

DAC to kick off Japan’s first verification test on digital advertisement transparency using blockchains

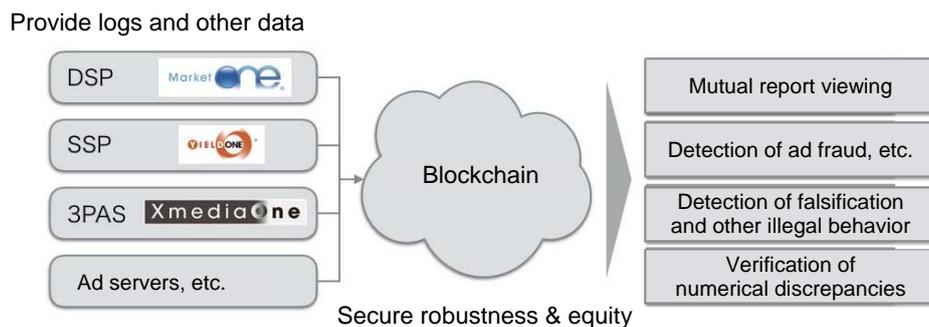
-DAC welcomes Kuniyoshi Mabuchi as Executive Advisor and IBM Japan as its technology partner in developing the first open platform in Japan-

Tokyo, April 25, 2017 --- D.A.Consortium Inc. (DAC) announces that it will be starting an experimental project, powered by IBM Japan, Ltd., to improve transparency in digital advertising effectiveness with an innovative approach using blockchains anticipated as next-generation commerce transaction technology.

While RTB transactions are becoming increasingly popular in Japan’s online advertising market, issues concerning transparency on advertising delivery report data based on multiple platforms such as DSP (*1), SSP (*2) and 3PAS (*3) have been emerging. For example, causes need to be identified when discrepancies occur in reported figures according to PC/smartphone environment and browser settings for DSP and 3PAS advertising deliveries. Technology solutions are essential to secure transparency upon determining whether or not the cause of disparity is technical. Companies currently choose third party measurement vendors to judge on this matter, but issues arise in that no unified measurement method exists between the vendors.

To fundamentally and innovatively tackle this situation, DAC welcomed Mr. Kuniyoshi Mabuchi (*4) in launching verification tests that use blockchains, which will be a first in Japan. The blockchains are powered by “IBM Bluemix” (*5). DAC will provide its DSP, SSP, 3PAS data and leverage its know-how on ad technology in developing this project. The experiments are backed by IBM’s blockchain technology and infrastructure, with New Balance Japan, Inc. as the advertiser and Mediagene Inc. as the publisher.

Going forward, DAC will contribute in enhancing digital advertising’s reliability and values by continuing improvements based on trial results and leveraging AI technologies to develop an open platform that will be instrumental in creating transparency in advertising for the entire industry.



Enhanced transparency in pay-per click advertising
 More branding advertisements launched following improved reliability for digital advertising

- (*1) DSP is an abbreviation of Demand-Side Platform, and is a tool or service that allows advertisers and advertising companies to conduct advertising inventory bidding, deliver advertisements, conduct media/audience targeting and other actions through one interface.
- (*2) SSP is an abbreviation of Supply-Side Platform, and is a platform that delivers functions that facilitate web publishers to sell their advertising space inventory and exchange advertisements. As opposed to DSP, SSP presents conditions such as minimum bid prices.
- (*3) 3PAS is an abbreviation of 3rd Party Ad Serving.
- (*4) Kuniyoshi Mabuchi: SVP & Partner, FleishmanHillard and DAC fellow
Appointed as Representative Director of Ogilvy One Japan and neo@Ogilvy in 2012, Mr. Mabuchi has led Japan's digital marketing industry. He has been serving as SVP & Partner of FleishmanHillard since 2016, and worked as advisor for multiple companies. Mr. Mabuchi supervised *The Impact of the Blockchain* published by Nikkei BP in 2016.
- (*5) IBM promotes blockchain technology development, and is working on commercialization around the world. In addition to service for on-premises, IBM's blockchains are delivered as cloud services such as IBM Bluemix.

■ Overview of Related Events

IBM Watson Summit 2017: <https://ibmevent.jp/event/watsonsummit2017/>

•Date: Thursday, April 27 – Friday April 28, 2017

•Place: Grand Prince Hotel New Takanawa

•Lecture Program: Thursday, April 27, 2017, 5:15 pm - 6:00 pm

(Title) "Innovations in Business Transactions: An Open Platform Experiment to Make Blockchain-Backed Digital Advertisements Transparent"

(Speakers) Keiichi Tezuka, D.A.Consortium Inc. Executive Officer and Deputy Head of Product Development Group

Kuniyoshi Mabuchi, FleishmanHillard Japan K.K. SVP & Partner, D.A.Consortium Inc. Fellow

Yusuke Morizumi, IBM Japan, Ltd. Developer Advocate

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Establishment: December 1996

Businesses: Media services, solutions services, operational services

*DAC is a wholly owned subsidiary of D.A.Consortium Holdings Inc.



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Location: Yebisu Garden Place Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo, 150-6033, Japan

Establishment: October 2016

Listed: Second Section of the Tokyo Stock Exchange (Stock code: 6534)

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