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Dentsu and Five Key Commercial TV Stations to Promote Joint Video-on-Demand Services

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the conclusion of a basic agreement with Nippon Television Network Corporation, TV Asahi Corporation, Tokyo Broadcasting System Television, Inc., TV TOKYO Corporation and Fuji Television Network, Inc. (hereinafter "the five key commercial TV stations") to jointly promote pay-per-view, video-on-demand (VOD) services offered by each of the TV stations on Internet TV¹, which is expected to go mainstream in the near future.

As the functions of TV receivers become increasingly diversified, Dentsu and the five key commercial TV stations are encouraging realtime viewing² of terrestrial broadcasting. In order to increase total program viewing time, they plan³ to offer VOD services (hereinafter "commercial VOD") on a trial basis from the 2012 fiscal year onward with a view to full implementation in the 2014 fiscal year.

The shared perception is that commercial VOD will increase the value of TV. By offering viewers opportunities to watch more TV programs, it is expected to increase the number of TV program fans and expand audience reach.

The VOD services that are currently available for Internet TV usually require a user interface to search for VOD titles from a menu or other sources. Commercial VOD, however, offers a simple user interface that anyone can use, and provides smooth switching between the program currently being aired (realtime program) and VOD.

Furthermore, in order to respond to the proliferation of devices which allow videos to be viewed as well as to the diversification of consumer lifestyles, Dentsu and the five key commercial TV stations aim to maximize the value of TV through the expansion of commercial VOD to multi-function devices such as smartphones and tablets, and the creation of a flow that is linked to realtime viewing.

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¹ Television receiver that allows videos to be viewed via the Internet

² Live viewing of programs that are currently being aired

³ The actual start date of the VOD services is still under consideration.