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**FOR IMMEDIATE RELEASE**

## **Two New Sitcoms To Go Online**

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### **Company to “Do Television on the Internet”**

**SAN FRANCISCO, CA – November 28, 2006** – Hosomo today announced two weekly sitcoms to be produced specifically for the internet. “It might seem like we’re trying to do television on the internet,” says Ron Nakano, founder of Hosomo, “but using the internet as the delivery system for TV shows has strengths and weaknesses. We’re replacing the problematic parts with parts of the network television model that are known to work. For starters, the shows will be free to download.”

A major problem with online entertainment is dependability. “You don’t know when the next installment will be available,” explains Nakano about viewers getting discouraged when checking a site that has nothing new. “You lose your audience. If the viewer knows every Tuesday a new half hour show will be available, then they can anticipate it. Then you can build an audience if you have a good show.”

Hosomo plans the pilot for “The Trials of Mitchell’s Father” to be available early 2007. The series centers on a single father of a teenage son. “It’s a look at the single life through the eyes of a father and son” reads the tagline for the show. The pilot for “Closed Mondays,” which takes place in a Japanese restaurant, is scheduled for early spring of 2007.

“One strength of using the web as the delivery medium,” says Nakano “is we don’t have to provide 24 hours of content every day. We can start out small. ” “The Trials of Mitchell’s Father” episodes are scheduled to be released on Tuesdays and “Closed Mondays” is scheduled for Thursdays.

As for pop-ups or other advertisements Nakano explains “That’s where we go back to commercials. Virtually every type of ad online is annoying. Viewers are more accepting of commercial breaks. Shows are written and structured to support commercial breaks.” Nakano explains that with a lower cost of production, Hosomo will only need 4 or 5 commercials per half-hour episode. “A commercial break comes up and there’s only 30 seconds of ads. It’s not worth the effort of the viewer to try to skip it. So not only do we lean viewers in a direction to actually watch the ads, with so few ads the advertiser doesn’t get lost in a sea of competing commercials. That makes commercials more effective, and really, that’s the business of television.”

To avoid slow download speeds, Hosomo will use BitTorrent. “BitTorrent, given today’s connectivity, just makes the most sense. It’ll be similar to using the timer on the VCR. You set the computer to download while you’re asleep or at work or school. When you have time, you watch it.” Using BitTorrent you download pieces of the file in non-sequential chunks. As you receive the data block you also pass it on to others. This allows the file transfers to remain fast despite the number of simultaneous downloads. Nakano likes the idea of the computer as a media center where downloaded content can be viewed in the living room, on the TV, from the comfort of a sofa. “That’s where we all should be heading.”

(more)

The shows will be shot in HiDef “and the online version will be 640 by 360 at 30 frames per second,” explains Nakano “The quality of the image needs to at be least as good as what you’d get on your standard VCR.” Hosomo plans on using the Windows Media 9 codec because the compression artifacts make the image slightly blurred as opposed to having micro-blocking. “The blurs often happen in areas of the frame that has motion, so a blur is less obvious or distracting. Basically it’s a more visually acceptable compression artifact.”

“Closed Mondays” is about the people who hang out around a family run restaurant. “It just so happens that most of them are Japanese Americans.” Nakano insists the show is “not about being Asian. But because it’s going to have to fight that stigma to attract an audience, we’re going to push ‘The Trials of Mitchell’s Father’ first. The promotion strategy is taxing enough for an obviously mainstream series.”

"The original concept for Mitchell's Father was pretty shallow," admits Nakano. So the characters and settings have undergone more than nine months of revisions. "The show is basically providing virtual friends for the viewers. The characters and situations are things everyone can relate to, care about, and be interested in. We want to give the viewer a feeling like they belong to the group. To do this, some characters were written out while others were added."

“But from the very start” says Nakano, “the perfect guy to play the lead was Jeff.” As pre-production winds down, Nakano is talking with San Francisco based actor Jeff De Lucio-Brock to take the lead role as Mitchell’s father, John Davis. “He can handle everything we need – from subtle acting moments to broad physical comedy. I think in a short time he’ll go from a water cooler topic to a household name.”

Being self-censored, Hosomo wants to stay close to the 1980’s broadcast TV standards and limitations of language and graphic sex and violence. “It’s a business. We need viewers, and we need advertisers.” Nakano makes no illusions about it. “Somewhere there’s a line we have to make, and generally it’s more effective to make the viewers engage their minds than to be graphic. We don’t want to get an audience because of controversy, we want to earn the audience with quality shows that are entertaining.”

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NOTE TO EDITORS:

“Hosomo” is a Japanese term meaning “network broadcast.”

Hosomo plans to have season box sets of the series available for sale in HD DVD and Blu-Ray versions.

BitTorrent is a free peer-to-peer content delivery program to assist downloading large files; it was created by Bram Cohen.

Jeff De Lucio-Brock’s bio is online at: <http://www.jeffdelucibrock.com>. His head shot is available online at: [http://www.jeffdelucibrock.com/photos/head\\_shot\\_comm\\_large.jpg](http://www.jeffdelucibrock.com/photos/head_shot_comm_large.jpg)

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