

Bandai Channel Completes Migration to the Adobe® Flash® Platform

Bandai Channel Co., Ltd.
Adobe Systems Incorporated

On December 10th, Bandai Channel Co., Ltd. (Minato, Tokyo; President Fumiya Takeno; hereinafter Bandai Channel), subsidiary of Namco Bandai Holdings Inc. (Shinagawa, Tokyo; President Shukuo Ishikawa) will fully renew the video contents of its website where it distributes primarily anime and special effect videos and change its video distribution system to the Adobe® Flash® Platform. Currently the site distributes about 880 titles with 14,000 episodes of video content. By migrating to a browser-based distribution service through the adoption of the Adobe® Flash® Platform, Bandai Channel will enable more people to view its videos. Furthermore, capabilities such as the EMBED function, which allows the user to paste videos into blogs and web sites, will provide opportunities to further expand the viewing experience and reach new audiences.

Expanding the audience

Adobe® Flash® technology is the most widely used online video distribution format in the world. More than 98% of PCs connected to the Internet use Adobe® Flash® Player, and over 75% of videos on the Web use the Adobe® Flash® Platform. The introduction of video distribution using Adobe® Flash® technology will allow users to directly view videos on a variety of browsers instead of through distribution methods that depend upon the PC and its applications, enabling a wide range of users with multiple operating systems to view videos. Videos can be viewed in FLV format in three bandwidths, 384 Kbps, 768 Kbps, and 1.5 Mbps.

Flash Media Server 3.5 Video Distribution System

Bandai Channel has adopted Adobe® Flash® Media Server 3.5 as its video distribution system. Now, users do not need to select the bandwidth themselves as the distribution system will change its transmission rate (384Kbps, 768Kbps, 1.5Mbps) automatically every 2 seconds, in accordance with the user's network environment, thus optimizing the user's viewing experience. Furthermore, users can track bandwidth usage on their players.



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The content is encoded using Real Time Messaging Protocol Encrypted (RTMPE) to protect copyrighted material. With RTMPE, videos can be distributed safely in response to users' demand for original material without concern for copyright infringement.

EMBED Function

The ability to paste videos (EMBED) is available in response to the spread of individual blogs and SNS in recent years. Videos on the website can be freely pasted into individual blogs as blog parts, supporting new opportunities to use the videos. There are also a variety of blog parts on Bandai Channel in addition to the videos, such as anime calendars.

Fumiya Takeno, President of Bandai Channel Co., Ltd. said that “By implementing Adobe® Flash® technology in our video streaming services, we could develop next generation web based video platform. We believe that Adobe® Flash® Platform allows us to provide new capabilities and opportunities, by expanding video viewing environment, increasing level of synergy with other web contents, and promoting our contents by rich expressions. We plan to explore our animation contents distribution business not only in Japan but also global market.”

Craig Tegel, president of Adobe Systems Co., Ltd. commented that “We are very excited that Bandai Channel, one of the key online distributors in Japan has decided to move to the Adobe® Flash® Platform for all of their content. This will allow a much broader range of consumers and animation enthusiasts to experience

truly rich animation and video content through the internet.

For many Japanese Content providers and Broadcasters Flash technology has become the platform for video viewing and streaming. Adobe expects that Bandai Channel 's business will grow from their decision to move to Flash and by providing rich video viewing environment to their customers.”

“Countless fans enjoy Gundam and the other popular entertainment content created by the Bandai Channel,” said Jim Guerard, vice president and general manager of Dynamic Media for Adobe. “Now with its move to the Adobe® Flash® Platform, including Adobe® Flash® Media Server and Adobe® Flash® Player, Bandai Channel can bring a seamless, instant-on entertainment experience to audiences and engage with online video.”

<Service outline>

Service launch: December 10, 2009

URL: <http://www.b-ch.com>

Recommended system:

[OS] Windows XP or higher, Mac OS X 10.4 or higher

[Browser] <Windows> Internet Explorer 6.0 or higher, Firefox 3.5 or higher, Safari 4.0 or higher
<Macintosh> Firefox 3.5 or higher, Safari 4.0 or higher

[Plug-in] Adobe Flash Player 10 or higher

Video specifications:

[File type] FLV

[Bandwidth] 384 Kbps, 768Kbps, 1.5 Mbps

Distribution system: Flash Media Server 3.5

Distribution protocol: RTMPE (Real Time Messaging Protocol Encrypted)

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