



Press Release



April 13, 2011
Interactive Program Guide, Inc.
Yahoo Japan Corporation

Yahoo! TV.G-GUIDE Relaunched

Provision of Rich TV guide data with the Incorporation of "MINDS"

Interactive Program Guide, Inc. (Based in Chuo-ku, President: Keisuke Toji, "IPG") and Yahoo Japan Corporation (Based in Minato-ku, President: Masahiro Inoue, "Yahoo! JAPAN") will be relaunching its "Yahoo! TV.G-GUIDE" portal service.

Relaunch Details:

In incorporating IPG's main EPG system, "MINDS*¹," the "Yahoo! TV.G-GUIDE" service will be able to provide rich TV program information and services to its users.

1. TV program data updated as frequently as every five minutes

With the program distribution feature of "MINDS," TV program data (SI*²) provided on "Yahoo! TV.G-GUIDE" will be updated as frequently as every five minutes, allowing users to access accurate and up-to-date TV information.

2. Enhancement of program content / Display of program-related content

Images related to programs will be distributed from "MINDS," and displayed on the program details page of each program, allowing users to select programs more intuitively.

3. Improvement of talent-based search accuracy / Display of talent images

(Scheduled for release at a later date)

Talent-name searches had been based on character strings in the past, but by taking advantage of the ID-based "MINDS," talent database, the accuracy of talent name searches will be improved after the relaunch. In addition, talent images will also soon be displayed on the program details page.

4. Addition of link between episodes in a TV series

By implementing the "Program ID" issued by the "MINDS" program master, a link to the next episode in a TV series (terrestrial programs only) will be added on the program details page.

IPG and Yahoo! JAPAN continue to design ways of connecting TV related data and EPG services provided by IPG with the various internet services of Yahoo! JAPAN, as well as new TV program guide features that take advantage of the development skills of Yahoo! JAPAN's internet services.



Program Details Page after Relaunch

The screenshot shows the program details page for 'ハンチョウ〜神探事件簿〜シリーズ3'. It includes a header with navigation tabs, a main title section with a synopsis, a cast list, and a schedule table for the month of July 2017. The schedule table shows broadcast times for various days of the week.

Search Results Page after Relaunch

The screenshot shows the search results page for 'AKB48'. It displays a list of search results for AKB48-related content, including program titles, cast members, and broadcast information. The results are organized into a grid with program titles, cast members, and broadcast information.



Syndicated G-GUIDE is the G-GUIDE service provided to internet businesses by IPG. G-GUIDE products are deployed and promoted in Japan by Rovi Corporation and IPG.

(*1) MINDS (Meta Information Distribution System)

The main EPG system developed and operated by IPG, and the only system that comprehensively manages TV data of broadcasters nationwide. ID management of all data allows distribution of SI linked with talent information and other program related content. Following several version updates since the release of 'MINDS' in December 2006, Ver. 2.3 will be released for this relaunch.

*Refer to IPG's press release "Main EPG System 'MINDS' Upgrade" for details.

(*2) SI (Service Information)

SI consists of information necessary for viewing digital broadcasting, and EIT (Event Information Table), which includes program titles, broadcast times, cast etc.

SI is updated as needed, including updates in broadcast times.