

A+E Global Media 5/14/2025



The Forei

Bringing the FCCJ Archive to Life

FCCJ Archive Monetization Strategy

Objective

To monetize the FCCJ's extensive archive materials by establishing a sustainable and scalable operational and promotional framework.

Key Challenges

Lack of Organization and Resources:

Although FCCJ holds a vast collection of archival materials, they are not systematically organized due to limited personnel and budget.

Low Awareness:

The archive remains largely invisible to the public.

The existence and value of the archive service are not widely recognized, either domestically or internationally.

PHASE 1

Foundation for Monetization

GOAL: Build operational sustainability and raise awareness while generating revenue.



PHASE 2

Full Digital Transformation

GOAL: Once Phase 1 generates stable or high short-term revenue, initiate full systematization and digitization of archives.

PHASE 1

Foundation for Monetization

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Build operational sustainability and raise awareness while generating revenue.

1: Pricing Strategy & Service Design

2: Promotion & Storytelling Activation

Build operational sustainability and raise awareness while generating revenue.

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Pricing Strategy & Service Design

Adjust and standardize pricing by referencing benchmarks across various media industries. Begin monetization without heavy upfront digitization investments.

Revenue generated will be reinvested into improving operational quality (e.g., selective digitization, system upgrades).

7

Key Factors in Archive Licensing Pricing

The pricing of archive licensing is not fixed, but rather determined through a matrix of seven key factors. These factors are carefully considered in combination to assess the value and scope of each licensing request. This approach allows for a flexible and fair pricing structure that reflects the specific nature of how the archive material will be used, who will be using it, and for what purpose. By evaluating each case individually through this matrix, we ensure that the pricing aligns with both industry standards and the unique circumstances of each project.

Key Pricing Variables for Licensing Service (7 Factors)

- 1. Media Type:** TV (free-to-air national/local, BS, CableTV, CS), radio, digital platforms (streaming, YouTube, social media), newspapers & magazines
- 2. Usage Purpose:** Drama, film, events, news/ documentary, education, TV, Web (Commercial use prohibited unless image rights are cleared)
- 3. Territory:** Single country or global - Regional categories (e.g., Asia/Europe) are other options to be considered.
- 4. License Period:** Time-limited or perpetual
- 5. Content Tiering:** FCCJ archives categorized into three tiers based on value.
- 6. Usage Frequency:** Number of permitted times used
- 7. Duration of Use:** Pricing calculated per second for audiovisual materials
- 8. Service Fees:** In addition to licensing fees, service charges are recommended to cover research and material preparation time

User Access Structure

Expand access to non-members to broaden market reach.

Introduce differentiated pricing and access rights between members and non-members. Encourage membership by offering cost benefits and exclusive access.

Eligibility for membership must still be met.

Pricing Benchmark Study

Comparative analysis of existing archive services (both photo, audio and video, domestic and international).

See the Excel sheet for details

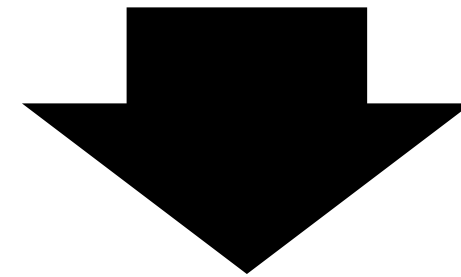
Build operational sustainability and raise awareness while generating revenue.

2

Promotion & Storytelling Activation

Maximize exposure and establish FCCJ as a trusted archival resource.

GOAL: Maximize exposure and establish FCCJ as a trusted archival resource.



Strategic Collaboration with A+E Networks Japan

There is currently no content strategy to leverage FCCJ's historical richness.

FCCJ's visibility, brand value, and member recruitment efforts can be significantly enhanced through purposeful digital storytelling.

Use Cases:

- Jointly produce long-form and short-form documentaries for TV and Digital platforms utilizing FCCJ archives.
- Broadcast: Post-program station break content featuring FCCJ archive-based short stories.
- Broadcast: Long-form documentary content on History channel.
- Streaming: Short-form versions optimized for digital platforms such as YouTube and social media which A+E Networks and FCCJ own.
- Clearly credit FCCJ for archival material usage.
- Content rights shared by both parties; FCCJ retains the right to use for promotional purposes.

In-Kind Exchange Model:

Instead of paying standard commercial licensing fees, A+E Networks shall be granted access to the FCCJ archive as part of a broader, mutually beneficial partnership. This collaboration is not simply transactional—it reflects a shared commitment to amplifying journalism, cultural dialogue, and historical preservation through meaningful media engagement.

In return for this access, the FCCJ benefits from increased exposure and audience reach through A+E Networks' platforms. Co-branded content featuring FCCJ materials is to be broadcast to a wider audience, both on-air and across digital channels, thereby enhancing the FCCJ's visibility among new and diverse audiences. This partnership allows both parties to bring important stories and archival material to life in innovative ways that serve the public interest.

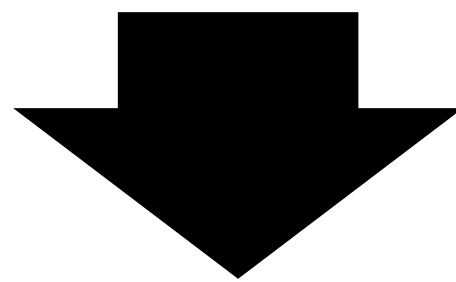
Proposed Timeline

June 2025: Begin archive access and content planning

July 2025: Weekly video production and publishing begins

December 2025: Documentary fully filmed

Q1 2026: Final cut delivery



This initiative will run for one year, during which we will monitor viewership and membership trends, applying a continuous PDCA (Plan–Do–Check–Act) cycle to optimize results.

A + E

GLOBAL MEDIA™





Why A+E Global Media?

Proven expertise in global production and archive storytelling.

Extensive distribution capabilities via History Channel and international digital platforms.

Experience in developing partnership-driven media projects with cultural institutions.

A+E Networks Japan ●

TV: HISTORY (wide household reach) : 6,300K+ households

Digital Media: HISTORY, Lifetime, CI (Crime Investigation)

YouTube, Amazon Prime Video, U-NEXT, Hulu, Instagram, Tik Tok, Facebook, X

You Tube HISTORY 450K Subs, Lifetime 250K Subs, CI: 120K Subs

+ Asia, Europe, North America, Latin America

PHASE 2

Full Digital Transformation

Once Phase 1 generates stable or high short-term revenue, initiate full systematization and digitization of archives.

Developing a cloud-based digital archive system designed for long-term preservation, seamless access, and global content licensing.

- **Digitization & Storage**

All existing archive assets—video, audio, and images—will be fully digitized and uploaded to a secure cloud server for semi-permanent storage.

- **Selective Public Access**

Only content cleared for external licensing or resale will be curated and made publicly accessible via a dedicated online portal.

- **Licensing & Distribution**

Clients interested in licensing or purchasing archive materials can submit requests directly through the system. Orders are processed and delivered entirely online.

Estimated Cost Breakdown (assumption)

Initial Setup

- System Development: ¥3,00,000- 5,000,000
- UI Customization: ¥1,000,000 - 2,000,000

Subtotal: ¥4,000,000 - 7,000,000

Advanced Features

- Multilingual Support (Japanese/English): ¥1,000,000 - 2,000,000
- Authentication System: ¥1,000,000 - 2,500,000
- Payment Gateway Integration: ¥1,500,000 - 2,000,000
- Additional UI Enhancements: ¥2,000,000 - 4,000,000

Subtotal: ¥5,500,000 - 10,500,000

Monthly Operational Cost

- SaaS Platform Fee (based on approx. 65TB data): ¥850,000 - 1,000,000 /month

The cost estimation is based on the following data assumptions.

Video Content

- Current: ~1,200 files (estimated up to 60TB)
- Annual Growth: ~105 files / ~2.8–3TB

Image Content

- Current: ~10,000 files / ~200GB

Audio Content

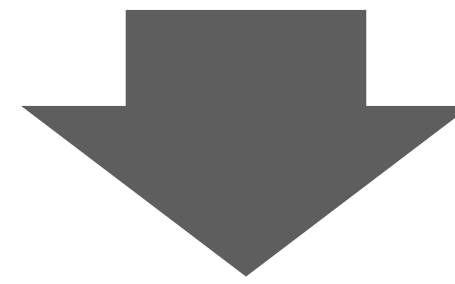
- Current: ~6,200 files / ~490GB
- Annual Growth: ~105 files / ~8GB

Expected Usage

- Estimated Monthly Users: ~100
- Monthly Page Views: ~3,000

PHASE 2: Full Digital Transformation

Full-scale digital infrastructure will only be implemented after achieving proof of monetization success due to the significant investment required.



A+E Networks Japan brings valuable expertise in media management, developed through our own digital transformation efforts. While we are not system developers ourselves, we understand the operational needs and workflows involved in managing large-scale media archives, and can contribute meaningful insights—particularly in content organization, metadata strategy, and user experience—from a broadcaster’s perspective.

NEXT STEPS

1: FCCJ to confirm rights and competitive licensing strategy after comparing domestic and international services summary sheet compiled by A+E Networks Japan.

2: Agreement on collaboration terms (non-exclusive access, shared rights, clear attribution) in between FCCJ and A+E Networks Japan

3: Joint editorial and promotional planning

- Sample topics for weekly short videos
- Concept board or trailer outline for the 60-minute documentary
- Participation from FCCJ members and staff for interviews and commentary

Thank you.

