



Press Release

## **Internet Initiative Japan Inc. is new streaming partner of Berlin Phil Media GmbH**

*Agreement finalised on technological development of the Digital Concert Hall of the Berliner Philharmoniker*

Berlin / Tokyo, 8 April, 2016

As of 1 January 2016, the companies Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE: 3774) and Berlin Phil Media GmbH have entered into a collaboration. As the streaming partner, IIJ will support the technological and financial development of the Digital Concert Hall, operated by Berlin Phil Media, which has been broadcasting concerts of the Berliner Philharmoniker in sound and high definition video since 2009.

The focus of the cooperation is the pioneering streaming of high-quality content. The following projects are in preparation:

- The establishment of a platform for high-resolution audio (“HiRes audio”) within the Digital Concert Hall which will allow releases of the Berliner Philharmoniker Recordings label to be accessed in uncompressed studio quality. This service was launched in Japan on 8 April 2016 and will be available in other countries in future.
- In Japan, IIJ will exclusively show live recordings of the Berliner Philharmoniker on the online platform *PrimeSeat*, an audio streaming service in HiRes quality. The first broadcast will be transmitted on 16 April 2016.
- The transmission of video streams of the Digital Concert Hall will be introduced using IIJ’s cloud network.

Other innovative projects will include streaming in the new Ultra HD format 4K2K, binaural recordings and the many possibilities of virtual reality.

**Internet Initiative Japan Inc.**, founded in 1992, is one of the world’s leading network solutions providers. One of the company’s main activities is top quality audio streaming. In cooperation with the Berliner Philharmoniker, IIJ successfully conducted a public streaming test with an audio signal in Double-rate DSD 5.6MHz format in April 2015. In December of the same year, the company launched the online platform *PrimeSeat*. This HiRes audio streaming service also marks the entry of IIJ into the music streaming market.

**Berlin Phil Media**, a subsidiary of the Berliner Philharmoniker Foundation, is responsible for the media production and online communication of the Berliner Philharmoniker. In 2009, the company launched the Digital Concert Hall video platform which presents their concerts in HD video. In the Digital Concert Hall, 50 live concerts are broadcast annually and its archive

currently offers around 400 concerts. Berlin Phil Media has engaged with high-resolution audio since the founding of the orchestra's own label, Berliner Philharmoniker Recordings, in 2014. Its product range includes high-resolution audio recordings on Blu-ray and as downloads.

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