

# Mobile Broadcasting Business

**April., 2005**

**Mobile Broadcasting Corp.**

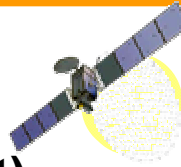
***www.mbco.co.jp***



# Mobile Broadcasting Services

## 1. Nation-wide Broadcasting by High Power Satellite

- \* High Performance (Low Distr. Cost)
- \* Portable Device (WO Large Antenna)



## 2. Emergency Broadcast in Disaster

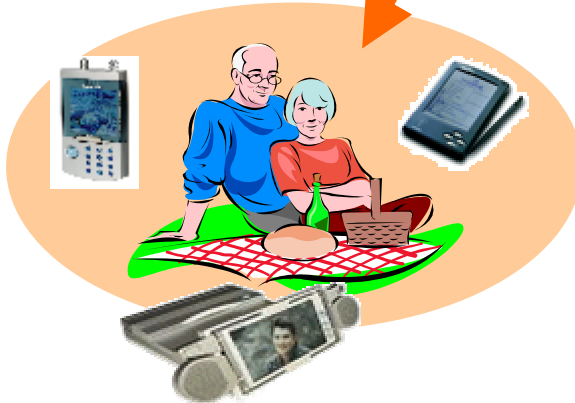
- \* Earthquake, etc.

## 3. New Multi-channel Multimedia Broadcast for Mobile Users (Mitigate Digital Divide)

## 4. Bi-directional interactive Network with Existing BB Network Systems

**Mobile Broadcasting Services**  
--- Audio/Music, Video, and Data ---  
Anytime, Anywhere Broadcasting  
24 Hours Connection to Real-time News

### Out Door



### Vehicles



### Home/Office



# Mobile Broadcasting Corp.

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- **Found in May 29th, 1998**
- **Capital: About 369MUS\$ (36,867,950,000 Japanese Yen)**
- **Investors: 90 as of end of Feb., 2005**

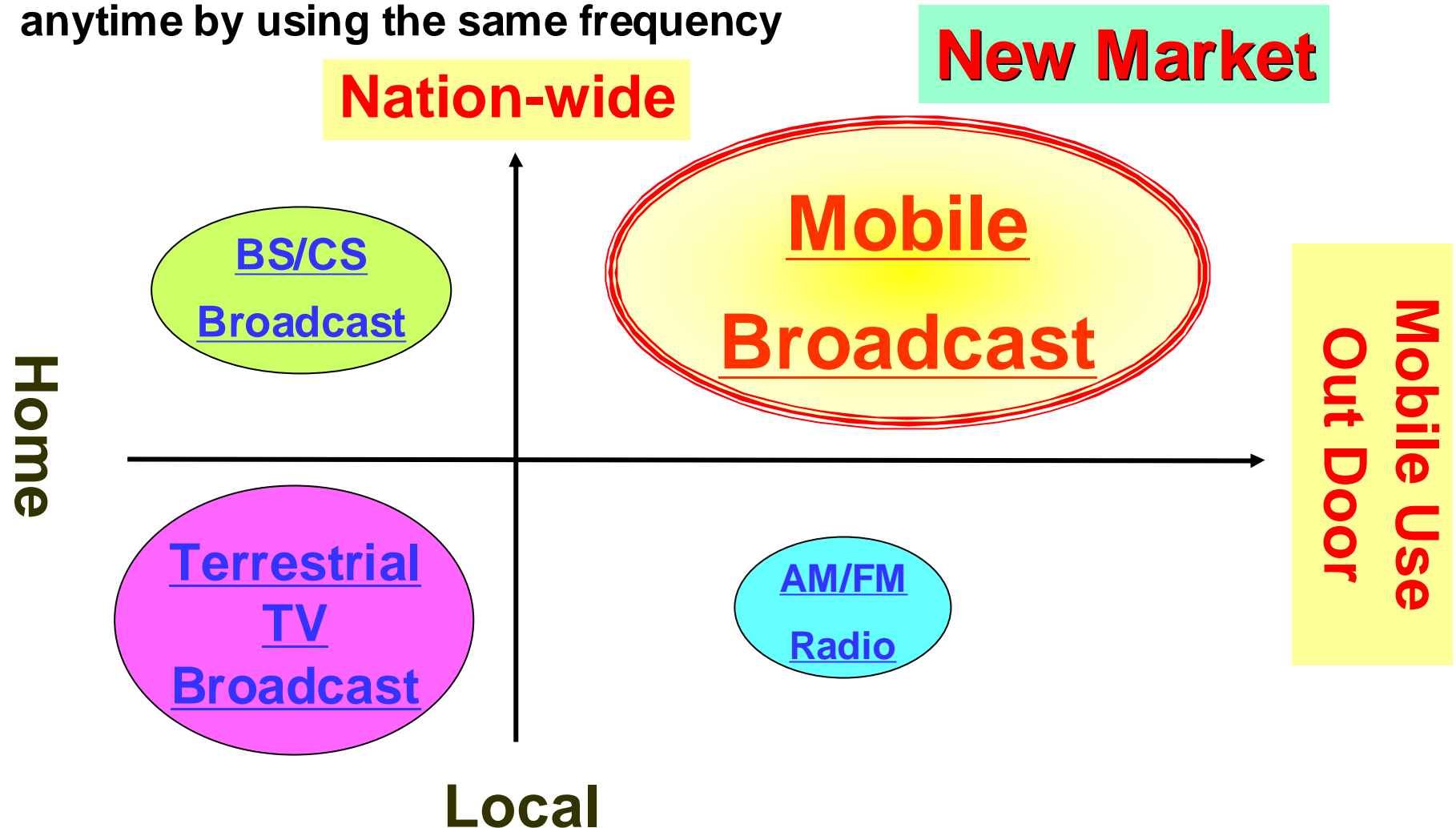
Toshiba Corp., SK Telecom, Sharp Corp., Toyota Motor Co., Yokogawa Electric Co., Matsushita Electric Industrial Co., NTT Data Corp., Usen Corp., Nippon Television Network Corp., Mitsui Sumitomo Insurance Co., Ltd., Fujitsu Corp., Nipponkoa Insurance Co., Dentsu INC., Sun Microsystems, Tokio Marine & Nichido Fire Insurance Co. Ltd., Takara Corporation, Hakuodo INC., Loral Space Communications, Space Communication Corp., WOWOW INC., Daiwa Securities SMBC Principal Investments Co. Ltd., Alpine Electronics, INC., Kyocera Corp., Asatsu-Dk Inc., Alps Electric Co., Ltd., Sanki Engineering Co., TDK Corp., Nihon Keizai Shinbun Inc., Maspro Denkho Corp., KDDI Corp., NTT Data Customer Service Co., Tokyo FM Broadcasting Co., Kadokawa Holdings Inc., Sumitomo Corp., UFJ Bank Limited, Denso Corp., AND Private Fund Investment Limited Partnership, Kaga Electronics Co., Ltd., Canon Inc., Daimei Telecom Engineering Co., DX Antenna Co., Ltd., Nippon Denwa Shisetsu Co., Ltd., Panasonic Mobile Communications Co., Ltd., Sumitomo Mitsui Banking Corp., Mitsui Corp., SMBC Capital No.3 Venture Capital Investment Limited Partnership, Toppan Printing Co., Ltd., Aioi Insurance Co., Ltd., Harada Industry Co., Ltd., Mizuho Corporate Bank Ltd., EL Private Investment Partnership, Casio Computer Co., Ltd., Kyocera Communication Systems Co., Ltd., Clarion Co., SANGIKYO CORP., Dai Nippon Printing Co., Ltd., Daihatsu Motor Co., Ltd., Tokyu Agency Inc., Daiamond Capital Co., Ltd., Pioneer Corp., Hitachi, Ltd., Taiyo Yuden Co., Ltd., Kenwood Corp., Aishin AW Co., Ltd., IMAGICA Corp., Commuture Corp., Tohokushinsya Film Corp., Nippon Densetsu Kogyo Co., Ltd., Video Reserch Ltd., Fujitsu Ten Limited, Sanyo Electric Co., Ltd., Mitsubishi Electric Corp., Mizuho Capital Co., Ltd., Mizuho Capita No.1 Venture Capital Investment Limited Partnership, Nikkei Radio Broadcasting Corp., Yellow Hat, Express Co., Ltd., SMBC Capital Co., Ltd., JF Miyazaki-gyoren Yushikai, Hashiba Grand Corp., The Mainichi Newspapers Corp., Tokyo Broadcasting System, INC., Nippon Broadcasting System, Inc., Nippon Cultural Broadcasting Inc., RF Radio Nippon Co., Ltd., Asahi Broadcasting Corp., Osaka Broadcasting Corp., Chubu-Nippon Broadcasting Co., Ltd., Tokai Radio Broadcasting Co., Ltd., Mainichi

Broadcasting Systems Inc.,

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# Advantages of MBCO

- ✧ You can enjoy Multimedia Broadcasting for Mobile users anywhere, anytime by using the same frequency



# In the Train





# In Super Express Train

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# Enjoy It during Flight



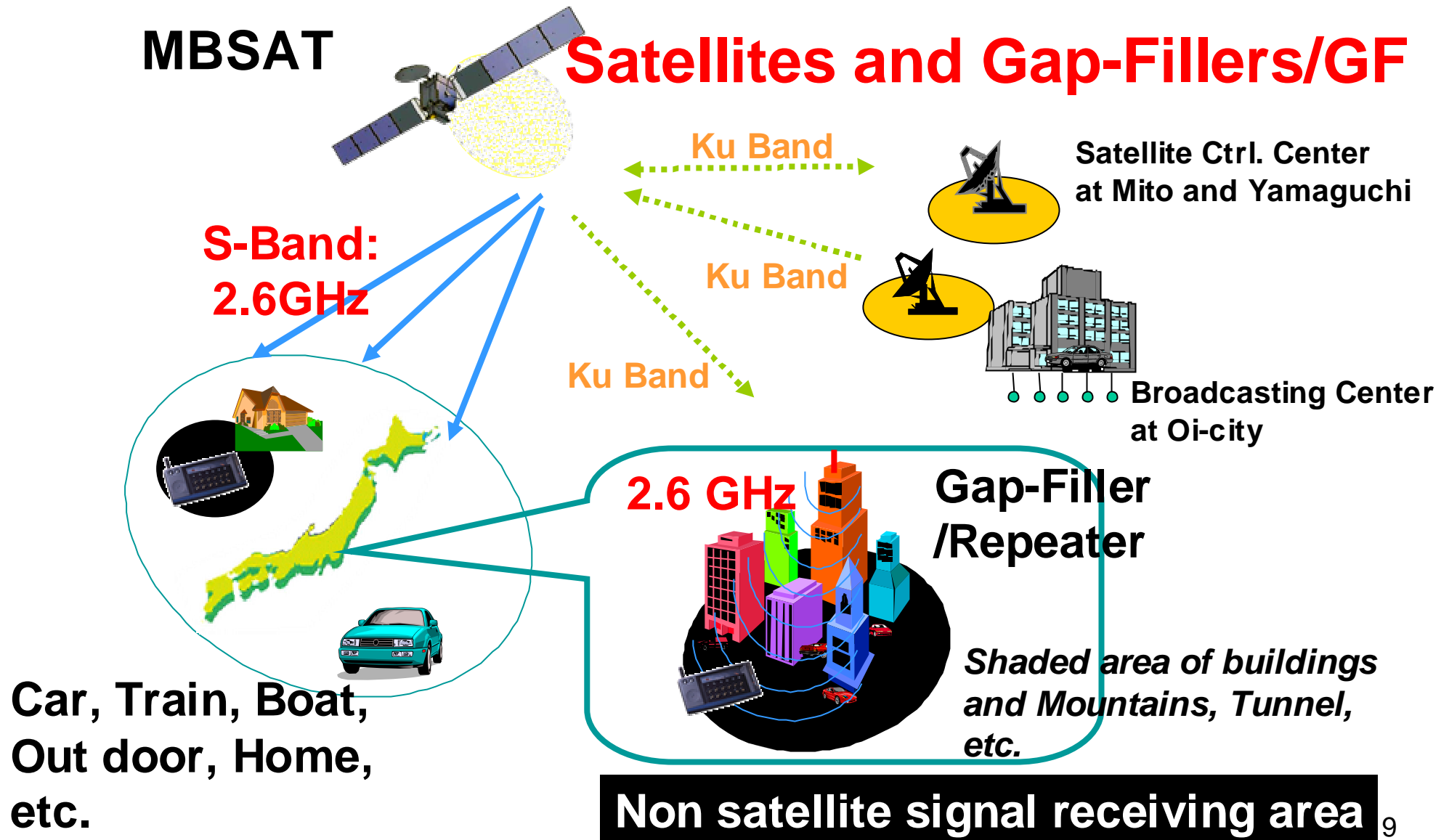
# Enjoy it in the Park

Receive S-band signal directly from Satellite, MBSAT

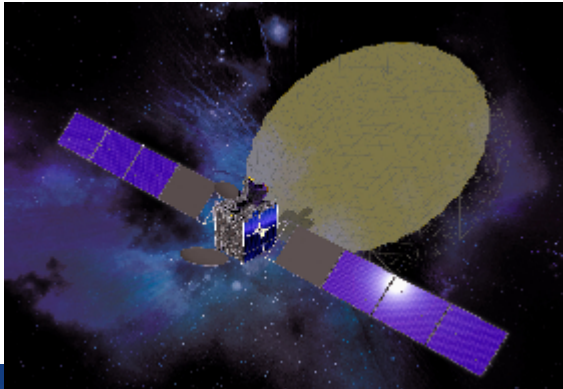




# System-E: Hybrid Broadcasting System

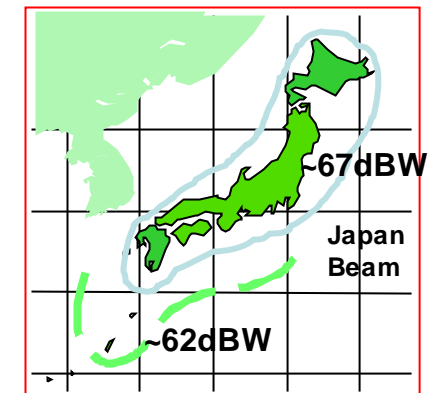
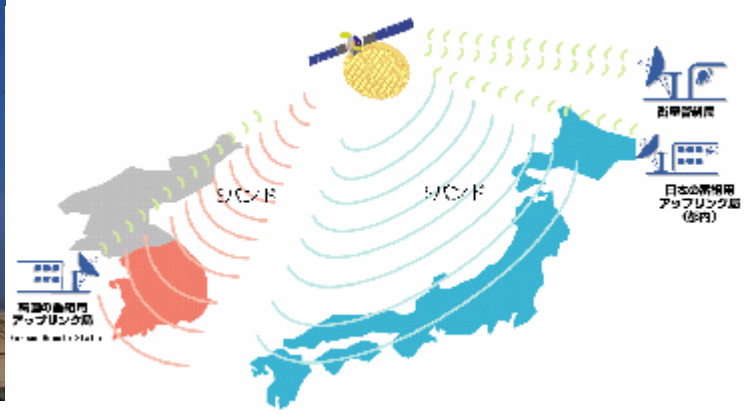


# Next Step for Multimedia Services



3/13/2004	Successful Satellite Launch
3/29/2004	12m Antenna Expansion
5/20/2004	Official Broadcasting License
7/1/2004	Test Broadcasting w/Official Programs
10/4/2004	Announcement of MBCO Service-In
10/20/2004	Broadcasting Service in Japan

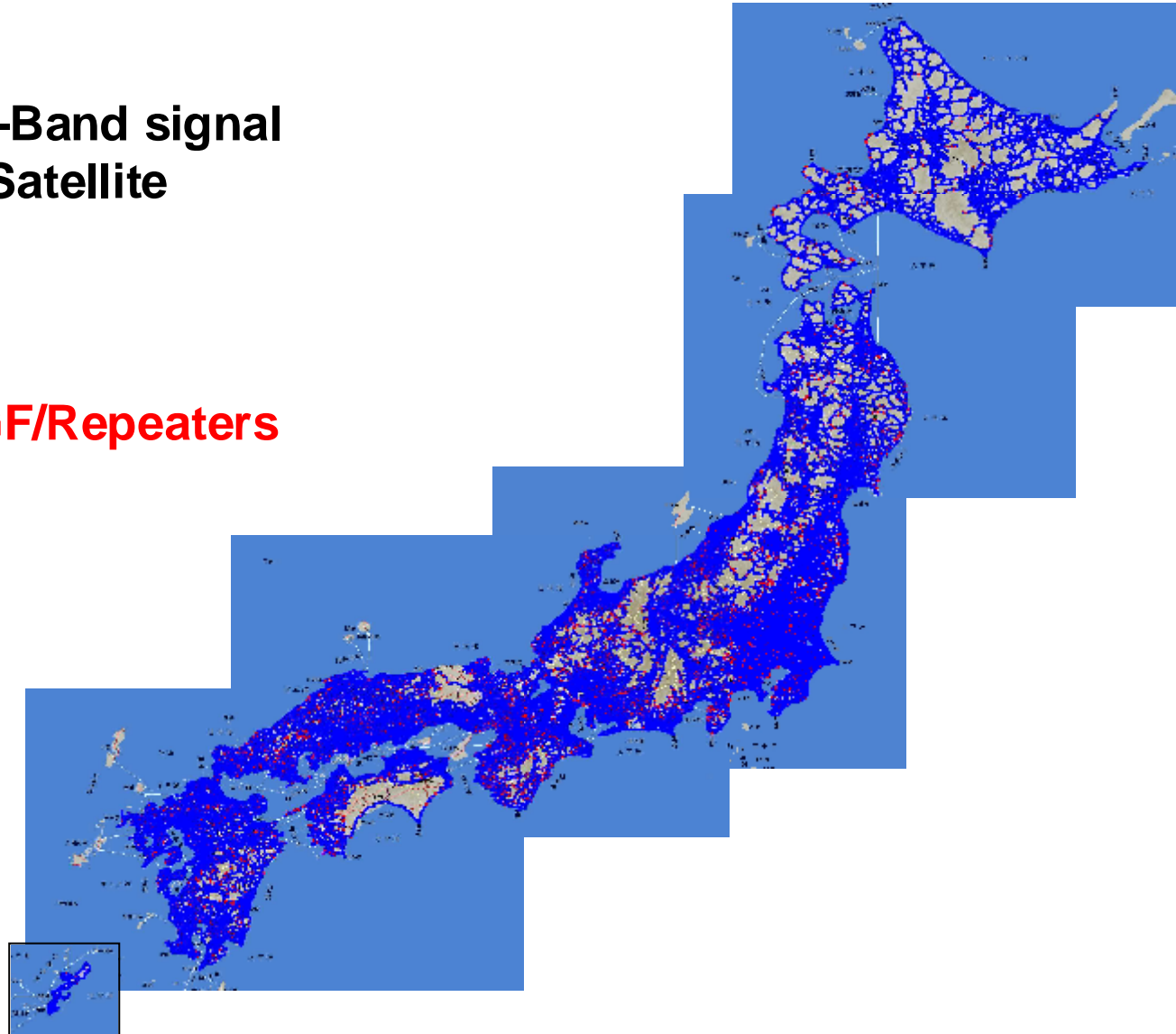
## Atlas III A successful 70<sup>th</sup> Launch



# Signal Receiving Map

**Blue:** Can receive S-Band signal  
directly from Satellite

**85% with Satellite  
&  
Some of 15% with GF/Repeaters**





# Broadcasting Center and Other Facilities



**Main Antenna  
Diameter 7.6m**

**Satellite Control Station**



**Yamaguchi**



**Ibaraki**



**Broadcasting Center  
at Ooi-machi**



**Media Center at Akasaka**

# 30 Audio Channels w/ 26 Musics

## Mobile Presents

1	Mobile 301	MBCO MIX
2	On The Road	Driver's assistance
3	For Lovers	Romantic mood assistance
4	Katsuya Kobayashi ch	Katsuya Kobayashi produce
5	Red-shoes	Welcome to Red-shoes
6	Stylish & Groovin'	Stylish & Groovin'
7	My Favorite Rock'n Roll	Rock'n Roll' magazine collaboration
8	Oricon Style	Ranking
9	US Billboard Hits	US Hits
10	Movie soundtrack	Movie soundtrack

## Mobile Recommends

11	KAYO Renaissance	Showa, Pops
12	Natsumero	90's,80's,70's, love ballad
13	Folk & New Music	70's,60's
14	Popular Classics	90's,80's,70's,60's Western hits
15	Disco Classics · Soul to Euso Beat	80's,70's,60's Disco hits
16	Jazz	Jazz
17	Classic	Classic
18	Relaxation · Channel	Relaxation · Channel
19	Best Kids Station	Best Kids Station

## FM Station from U.S.

20	KKBB(R&B Oldies)	Popular FM Station from U.S.
21	FM94/9(Alternative rock)	
22	KSON(Country)	
23	KELLY(Adult Contemporary)	
24	KKJZ(Jazz and Blues)	

## FM Selection

25	Domestic Radio(1)	Domestic Popular FM Station
26	Domestic Radio(2)	










## News

27	Mobile 401 News&Sports	News
28	BSC300Market CH	Market news

## English

29	English News	Popular News CH from overseas
30	English Lesson	English Lesson

# 8 Video Channels w/ 1 Premium

CH Genre	CH Type	Candidates for Contents Provider	Content
<b>Mobile 1</b> 	MBCO Original	<ul style="list-style-type: none"> <li>• Best Entertainment Contents</li> <li>• Animation</li> </ul> 	The channel for kids entertainment which TME supplies, and MBCO original programs. 
<b>Mobile n</b> 	MBCO Original	<ul style="list-style-type: none"> <li>• NHK</li> <li>• BBC</li> <li>• Others</li> </ul>	The news that it is supplied from NHK to play a part as life line, and MBCO original programs.
<b>Music</b>	Simultaneous		The music entertainment channel which leads music in the world, pop culture.
<b>Sports &amp; News</b>	Simultaneous		Perfect live broadcasting 70 games of the giant auspices, and 24 hours news channel in the world.
<b>Entertainment</b>	Simultaneous		Entertainment channel with Old and new drama in the core, sports, music, variety programs etc. included.
<b>Economic News</b>	Weekday Simultaneous		The special economic channel for 24 hours which connects the main market of the world and which introduces a stock, a money order, and so on.
<b>CNNJ</b>	Simultaneous		
<b>Premium</b>	Weekend Simultaneous		



# Data Information Channel like 60 Sub-Contents

The new multimedia technology provides various information such as News, Weather forecast, etc. updating automatically.

Users can enjoy those contents in memory anytime and anywhere.



# Target Market Segment

## Handset



80M

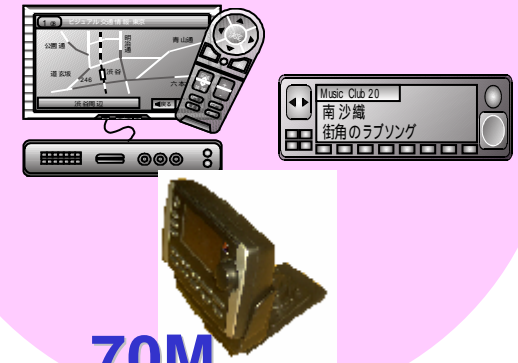
## PC/PDA



PCMCIA/CF Card

70M

## Car Goods



70M

## Digital Camera



USB Tuner

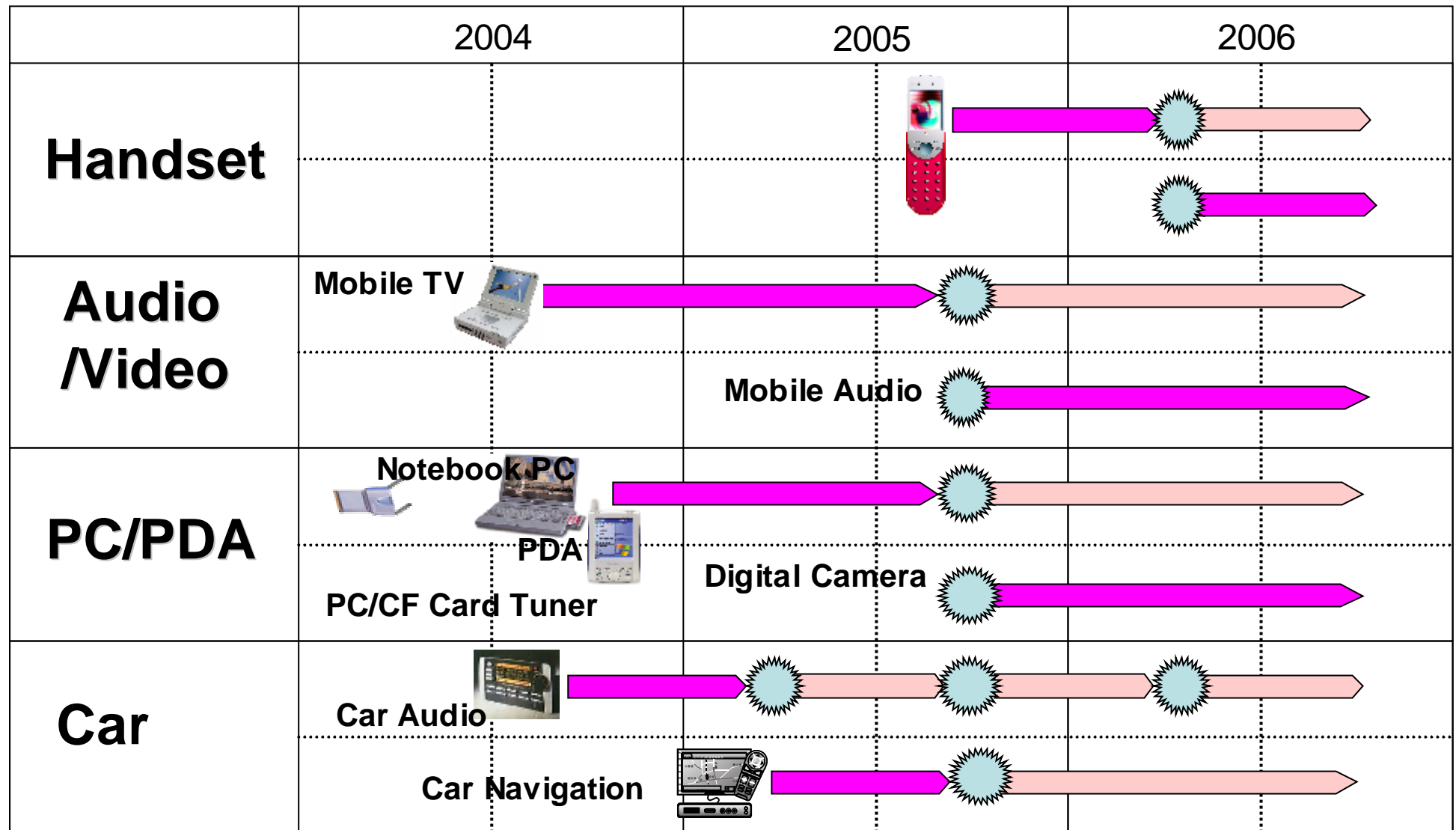
## Mobile AV TV/Audio/Viewer



## Mobile Game



# Roadmap for Terminals





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# Thanks