

Sports, ICT & beyond

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2015.1.26



J League – DAZN – NTT Group

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Development of B2B2X Business

- 1) **Expand a leading case to the whole nation**
- 2) **Create a platform with common functions**

I. **Sports: From Smart Stadium to Smart City**

Starting out with the smartification of Omiya Stadium

- ▶ Collaboration with J League & Perform/**Smartification of stadiums** throughout Japan
- ▶ **Informatization/smartification of hometowns**

II. **Sports, Tourism and...**

Towards Smart & Universal Design City

Build **collaboration with local IT companies** mainly in **cities designated by ordinance**

- ▶ **CRM** of foreign and domestic **tourists**, foreign residents in Japan
- ▶ Informatization in the areas of **transportation** services and citizens' **health**

Developing a Smart Stadium

~Nack5 Stadium Omiya~

**Fan/
Supporters**

Sponsors

Spectators

**Event
Organizers**

**Local
Community**

(such as local
commercial districts)



Nack5 STADIUM OMIYA
(Omiya Ardiya Home Stadium)

Game Day/Outside of the Game
(Children's Lessons, Local Events etc.)

Information Services

**Fan
Services**

Virtual Reality Training,
Mileage Points etc.

**Video
Services**

multi-angle,
player-following etc.

e-Commerce
EC Services

Customer referrals with
local shopping districts
etc.

Information
Infrastructure

Customer Relationship Management

**CRM
Infrastructure**

Points, coupons,
payments etc.

Wi-Fi etc.

High density,
Multicast etc.

Government's Growth Strategy

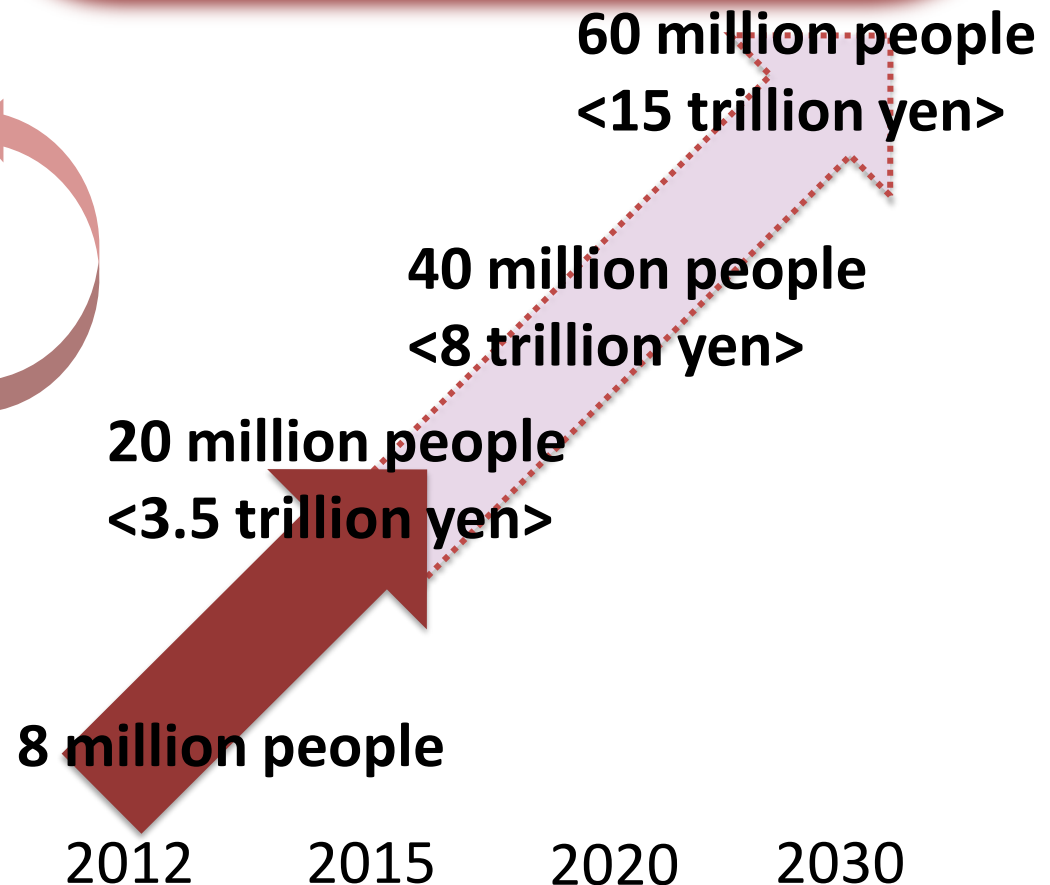
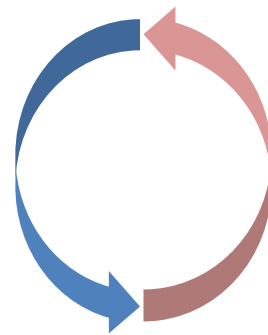
"Japan Revitalization Strategy" (June 2016)

Sports Tourism

- Utilizing tourism resources through integration with peripheral industries e.g. sports tourism : 4.9 trillion yen
- Enhancing revenue through investment in stadiums and arenas: 3.8 trillion yen
- Sales for professional sports tickets: 1.1 trillion yen (currently 0.3 trillion yen)

Inbound tourism

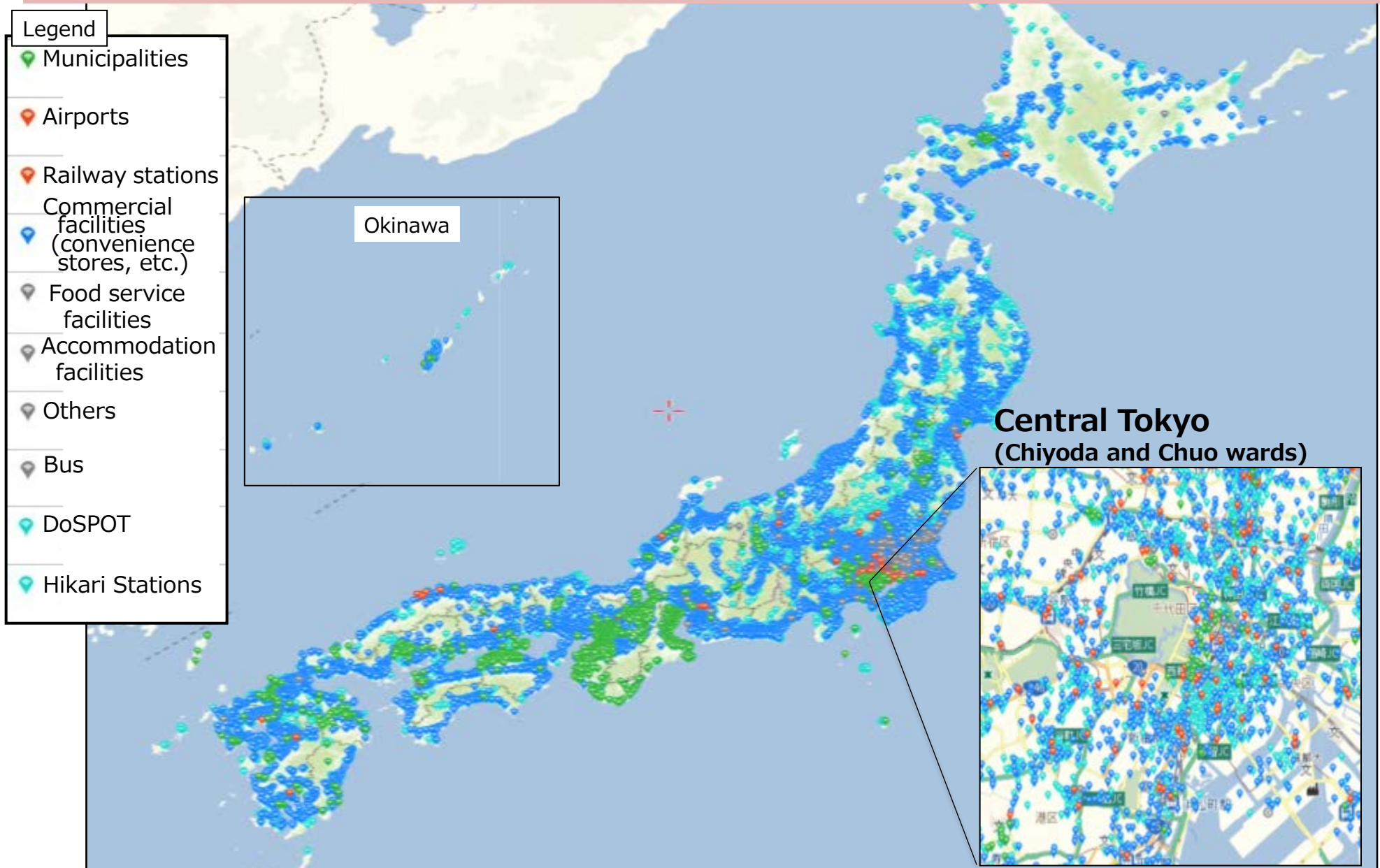
(Number of visitors / consumption)



Figures for 2012 and 2015 are actual results, 2020 and 2030 are government targets

Coverage of “Japan connected-free Wi-Fi”

Available at airports, major railway stations, municipalities, convenience stores, etc. across Japan



Tourism, Transportation, Commerce and ICT

Digital marketing

~Multilingual tourism information, navigation,
digital coupons, Wi-Fi authentication, etc.~

Visualization of hot spots



Proposing tour routes based on behavior analysis



Things



**Smart
Society**

People



**Universal
Design**

**B2B2X
business**

Information
distribution

Multilingual
capability

CRM

Location
information

Map
platform

.....

B2B & B2C \Rightarrow B2B2X

B2B business = Information system business

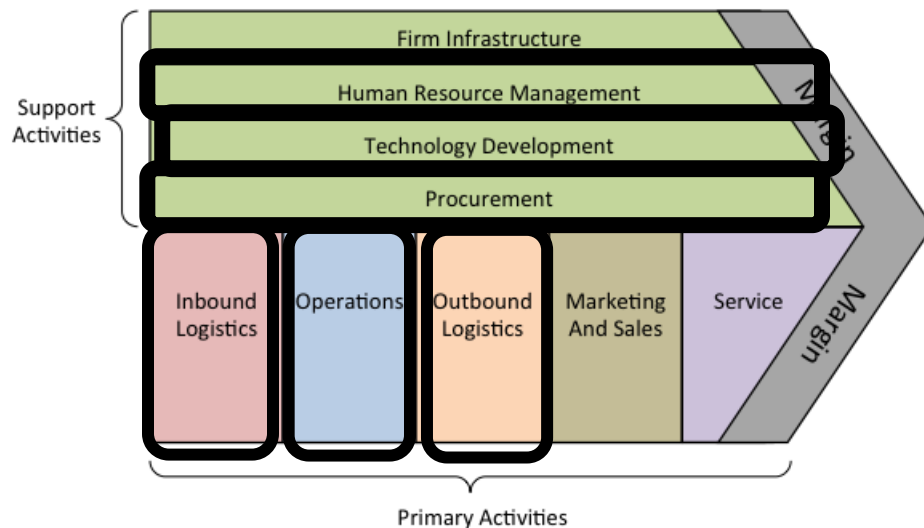
- ✓ Internal operation systems
- ✓ Separate operation of the Value Chain*

B2B2X = Information service
powered by Mobility, IoT, AI/Big Data

- ✓ Internal & customer operation systems**
- ✓ Collaboration of the Value Chain

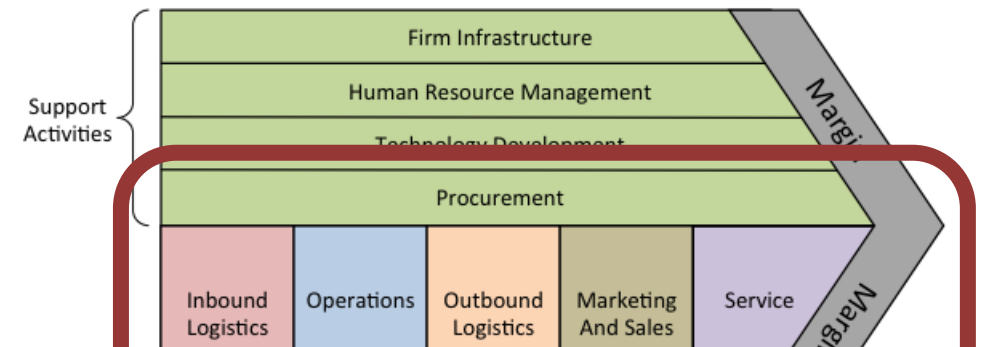
** : Flight ticket reservation~Boarding, related services

Value Chain



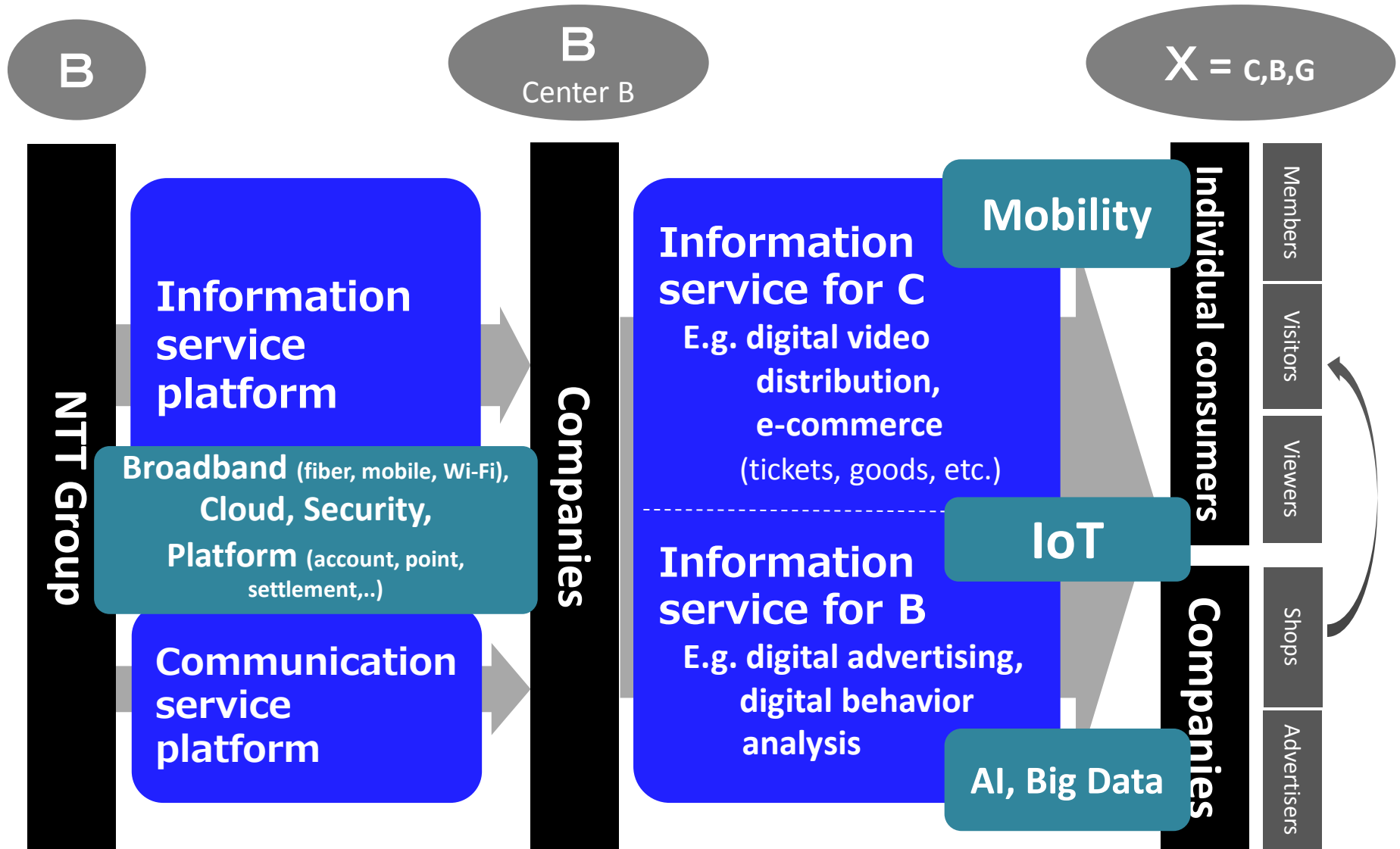
* : Collaboration of supportive activities with ERP
Collaboration of customer relation management with CRM

Value Chain



Digitalization
through **CRM, SCM &...**
"Digital Marketing (in the broad sense)"

B2B2X Business Model



B2B2X Market Opportunities

Growth areas

Market size

(Growth potential)

Creation of promising markets

Sports as a high-growth industry

(Integration and expansion of IT, health and tourism)

5.5 tril. yen (2015) → 15 tril. yen (2025)

+10 tril. yen

Tourism as a core industry

3.5 tril. yen (2015)

→ 8 tril. yen (2020) → 15 tril. yen (2030)

<Consumption by inbound tourists>

+11 tril. yen

Fourth Industrial revolution

(IoT, big data, AI, robotics, etc.)

Creation of added value 30 tril. yen (2020)

+30 tril. yen

Towards state-of-art health industry

16 tril. yen (2011) → 26 tril. yen (2020)

+10 tril. yen

Overcoming restraints and expanding investment in environment and energy

18 tril. yen (2014) → 28 tril. yen (2030)

<Related investment>

+10 tril. yen

Vitalizing the existing housing distribution and renovation market

11 tril. yen (2013) → 20 tril. yen (2025)

+ 9 tril. yen

Improving productivity of service industries

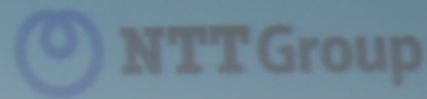
Added value: 343 tril. yen (2014) ⇒ 410 tril. yen (2020)

Innovating SME businesses

Aggressive development and enhancing export of agriculture, forestry and fisheries

Deepening local Abenomics

Note: Japan Revitalization Strategy "Public-Private Strategic Project 10"



Jリーグ × DAZN × NTT Group
共同記者発表会

