

News Release

D.A. Consortium Inc.

DAC establishes the “DAC Niigata Office,” a trading desk specializing in programmatic ads

Tokyo, December 13, 2018 --- D.A. Consortium Inc. (DAC) is pleased to announce that it is setting up the DAC Niigata Office (Niigata Office), a trading desk specializing in programmatic ads. DAC will report on the company's plans for expanding into Niigata on a courtesy visit to the Niigata Prefecture governor and the Niigata City mayor on Friday, December 14th.

The online advertising market has been growing steadily, and in 2017, exceeded 1.5 trillion yen, making up for about 24% of all advertising (*1). In particular, programmatic ads, such as search advertising and social media advertising found on SNS timelines, command 62% of online advertising in reflection of how they tend to fit well with the lifestyles of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) and their high advertising effectiveness.

In 2011, DAC began offering trading desk services and is now one of the nation's largest networks. To reinforce its capabilities in programmatic ads and with the support of various academic institutions, Niigata Prefecture and Niigata City, DAC decided to establish this Niigata Office.

With this opening, DAC will work to recruit new graduates and mid-career professionals in Niigata Prefecture with the aim to hire 100 people. At the same time, DAC will utilize its many years of expertise in advertising to nurture ICT human resources.

■ **Courtesy visit summary**

Date and time: Friday, December 14th, 9:50am ~ 10:10am

Venue: Governor's Office, Niigata Prefectural Office (4-1, Shinkocho, Chuo-ku, Niigata)

Attendees: Hideyo Hanazumi, Governor of Niigata Prefecture

Yaichi Nakahara, Mayor of Niigata City

Masaya Shimada, President & CEO, D.A. Consortium Inc.

※After the courtesy visit, there will be a press conference in the Prefectural Office Press Conference Room from 10:15am on the same day.

■ **Niigata Office summary**

Start of operations: Friday, February 1st (tentative)

Location: Daido Seimei Building, 7th floor, 1214-2 Kamiokawamaedori 6 Bancho, Chuo-ku, Niigata City, Niigata Prefecture

Personnel plan: About 10 at the start of operations, with plans to steadily increase to approximately 100

(*1) From Dentsu Inc.'s 2017 Japanese Advertising Expenditures

<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 enliven 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

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Empowering the digital future