



August 13th, 2020

CCI releases a Playbook for video streaming services in Japan
~ Video streaming services latest viewing trend and
changes amidst the COVID-19 pandemic~

JAPAN – August 13th, 2020 – Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc, releases a ‘Playbook for video streaming services in Japan’ based on CCI’s December 2019 and June 2020 “Video Streaming Service Usage Survey”. We are happy to provide information that could be useful when considering future marketing activities from the perspective of both the reality of media contact brought about by the “new normal” and how new services are perceived.

The Playbook is available for free download from the following.

【Playbook DL URL】 https://krs.bz/cci/m?f=683&e_6934=domesticottplaybook

Video streaming service in Japan have evolved along with the spread of the internet and the evolution of the connection speed environment, and in recent years, services have diversified to include broadcast stations' catch up services, the entry of global video streaming companies, and streaming services specialized in sports and other contents. In addition to the penetration of these video streaming services into society and the growing number of viewers, the viewing environment and viewing trends have changed after the stay-home period under self-restraint request made by the Japanese government due to Covid-19.

■Major findings from the “Video Streaming Service Usage Survey”

①81% of Japanese have used video streaming services in the past 1 year

Video streaming services are becoming one of the common media that consumers use in daily life.

②There are obvious differences in viewing trends of video streaming services per age group

Usage rate is high across all age groups. The rate is as high as 74% even among the 60s who have the lowest usage rate.

The survey shows that there are differences in the viewers’ viewing trends, including devices used and average amount of contents viewed, depending on age group.

③ Average hours of usage per media increased during the COVID-19 pandemic;

The increase in usage time of video streaming service is particularly significant

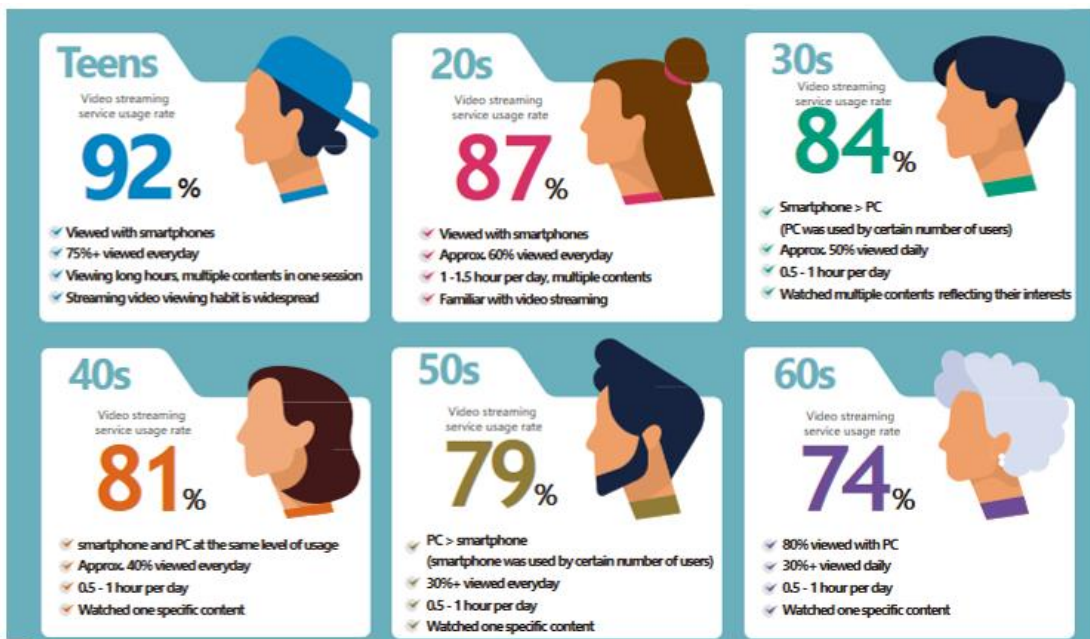
Overall media usage time increased by 0.6 hours, while usage time of video streaming services increased 0.4 hours.

④ Streaming video viewing on TV is on the rise; Internet connection rate on TV is also on the rise

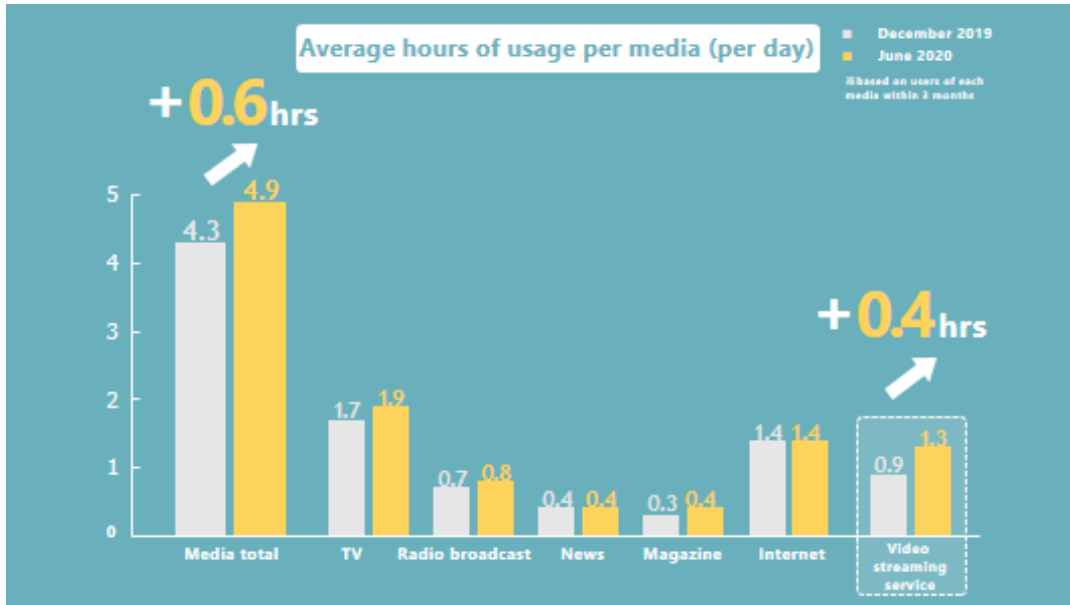
Streaming video viewing on TV devices increased from 20% (as of December 2019) to 23% (as of June 2020)

Respondents who responded that they connect their TV devices to internet have also increased largely from 41.6% to 50.7% within half a year.

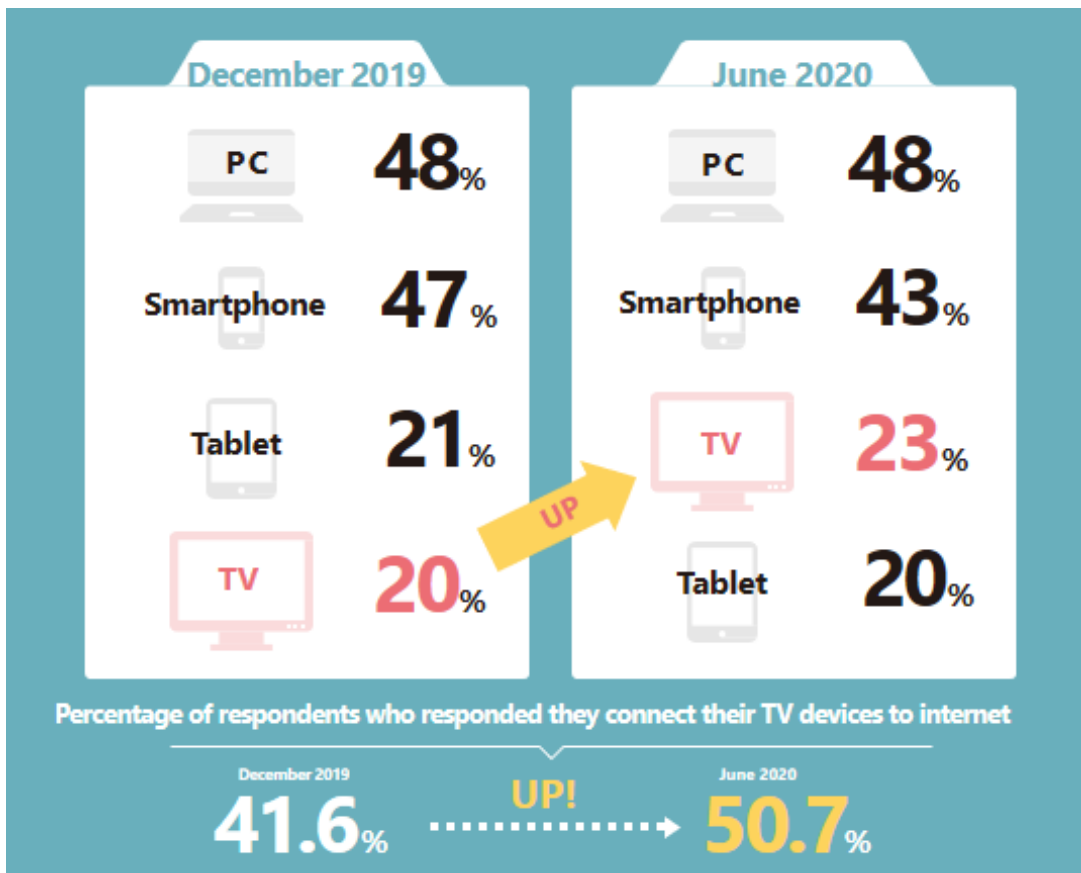
② Viewing trends per age group



③ Average hours of usage per media



④ Viewing rate per device; Internet connection rate on TV



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■Release of detailed “Video Streaming Service Usage Survey”

“Video Streaming Service Usage Survey” conducted in December 2019 and June 2020 will be released in late August, 2020. For inquiry, please contact the following:

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■Overview of Research

| | |
|------------------------|---|
| Objective: | Identify the actual usage of video streaming service and understand the characteristics of each service genre |
| Area of Survey: | Nationwide (Japan) |
| Survey Method: | Survey via internet |
| Target Population: | Male and female, aged 15-69 |
| Number of Samples: | 6,000s each |
| Research Organization: | Video Research Ltd. |
| Survey Period: | December 23rd (Mon) - 25th (Wed), 2019 June 12th (Fri) - June 14th (Wed), 2020 |



About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)

Inquiry

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