

October 1, 2018

Asahi Broadcasting Group Holdings Corporation
ABC FRONTIER HOLDINGS, INC.

Establishment of Content Innovation Office Focusing on eSports and VR Business

ABC FRONTIER HOLDINGS, INC. (Head office: Minato-ward, Tokyo, Representative Director and President: Naohiko Takeda, “ABC FRONTIER”) which is the subsidiary of Asahi Broadcasting Group Holdings Corporation (Head office: Fukushima-ward, Osaka, Representative Director and President: Susumu Okinaka) will establish “Content Innovation Office” to deal with ever-changing media business industry and to develop new creative content as of November 1, 2018. Content Innovation Office will put special emphasis on massive and growing eSports and development of VR content using the latest technology. We will enhance our business by promoting these innovative entertainment content.

[eSports Business] Content Innovation Office will expand comprehensive eSports business including management of players, planning, video production and live streaming services. In FY2018, we will manage approximately 30 eSports players, create the ideal environment for them and developed the players since it is essential to expand domestic eSports market. The planning and video streaming services including live streaming system and ad placement will meet the growing needs of event organizers.

[VR Business] VR market will expand in the years to come. In addition to existing business, Content Innovation Office will develop the newest creative content. Based on its expertise in live streaming business over several years, we will actively promote cooperation with outside partners to be a front-runner in the industry.

Concentrating technology and media business, we will create new content and expand into new markets.

- Name of the office: Content Innovation Office
- Date of establishment: November 1, 2018
- Responsible person : Shinji Sasaki /Mr.

For more information, please contact Ms. Matsumura of ABC FRONTIER.

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