

## **Business-purpose Live Video Distribution Market: Key Findings 2011**

~ Sharply growing market with forecasted market size of 744.2 billion JPY in FY2020/  
Huge potential in demand for business purposes such as Ustream and NICO NICO LIVE ~

### ➡ **Research Outline**

**Yano Research Institute has conducted a study on the business-purpose live video distribution market in Japan based on the following research outline.**

1. Research period: From November 2010 to April 2011
2. Research targets: Platform vendors for live video distribution services in Japan, service providers, network camera vendors as well as private-sector firms and organizations, public-sector agencies, etc. as the users of the live video distribution services
3. Research methodologies: Face-to-face interviews by our specialized researchers and interviews via telephone and e-mail

#### **<What is the business-purpose live video distribution service market?>**

The live video distribution services covered in this study include such programs as Ustream, NICO NICO LIVE, Stickam, etc. as well as the live video streaming services that utilize such platforms as conventional network cameras. The following seven categories are included in the services for business-purpose: Advertising and sales promotions, IR (investors relations), sales and marketing support, human resource management and recruitment, intra-corporate communications, employee education and training and call center operations.

### ➡ **Key Findings**

#### ◆ **Focus of the live video distribution services is shifting to business-purposes from individual-use.**

While the live video distribution service had been originally utilized as an application that was an extension of security camera, it has spread among general users after Ustream attracted a great deal of attention in 2010. In 2011, private-sector companies and municipal governments started to use the services, and thus the demand for business purpose has started to be created.

#### ◆ **Market size for the live video distribution services for business purposes is expected to grow sharply to 744.2 billion JPY by 2020.**

The market size for the live video distribution services for business purposes in 2010 is projected to be 640 million JPY. In 2020, it is expected to reach 744.2 billion yen, and the category of "advertising and sales promotion" is forecasted to be 464 billion yen, or approximately 62% of the total market.

#### ◆ **New strategies for advertising and sales promotions will be created by using live video distribution services in combination with conventional media.**

Corporations are expected to review and restructure their promotional activities and public relations and IR (investors relations) activities by incorporating the live video distribution services to verify cost effectiveness of their advertising activities without relying only on the existing media as they used to do.

### ➡ **Report format:**

Published report: "Live Video Distribution Industry: Demand Analysis 2011"

Issued in: April 2011

Language: Japanese

Format: 318 pages in A4 format

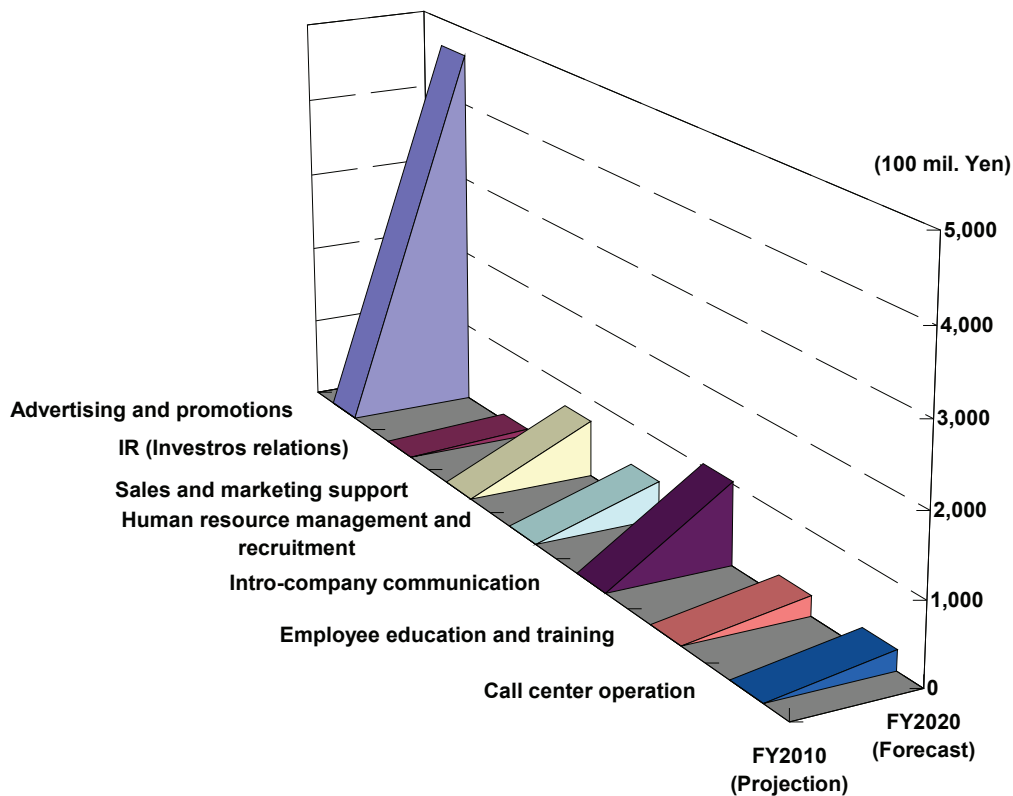
Price: 100,000 yen (5,000 yen of consumption tax will be additionally charged for sales in Japan.)

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Estimated by Yano Research Institute

(Unit: 100 million Yen)

	FY2010 (Projection)	FY2020 (Forecast)
Advertising and promotions	5	4,640
IR (Investors relations)	0.1	80
Sales and marketing support	Very little	712
Human resource management and recruitment	0.5	478
Intro-company communication	Very little	1,035
Employee education and training	0.3	249
Call center operation	0.5	248
Total	6.4	7,442

## Notes:

1) The above figures are based on expenses of the users (private-sector corporations, municipal government, etc.) on the live vide distribution services.