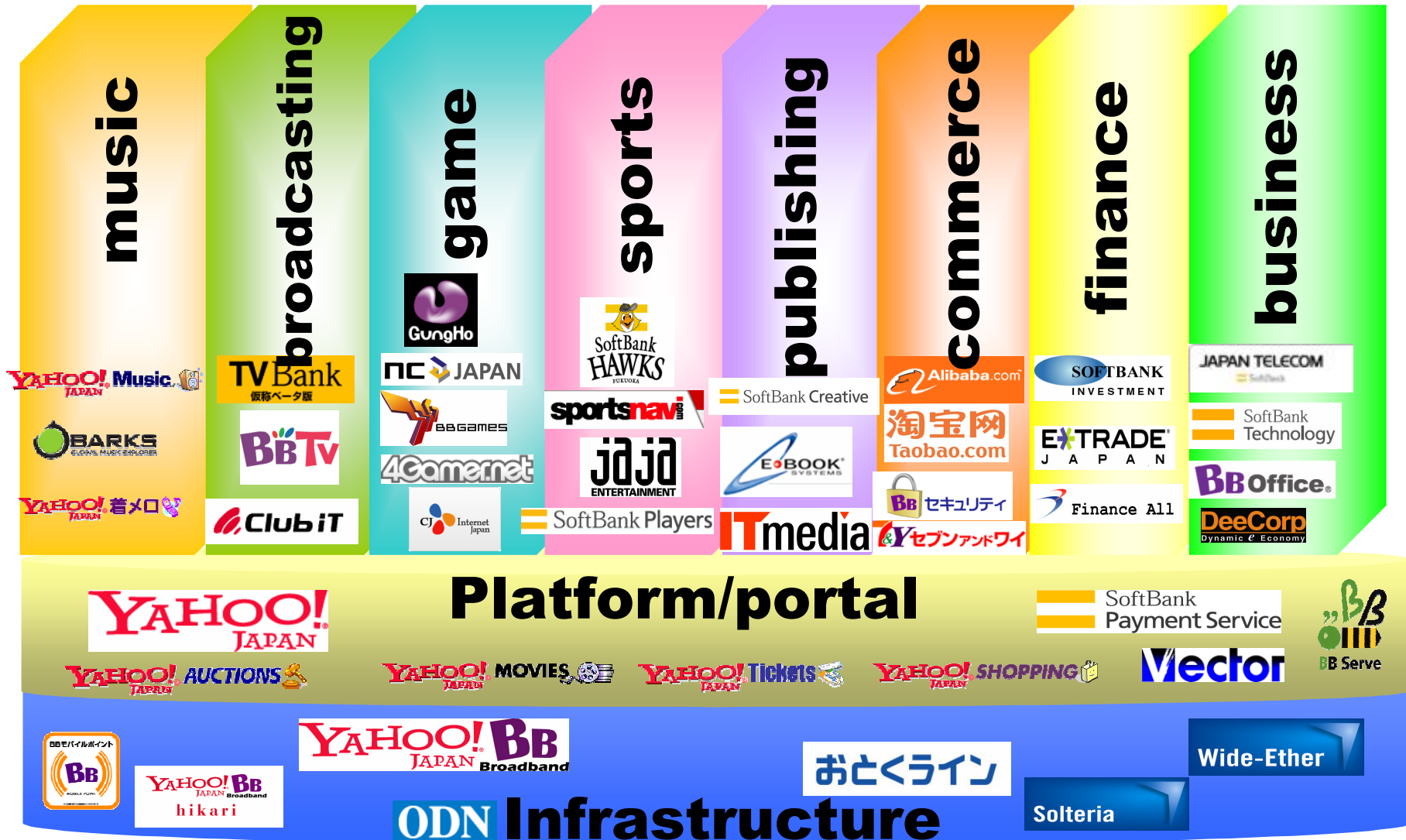


SOFTBANK Group's Game Business



*Figures: SB ownership ratio

SOFTBANK's Aim





Thank you !

makai@bb.softbank.co.jp