

News Release

D.A.Consortium Inc.
Platform One Inc.

**DSP’s “MarketOne®” begins offering
IAS brand safety and viewability functions**
Enhancing collaboration with IAS for better ad verification

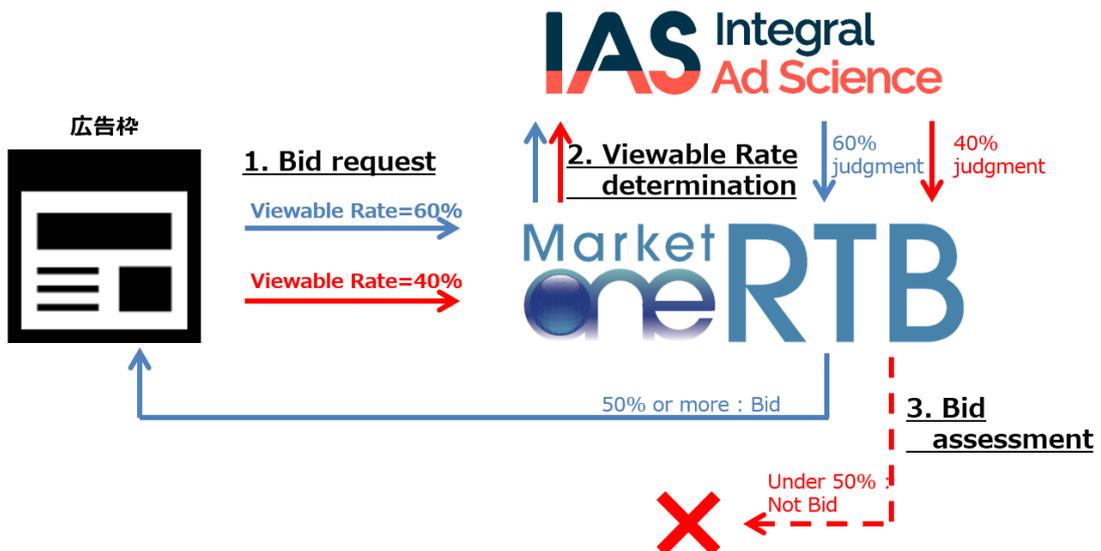
Tokyo, June 26, 2018 --- D.A.Consortium Inc. (DAC) and its consolidated subsidiary Platform One Inc. (P1), in collaboration with Integral Ad Science (IAS), will begin offering IAS’s functions related to brand safety and viewability through MarketOne®, one of Japan’s largest DSPs provided by P1.

DAC and P1 have long worked to improve the safety and transparency of ad delivery through aggressive ad verification(*1) initiatives(*2). As part of this effort, DAC and P1 began collaborating with IAS, and in April 2018, implemented a system based on IAS’s database (*3) to eliminate ad fraud in all advertising campaigns through MarketOne®. In the same month, P1 received certification as a “Certified Verification Partner” (*4) from IAS. Today’s announcement of the new features of MarketOne® will reinforce the collaboration between the two companies and further enhance the transparency and reliability of MarketOne®.

■ Collaboration overview

For all advertising campaigns through MarketOne®, customers will be able to use IAS’s brand safety and viewability data for target delivery as well as its verification functions that detect inappropriate advertisers and eliminate fraudulent ad content. Similar to the system to eliminate ad fraud, which began in April 2018, this new function uses pre-bid detection and blocking functions (*6: see chart below) so that advertisers can avoid bidding where brand image may be damaged or viewability is questionable, thus preventing wasteful ad costs that are not in keeping with their intent.

▼ Viewable Rate=50% or more as target



DAC and P1 are strongly committed to promoting the health and development of digital advertising. To that end, they will continue to focus on resolving ad verification issues in programmatic advertising.

- (*1) Ad verification: A function to verify that an ad distributed through a DSP or ad exchange is placed in a site or other location that is in line with the advertiser's intent and conditions.
- (*2) December 9, 2015, press release: Platform One teams up with Momentum's "BlackSwan" for ad verification
https://www.platform-one.co.jp/pdf/release_20151209.pdf (in Japanese)
July 20, 2016, press release: Platform One links up with Hatena's "BrandSafe Hatena!" ad verification capabilities
https://www.platform-one.co.jp/pdf/release_20160720.pdf (in Japanese)
December 5, 2017, press release: The DSP "MarketOne®" to support ads.txt-based ad bidding with the goal of increasing transparency of programmatic advertising
http://www.dac.co.jp/press/2017/20171205_mone_adstxt
- (*3) April 5, 2018, press release: DSP "MarketOne®" and IAS team up to offer Japan's first service to eliminate ad fraud from all advertising campaigns
http://www.dac.co.jp/english/press/2018/20180405_m1ias
- (*4) April 11, 2018, press release: IAS and Platform One -- First Technology Vendors in Japan to Become "Certified Verification Partner" https://www.platform-one.co.jp/pdf/release_20180411.pdf
- (*5) Pre-bid method: A method that screens the URL/IP address at the bid-request stage instead of at the time of the impression.

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<About Integral Ad Science (IAS)>

IAS is a global technology company that aims to provide online advertisers a safe and high-quality ad placement environment and greater transparency of digital campaigns, regardless of location or device. IAS solutions are used by 80 out of the 100 top global advertisers, more than 2,500 publishers and more than 150 technology partners. Headquartered in New York, the company has operations in 22 cities in 13 countries, including San Francisco, Chicago, London, Berlin, Sydney, Melbourne, Singapore and Tokyo. IAS solutions benefit all advertisers, ad agencies, publishers and technology partners by helping to eliminate waste and efficiently and effectively improving ROI. Furthermore, among all ad verification companies, IAS has received the most accreditations from MRC (Media Rating Council: A US industry organization that audits and accredits media research companies) for desktop, mobile, display and video viewability and fraudulent impression detection (Sophisticated Invalid Traffic).

<Corporate Information>

■ D.A.Consortium Inc.

<http://www.dac.co.jp/english/>

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

Representative : Masaya Shimada, President & CEO
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.

■ **D.A.Consortium Holdings Inc.** <https://www.dac-holdings.co.jp/english>

Representative : Masaya Shimada, Representative Director & President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2016
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

■ **Platform One Inc.** <https://www.platform-one.co.jp/>

Representative : Norihide Akiba, President
Head Office : Yebisu GardenPlace Tower 20F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : February 2011
Business : Digital Advertising Trading Platform development / operation, Digital
Advertising Space buying / selling, Technology services

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