

8 Hours of the Niconico live webcast from the Belle II Experimental Hall

Shota Takahashi
KEK Public Relations Office
ICHEP2018 Education & Outreach Session
2018.07.06

8 Hours + 153 Hours of the Niconico live webcast from the Belle II Experimental Hall

Shota Takahashi
KEK Public Relations Office
ICHEP2018 Education & Outreach Session
2018.07.06

Table Of Contents

1. Introduction of KEK and Belle II live webcast
2. Impression of audiences
3. Discussion on live webcast
 - How do you organize ?
 - How do you evaluate public influence ?

KEK and Belle II tried 2 live webcast

	Belle II Roll-in	SuperKEKB First Collision
Date & Time	2017/04/11 09:00 -- 17:00	2018/04/20 12:00 -- 2018/04/27 00:14
Duration	8 hrs	153 hrs 44 min
Visitors	36033	466217
Comments	13470	129532

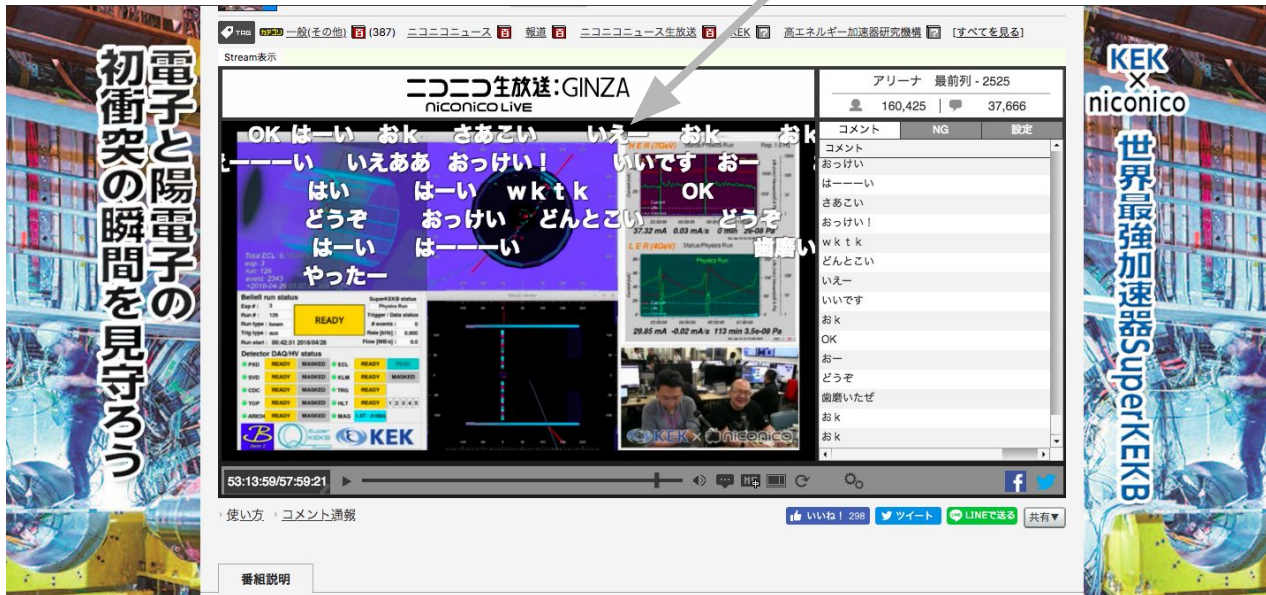
Niconico <http://live.nicovideo.jp/watch/lv294399745>

<http://live.nicovideo.jp/watch/lv312661713>
<http://live.nicovideo.jp/watch/lv312372695>
<http://live.nicovideo.jp/watch/lv312711315>

※ You need Niconico user account (FREE) to watch archives

What is “Niconico” ?

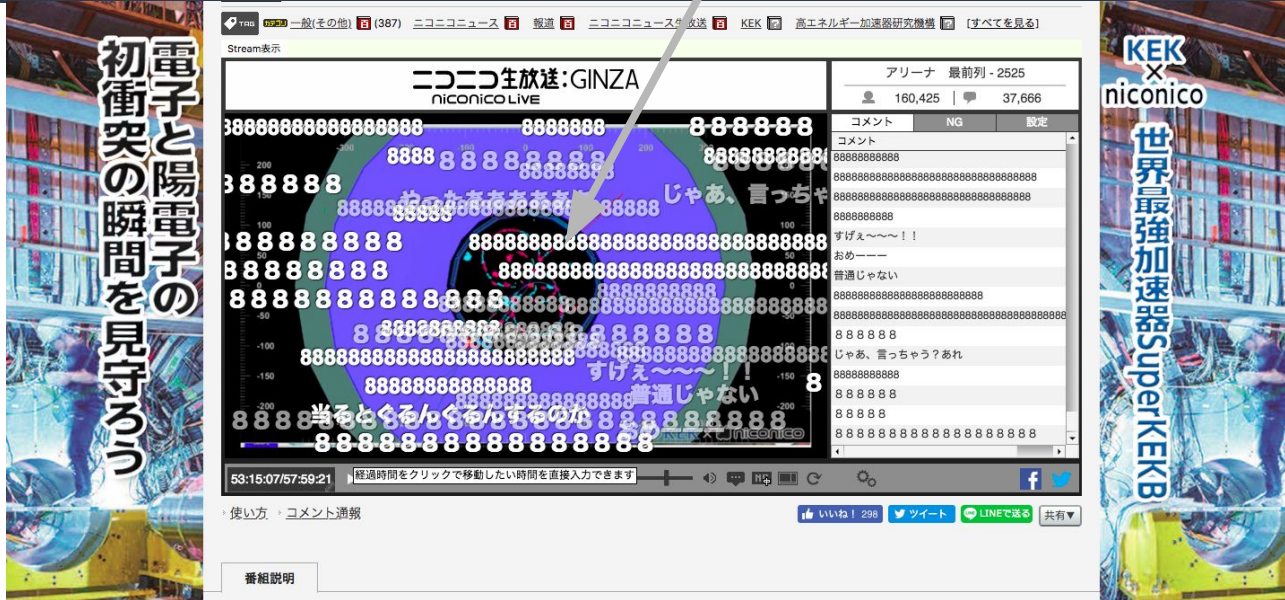
floating comments



- Japanese streaming service owned by DWANGO Co. Ltd.
- Audiences can type their comments that floats on screen in realtime

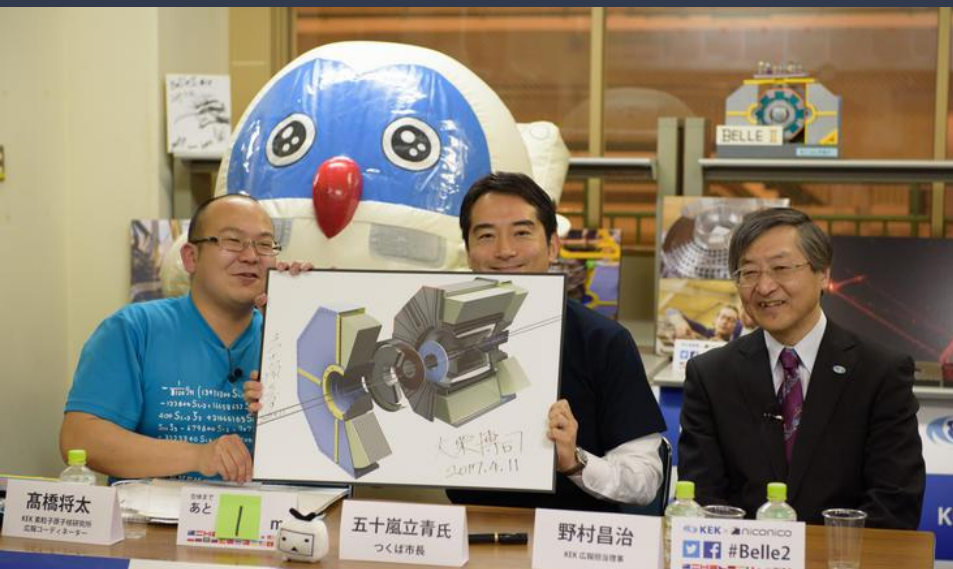
What is “Niconico” ?

“88888888” is Niconico slang ;
an imitation sound of “clapping hands”



- This feature makes live streaming more interesting & interactive
- The audiences start chatting each other
 - sometimes an “expert”-ish appears and leaves a supplementary comments⁶

Belle II Roll-in



with the Mayor of Tsukuba



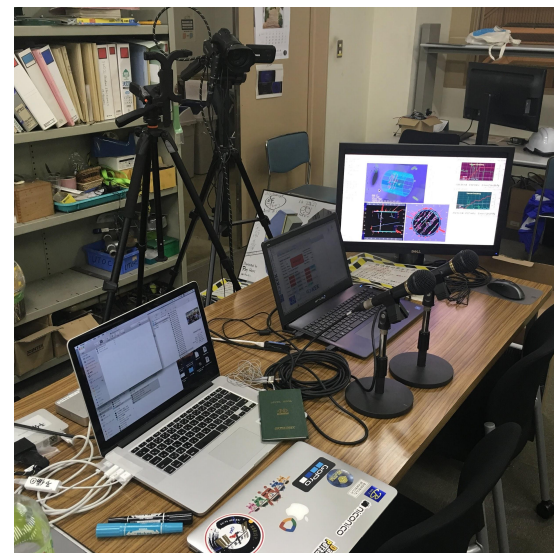
5 video cameras

- “Roll-in” : Moved Belle II detector 13 meters from construction area to interaction region
- Live streamed whole procedure of the roll-in
- Invite guests from various field and discussed about “Science and Society”

SuperKEKB First Collision



audiences watched these monitors together



setup in Belle II control room

- Live streamed until the first collision occurred
- It was **very difficult to determine the start date**

Daily Agenda

	20~25th (Normal days)	25th 21:00 to 26th 04:00	26th (Summary)
00:00~	monitors	Switch to LIVE	monitors
12:00~	LIVE		LIVE
13:00~	monitors		monitors
17:00~	Rebroadcast		Rebroadcast
18:00~	monitors		monitors
22:00~	Rebroadcast		Rebroadcast &
23:00~	monitors		Q&A session

- Held explanatory session of subdetectors everyday around 12:00
- Rebroadcasted on 17:00 & 22:00

Members (for the First Collision)

KEK core members

- Shota Takahashi (PR office)
- Koji Hara (IPNS, Belle II)
- Hiroyuki Nakayama (IPNS, Belle II)

KEK supporting members

- Kazunori Akai (ACC, SuperKEKB)
- Yutaka Ushiroda (IPNS, Belle II)
- Yuki Yoshi Onishi (ACC, SuperKEKB)
- and PR officers (Hajime Hikino, Shinji Iwami, Sachiko Makino)

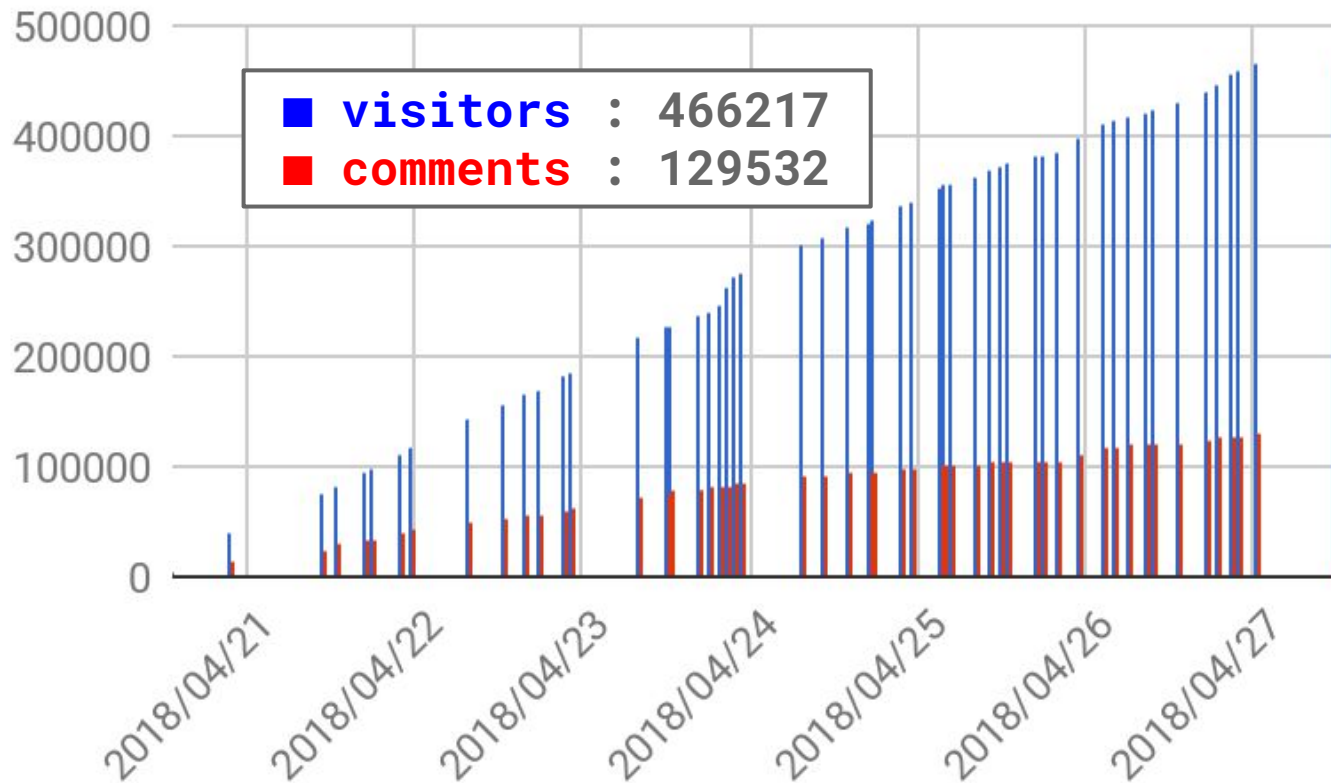
DWANGO members

- Naoki Akimoto
- Takashi Ugajin

We borrowed almost all the equipments

- video cameras
- streaming PC / software, etc...

Visitor History (accumulated numbers)



Definition of “visitor”

Literally the “number of people visited”

- **+1** : when entered URL
- **+1** : when refreshed/reloaded
- **NO** minimum session time
- **NO** distinction of same person

【Example】If the same person ...

- “watched 30hrs **without closing** the page” \Rightarrow **1** visitor
- “**watched brokenly** (say 10min, 1hr, and 5min) in a day” \Rightarrow **3** visitors

Impression of Audiences

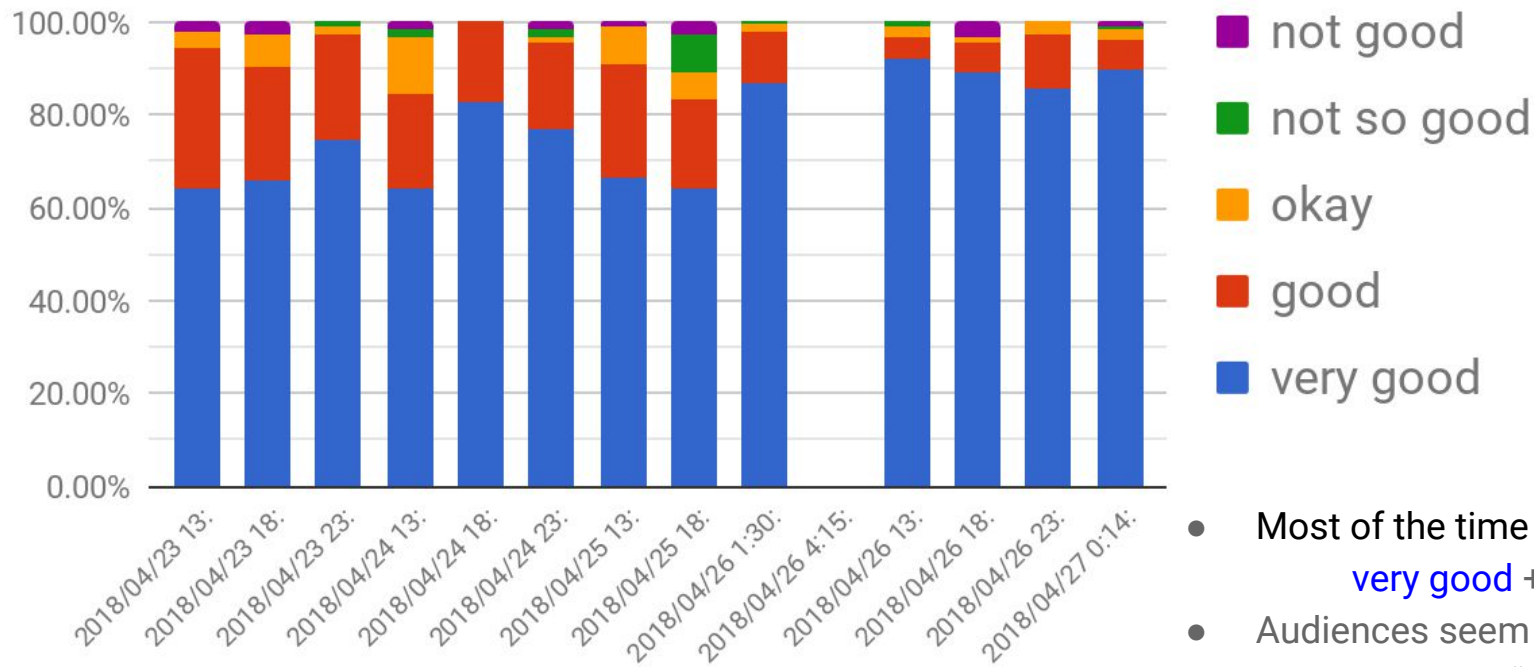
- Niconico also has features to ask questions to the audience
- Questions can be changed as we like
- Choices are shown on top of the screen



Questions we asked

- **Q1 : How was today's show ?**
 - very good / good / okay / not so good / not good
- **Q2 : How old are you ?**
 - 10's and younger / 20's / 30's / 40's / 50's /
60's / 70's / 80's / 90's and older
- **Q3 : Where are you watching from ?**
 - KEK / office / home / outside Japan /
outer space / hidden place

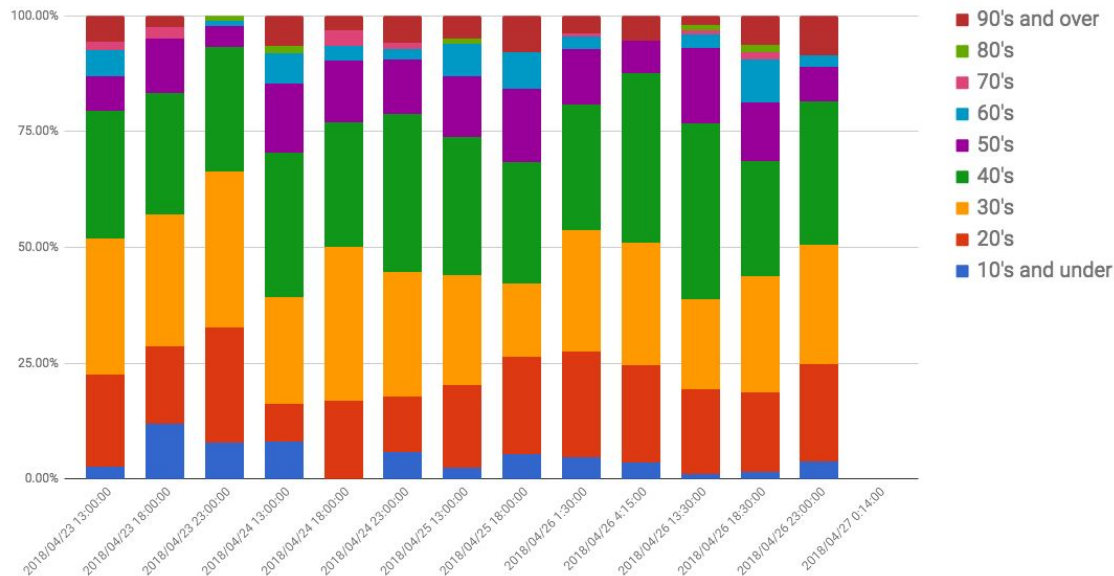
Q1. How was today's show ?



- Most of the time
 $\text{very good} + \text{good} > 90\%$
- Audiences seem to be very satisfied
- DWANGO says "this is very good"

Q2. How old are you ?

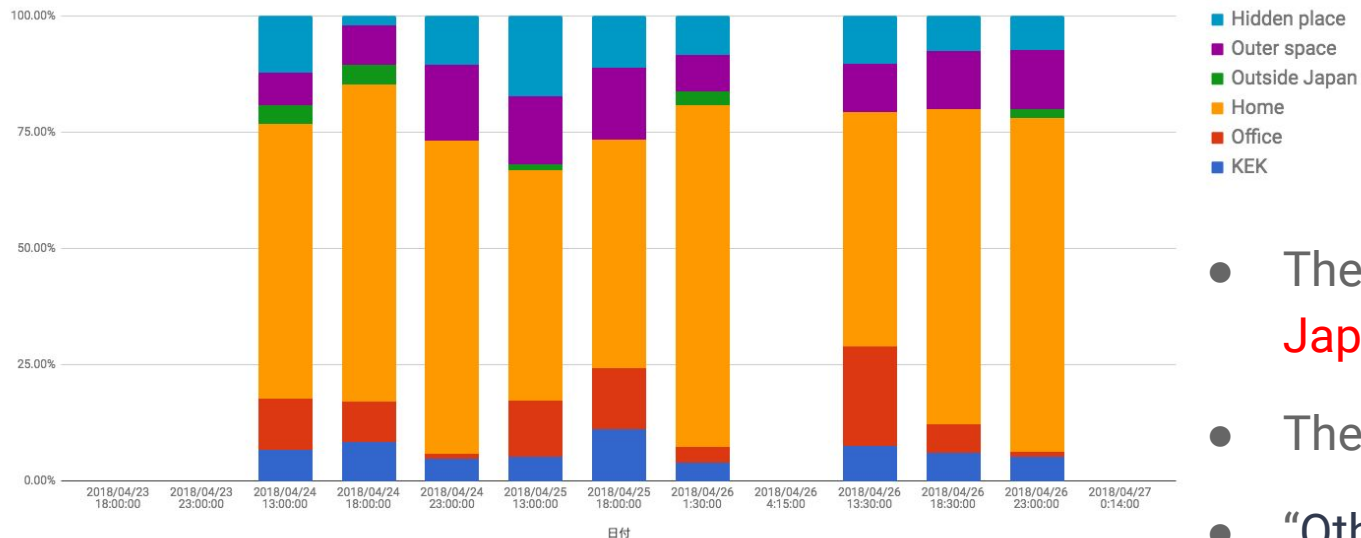
Age of visitors



- Although “**90's and over**” contains jokes, the age distribution seems reliable
- We can say that Niconico live streaming is a better tool to reach group of **20's to 50's**

Q3. Where are you watching from ?

Where are you watching from ? (in detail)



- The main audiences were **Japanese**
- They watched from **Home**
- “Others” are just jokes :
“outer space”, “hidden place”

Summary & Discussions

- KEK and Belle II tried 2 live webcast using Niconico
 - At Belle II Roll-in and SuperKEKB First Collision
- Niconico is a strong outreach tool in Japan
 - Especially reaching to working generations
 - Floating comment system gives us interactive way
- Discussions
 - How do you organize this kind of event ? Who brings the idea ?
 - How do you evaluate the influence ?