For Immediate Release

IIJ Launches Video Streaming Service—IIJ Media Sphere Service

—Providing a one-stop-shop cloud service for CDN platforms, with all the features needed to stream and manage VOD—

TOKYO—November 4, 2020—Internet Initiative Japan Inc. (IIJ, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the November 10, 2020, launch of IIJ Media Sphere Service, an all-in-one, cloud-based service that provides the systems and features needed for video on demand (VOD) streaming.

This service combines a video delivery platform with content delivery network (CDN), allowing customers to distribute video just by uploading files to the delivery system. The system converts (transcodes) the data to the delivery format, generates the video player HTML tags, and delivers videos to end-users in a single operation.

Amid the COVID-19 pandemic and working style reforms, corporations generally have a growing need to use videos for internal training and sales promotion activities. At the same time, content providers want to reach more viewers at home. In response to these needs, IIJ offers VOD delivery systems and functions that have been provided mainly for broadcasters and content providers in a package so that even corporate customers who do not have expertise in video streaming can easily use them.

In offering this service, IIJ leverages its own cloud and network technologies, along with more than 20 years of experience and expertise in Internet content delivery.

Service Highlights

· An all-in-one solution for essential VOD functions
  Immediately start streaming VODs just by subscribing, with no need for delivery systems, servers, or other equipment. The service responds to any changes in the volume of streamed videos or viewers, no matter how significant, so there is no need for customers to sign up for additional systems.

· Easily deliver videos by embedding HTML tags in the viewing page
  Customers simply upload video files from the service's administration screen and embed in the target webpage the HTML tags issued after the transcoding is complete. The tags generate a video player, which enables streaming. Viewers can watch the video by clicking on the embedded video player. The video player is compatible with browsers on various viewing devices (PCs and smartphones) and supports delivery at multiple bit rates, taking into account viewer devices and communication environments.

· Simple administrative functions
  The service is equipped with an easy-to-use administration management screen that has all the necessary functions, including account management, permissions settings, and log analytics. Information registered on the administration screen can also be linked via APIs to member management databases, payment processing systems, and other external systems. Customers are also flexible, with short-term subscriptions of just one month available for temporary VOD streaming needs.

Service Description

IIJ offers two plans that differ in video storage and streamed data limits: the Basic Plan for small-scale video delivery and the Premium plan for medium- to large-scale delivery.

Plan	Transcoding time	Video storage capacity	Streamed data capacity
Basic VOD Plan	100 hours	2TB	1TB
Premium VOD Plan	200 hours	5TB	10TB

Pricing

Basic VOD Plan	Initial Fee	JPY80,000
	Base monthly subscription	JPY100,000
Premium VOD Plan	Initial Fee	JPY150,000
	Base monthly subscription	JPY300,000

*Prices shown do not include tax.

*In case of exceeding the above transcoding times or storage capacities, it will be charged on a pay-as-you-go basis.

Service launch date   November 10, 2020

Service image

➢   For more details about the service, see the following website:
    https://www.iij.ad.jp/biz/media-sphere/   (Japanese text)

IIJ will offer this service to a wide range of corporations, content providers, and educational institutions. It also plans to provide additional features for live streaming in the future.

About IIJ
Founded in 1992, IIJ is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality Internet connectivity services, systems integration, cloud computing services, security services and mobile services. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. IIJ was listed on the First Section of the Tokyo Stock Exchange in 2006. For more information about IIJ, visit the IIJ Web site at https://www.iij.ad.jp/en/.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results.

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