LCB LLC
LOCAL CONTENT BANK

COMPANY PROFILE

MISSION

To organize local content from across Japan and make it accessible and useful to people around the world.

1. Revitalize regions by expanding the distribution of local content
2. Improve productivity in local content production through digital transformation
3. Through these efforts, support the growth of local broadcasting

01 Company Information

Company Name	LCB LLC (合同会社LCB)
Established	October 29, 2025
Head Office	c/o Mainichi Broadcasting System, Inc. 17-1 Chayamachi, Kita-ku, Osaka, Japan
Corporate Number	**2120003031144**
Fiscal Year	April 1 to March 31
Business	• Planning, development, sales, leasing and promotion of local content and its distribution • Planning, development, sales, leasing and promotion of content management systems • Information processing services related to local content and its distribution
Website	https://www.lcbtv.co.jp/

02 Member Companies and Executive Officers

Representative Member
Mainichi Broadcasting System, Inc. (MBS)
Executive Officer
Hiroshi Saito

Managing Member
Hokkaido Television Broadcasting Co., Ltd. (HTB)
Executive Officer
Yuki Akutsu

Managing Member
TV Nishinippon Corporation (TNC)
Executive Officer
Atsushi Onoue

Managing Member
Television Miyazaki Co., Ltd. (UMK)
Executive Officer
Shinichi Oyama

03 History

Sep 2023	LCB proposed by 17 broadcasters; A-PAB launched its CTV Study Group SG3
FY2024	Trials with 55 stations showed a strong link between featured areas and viewers
FY2025	Trials with 63 stations; tested distribution on TVer, R Channel and G-Guide
Oct 2025	**LCB LLC established by four broadcasters: MBS, HTB, TNC and UMK**
Jan–Mar 2026	Joined a government public-private council; business alliance with J-Stream Inc.
FY2026–	Began testing short-form video and viewing analytics in A-PAB trials
Jul 2026	Launched commercial operations; distributing on TVer, R Channel, Fire TV and more
Sep 2026	Joined ANA X's streaming service “ANA Traveler’s TV” as a content partner
Oct 2026	Partnered with A+E Networks Japan; announced FAST channels “Umami eats” and “NIHON Go!”

Contact LCB LLC | info@lcbtv.co.jp | www.lcbtv.co.jp

As of November 2026