

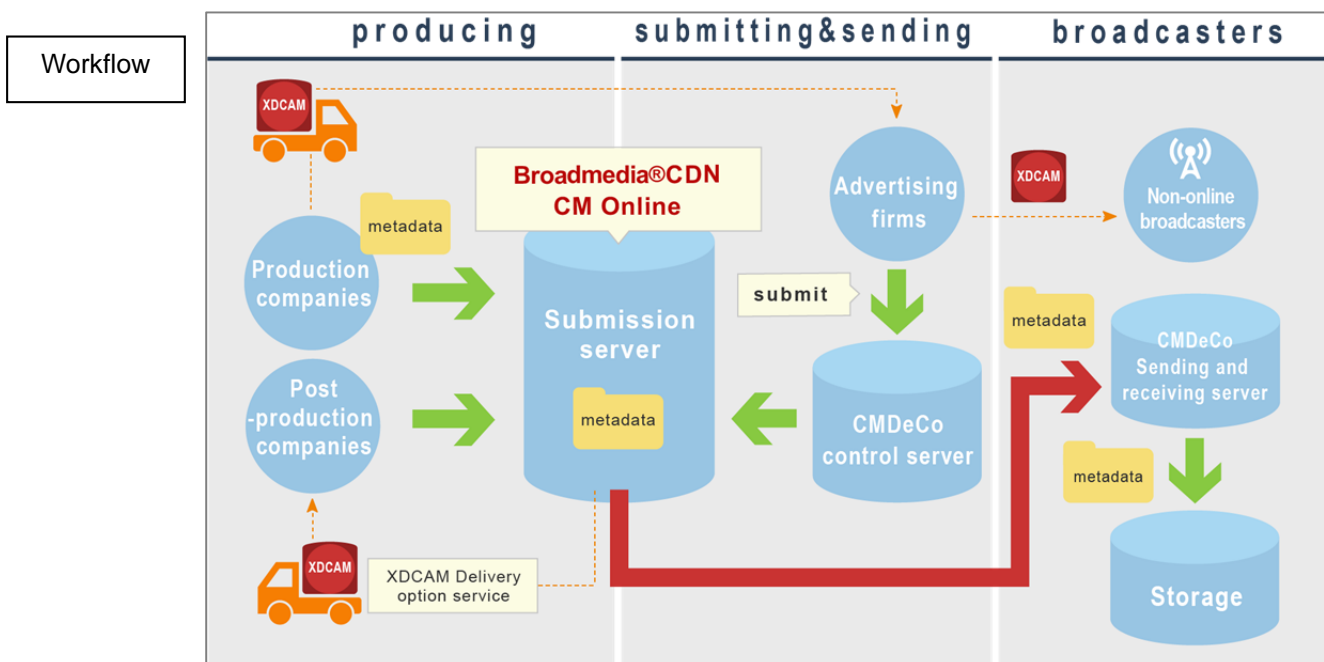
**Launch of “Broadmedia® CDN CM Online”
online TV commercial content service**

Broadmedia Corporation (head office: Minato-ku, Tokyo; Taro Hashimoto, CEO; hereinafter the “Company”) has started to provide “Broadmedia® CDN CM Online”, a service that will form part of its online TV commercial content operations launched in October 2017, in its capacity as a content service provider ^(*).

This service is aimed at advertising firms, production companies, post-production companies and broadcasters, covering the process from producing to delivering TV commercials. Whereas it was previously necessary to submit physical media (HDCAM, XDCAM, etc.) to multiple TV stations, starting October 2017 an online submission option was added to standards for submitting TV commercial content to TV stations. This service now enables users to submit commercial content online, via a management screen. All those concerned can monitor the workflow through to final delivery via the same management screen. In addition, as the need for physical packaging and delivering commercial content disappears, it is possible to greatly shorten the time required to distribute ad content. This will improve operating efficiency in various ways, not least by enabling content to be submitted uniformly from all over the country, 24 hours a day, 365 days a year, and eliminating issues such as non-delivery of content or delays due to bad weather or emergency situations.

The Company also provides an optional media printing and delivery service called “XDCAM Print and Delivery”, for broadcasters and other outlets that do not accept online submissions.

Backed by the wealth of experience and expertise built up by the Company to date, through its large-scale content delivery network (CDN) and DCP ^(**) delivery services for movie theaters, Broadmedia® CDN CM Online ensures that commercial content is distributed to broadcasters safely, reliably and quickly.



To process a commercial online, the advertising company handling production uploads the commercial content, once it has been through production and post-production, onto the submission server. All they have to do then is check the content online, to ensure it is ready to be submitted to TV stations.

After that point, the advertising company handling the media (progressing the commercial) gives the instruction to send the commercial content via CMDeCo ^(*3), and the relevant content is then distributed online to TV stations.

Broadmedia[®] CDN CM Online website: <http://www.bmcdn.net/cmonline.html>

Companies will be required to register before using this service.

*1: Content service provider: Company accepting commercial content online, and submitting it via a bidirectional server to broadcasters as instructed

*2: DCP (digital cinema package): Method of screening movies using digital data, divided into packages such as "movie", "previews" or "commercials"

*3: CMDeCo: Online TV commercial submission system provided by Advertisement EDI Center Inc.

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