

## **News Release**

D.A.Consortium Holdings Inc.

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### **[Patent News]**

## **TV-linked digital content delivery system patent acquired**

**~Interactive delivery of program info and ads based on TV audio~**

**Tokyo, August 17, 2018** --- D.A.Consortium Holdings Inc. (DACHD) and D.A.Consortium Inc. (DAC) announced today that they have acquired a patent for a system that delivers content and ads most appropriate to a user based on TV audio content recognition technology that is able to determine what programs or commercials that user is viewing.

#### **■ Background**

Users are spending an increasing number of hours on the Internet yearly. Of the total number of hours spent on all types of media per day, the share of digital media, including smartphones and tablets, is more than 50%(\*1). In addition, viewership behavior is evolving, such as users doing other activities while viewing. To respond to these changes, there is an increasing need for marketing activities that link mass media and smartphones, such as with TV stations creating program-specific SNS official accounts to disseminate information.

DAC has been developing ad delivery systems that use audio recognition technologies and acquired a patent(\*3) that utilizes ACR(\*2) to capture sound from TVs, radio and outdoor advertising through smartphone microphones in order to identify what content or advertising a user is listening to and deliver appropriate digital ads.

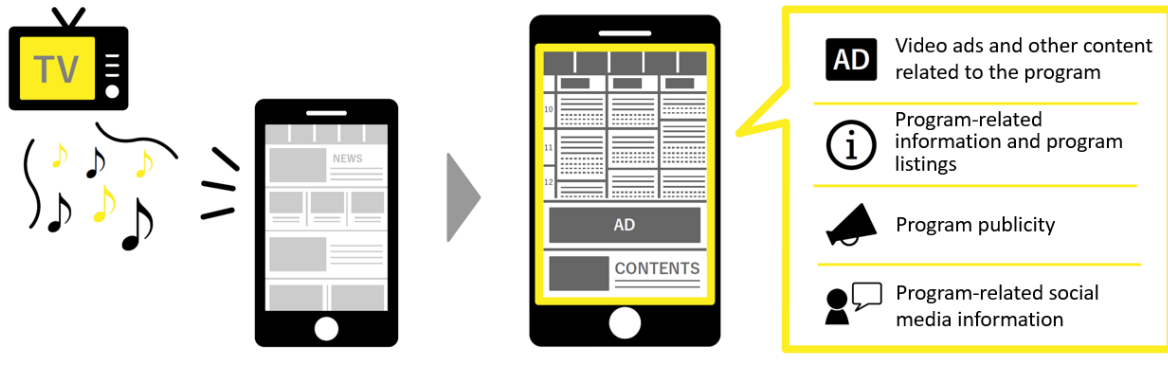
#### **■ Patent overview**

The newly acquired patent is for a system that is able to capture the sound of TV programs, TV commercials and other TV audio via the user's smartphone microphone with user permission. This information allows companies to grasp in real-time a user's online viewing behavior so that it can provide ad campaigns, TV programs, program promotion and other TV and digital media-linked information.

DAC will use this patent and combine it with various solutions, such as its own ad server FlexOne<sup>®</sup>, an audio recognition technology developed by the affiliated company Evixar Inc.(\*4), and a cloud-based CMS called dino(\*5) offered by Revolver, Inc., to provide users more effective ads and content. In addition, by linking the patent with DAC's DMP AudienceOne(\*6), client companies will be able to deliver targeted and optimal digital ads and content according to each user's offline media status.

By making real-time, interactive communication with users possible using TV audio, the newly patented technology will provide a better viewing environment and styles. At the same time, it will help enhance engagement with users and contribute to improved ad effectiveness.

This patent is not limited to TV, but can also be linked with radio, outdoor digital signage, in-store announcements and other interactive forms of communication.



1. Recognizes audio from TV programs and commercials when user is accessing a smartphone or tablet

2. Interactively displays content and advertising related to the program.

<Patent summary>

Invention name	Programming-linked information processing system
Patent acquisition date	June 1, 2018
Patent application number	Patent No. 6345726
Inventors	Akihiko Tokuhisa, Kazuhiro Sunada

The DACHD Group will continue to utilize a variety of state-of-the-art technologies to develop ad models that link mass media, digital media, and data related to offline and online behavior in an effort to contribute to the growth of the advertising market.

- (\*1) "Media Fixed Point Survey 2018," Hakuodo DY Media Partners
- (\*2) ACR (Automatic Content Recognition) is a technology that analyzes video, audio and other signals from a currently viewed program to determine what that content is.
- (\*3) News release of Feb. 27, 2017, "Development of a unique ad delivery system that utilizes content recognition technology from audio"  
[https://www.dac.co.jp/press/2017/20170227\\_patent](https://www.dac.co.jp/press/2017/20170227_patent) (in Japanese)
- (\*4) News release of Jul. 13, 2017, "DAC forms a capital and business tie-up with Evixar, a developer of audio signal processing technologies"  
[https://www.dac.co.jp/press/2017/20170713\\_evixar](https://www.dac.co.jp/press/2017/20170713_evixar) (in Japanese)
- (\*5) News release of Mar. 27, 2018, "DAC forms capital, business partnership with content delivery platform operator Revolver, Inc." 『  
[https://www.dac.co.jp/english/press/2018/20180327\\_revolver](https://www.dac.co.jp/english/press/2018/20180327_revolver)
- (\*6) AudienceOne is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 90M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users. <https://solutions.dac.co.jp/audienceone>

## &lt;Corporate Information&gt;

■ **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>

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Established : October 2016

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