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HOW JIKIDEN PIONEERED LIVE STREAMING IN FINANCE

📅 Sep 13, 2017

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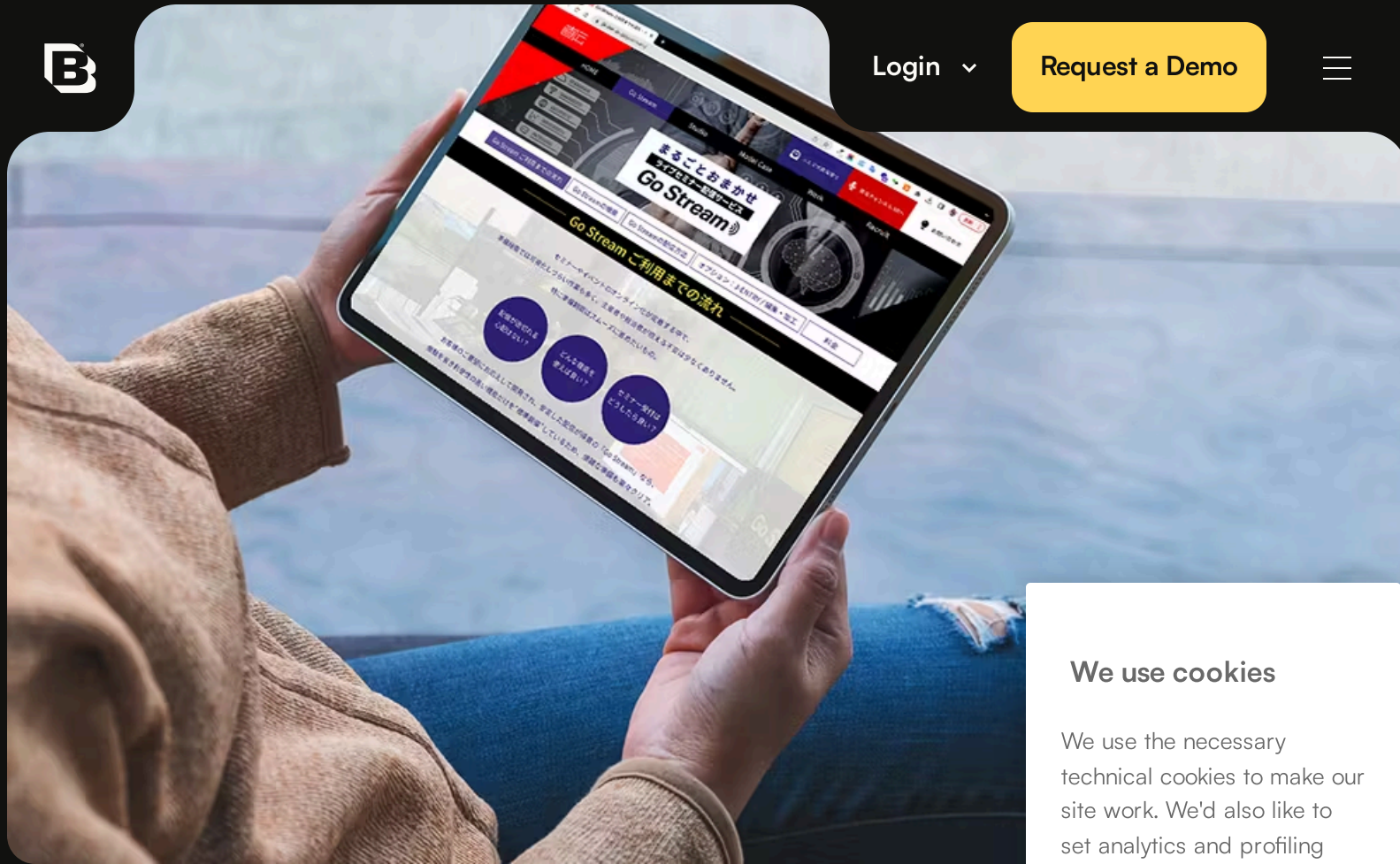
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Jikiden supports internet financial services with video distribution. We provide online seminar distribution, IR, and online distribution of general shareholder information conducted by banks and securities companies. Brightcove supports the

SUPPORTING SECURE AND STABLE VIDEO DISTRIBUTION ENVIRONMENTS FOR FINANCIAL INSTITUTIONS

Jikiden was established in 2004, a time when online securities companies were being created after another due to deregulation.

“How do financial institutions without physical branches build communication and trust with their customers? We thought that a system that would allow

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he time of its launch, it was still the era of ADSL lines. . . .
 still in the ActiveX stage of Internet Explorer. Even with three frames per second, it was still
 possible to feel a sense of ‘realness’. Also, there was no other service that allowed live Q&A, and
 at the time, most of the online securities and FX companies that had appeared were using it.”

“

The fact that they made proposals that took our customer account was also a big factor. They are a reliable partner we can work together to create services.

At Jikiden, where around half of the staff have experience working at securities
 financial institutions, we support the marketing of each company from a customer perspective
 providing full support not only for software and connection-related matters but also for the
 content of online seminars and the content of distributed materials.

ADOPTING BRIGHTCOVE AS HIGH-SPEED BECOME MORE COMMON

The basic business model has not changed since the company was founded. We have
 updated the delivery technology we provide in line with advances in Internet

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ore we signed a contract with Brightcove, we were us
eral webinar-style content that combined video and d

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realized that there were limits to the way we could express ourselves using this standardized method of communication. In recent years, the viewing environment for seminar participants has improved, and the overwhelming majority of people now watch high-quality videos as a matter of course. If we don't do something, people might say things like, "You can watch beautiful images on YouTube, but the images in the live seminars that are streamed are hard to see. So, in order to smoothly transition to an environment that can deliver higher-quality images more stably, we decided to introduce Brightcove."

Online seminar distribution frequency: for daily distribution

Customer-generated edited videos: Combining in-house studio distribution

PROVIDING A ONE-STOP SERVICE WITH A RESELLABLE CONTRACT FORMAT

"They understood our business model well and were able to accommodate us as a resale partner, which was still rare at the time. In addition, the sales representative explained the status of the API and how to use it in a way that suited the content industry, and they were able to make proposals that took our customers into account. We felt that we could trust them as a partner to create services together."

LINKING WITH IN-HOUSE SYSTEMS WITH AN API TO PROVIDE A SMOOTH DISTRIBUTION SERVICE

Currently, Brightcove is embedded within 'Go Stream', which was developed by our customer.

"Customers can receive videos using the Brightcove platform simply by linking to 'Go Stream'. The API for Brightcove Live was already well established, so it was easy to integrate with our direct management system and develop it. We were also grateful that they provided us with additional APIs that we didn't have at the start. It's also great that we can

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In the previous VideoCloud Live, it was difficult to adjust the distribution, but with Brightcove Live, we can now adjust it using the API, so it has become even easier for our customers to use. Since we have many financial institution customers, the top priority is that it is secure. We also appreciate the fact that even if there is a minor problem, they can investigate the cause in detail.”

MAINTAINING STABLE DISTRIBUTION AND CONSIDERING NEW WAYS TO USE VIDEO

In addition to distribution from customers, we also distribute from our in-house daily distributions, and at times there are as many as four or five per day. In a live distribution format using the studio attached to the company, there are a lot of live streams. The data recorded by the customer and upload it to Brightcove and give

WHAT ARE YOUR THOUGHTS ON THE

“At the moment, we are only using about 20% of Brightcove’s functions, so we are using functions such as automatic captioning and advertising integration. We are considering the possibility that VTubers will give financial seminars in the future, so we are planning to do so. To achieve this, we would like to use the Brightcove platform to create a secure environment that will make our customers even happier.”

Direct Stream supports the services of financial institutions through stable distribution. As live streaming becomes more common, it seems likely that the market will continue to grow.

Brightcove offers a [partner program](#) for the resale of solutions licenses.

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Resource Center

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Learning

Brightcove Academy

Brightcove Community

Product Documentation

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