

# TV TOKYO Broadband and Utagoe agree to conduct verification tests of IP video transmissions

## - Video Transmission using Grid Computing Technologies -

Feb. 20, 2008

To whom it may concern

TV TOKYO Broadband Entertainment, Inc.  
Utagoe Inc.

TV TOKYO Broadband Entertainment Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Masao Sato; hereinafter “TXBB”) has announced that it will conduct verification tests for the distribution of video contents from Nikkei CNBC Japan, Inc. (Head Office: Chiyoda-ku, Tokyo; President: Shunsaku Ikeda; hereinafter “Nikkei CNBC”) using an original Grid Computing technology developed by Utagoe Inc. (Head Office: Shibuya-ku, Tokyo; President: Tomonari Sonoda; hereinafter “Utagoe”).

The “distribution of videos via Grid Computing using IP networks” subject to verification tests is intended to enable sending and receiving of data between many user terminals (PCs) using a relay format, thereby distributing the load. It will enable simultaneous transmissions of video contents to many users with high quality and high reliability at low costs and using minimal bandwidth.

There have been debates regarding the disadvantages of video distribution using existing IP networks, including unauthorized copying, and distribution costs, including line usage fees and a number of servers proportionate to the increasing number of viewers. Utagoe’s “Ocean Grid” Grid Computing technology, however, resolves all of these issues. The viewers do not need any specialized devices or equipment, and can receive transmissions as long as they have a standard PC and a broadband connection.

The three companies named above are planning to conduct verification tests in March 2008, distributing Nikkei CNBC program contents to PCs via an IP network for a period of about one week.

In the future, TXBB will investigate the possibility of IP broadcast operations in which a variety of video contents will be distributed over multiple channels. Utagoe will develop technologies that will enable simultaneous redistribution of broadcasts via PCs and TVs using IP networks. Nikkei CNBC, meanwhile, will conduct a broad range of studies regarding the diversification of distribution formats.

### ■Outline of verification tests

Content of verification tests: Simultaneous retransmission of Nikkei CNBC programs via IP networks

Date: March 2008 (tentative) \*Detailed information on the schedule will be announced at a later date.

■ Unique features of the “Ocean Grid”

An original next-generation A/V distribution technology developed based on Grid Computing technologies.

This technology, which is referred to as an “application multi-cast technology,” enables three types of contents - “On-air live,” “Communication,” and “On-demand” - to be distributed at low costs. It will also create a new communication platform for the “era of comprehensive transmission and reception.”

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■ Outline of companies involved

[Outline of TV TOKYO Broadband Entertainment Inc.]

This company’s strength is in the acquisition of rights for the digitization of contents broadcast by TV Tokyo Corporation and various types of “evergreen contents,” which do not lose their value even through the passage of time. Mainly involved in the distribution of contents for which rights have been acquired, via PC and mobile phones.

- (1) Name: TV TOKYO Broadband Entertainment Inc.
- (2) Established: March 2001
- (3) Location: 4-2-3 Toranomom, Minato-ku, Tokyo; Toranomom Tosei Bldg. 3F
- (4) Chairman and President: Masao Sato

<http://www.txbb.jp/>

[Outline of Utagoe Inc.]

Mainly involved in research and development and the development of technologies related to software and information sciences. Offers a “humming search technology” that enables users to search for songs by humming the tune. In the “Grid business,” the company uses Grid Computing technologies to achieve next-generation audio and video distribution.

- (1) Name: Utagoe Inc.
- (2) Established: January 2001
- (3) Location: 2-12-15 Ebisu-nishi, Shibuya-ku, Tokyo
- (4) President: Tomonari Sonoda

<http://www.utagoe.com/jp/>

Nikkei CNBC Japan, Inc. (Head Office: Chiyoda-ku, Tokyo; President: Shunsaku Ikeda; hereinafter “Nikkei CNBC”) using

[Outline of Nikkei CNBC Japan, Inc.]

A 24-hour channel dedicated to economics and business news, offered by Nihon Keizai Shimbun, Inc. and the CNBC network. The channel can be viewed in 6.91 million households across Japan via cable TV, SKY PerfecTV, and other services (as of February 2008).

- (1) Name: Nikkei CNBC Japan, Inc.
- (2) Established: July 1999

(3) Location: 2-3-4 Uchi-Kanda, Chiyoda-ku, Tokyo; Kokusai Kogyo Kanda Bldg. 5F

(4) President: Shunsaku Ikeda

<http://www.nikkei-cnbc.co.jp/>

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