

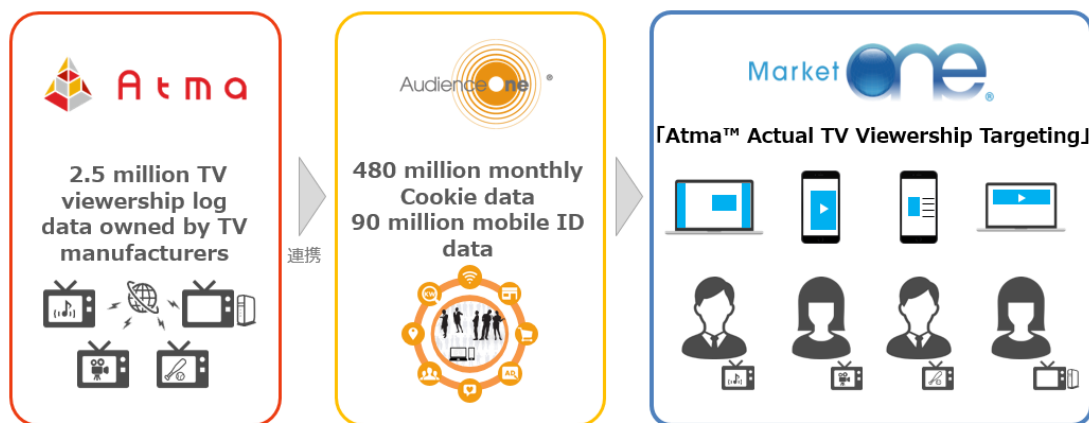
D.A.Consortium Inc.

Platform One Inc.

Hakuhodo DY Media Partners Inc.

## DAC, Platform One and Hakuhodo DY Media Partners jointly develop “Atma™ Actual TV Viewership Targeting” ~to be offered on “MarketOne®” DSP~

**Tokyo, January 10, 2019** --- D.A.Consortium Inc. (DAC), Platform One Inc. (P1) and Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) are pleased to announce that they have jointly developed Atma™ Actual TV Viewership Targeting, an ad delivery menu that utilizes TV viewership logs on Atma™ (\*1), a solution that maximizes TV commercial effect. This product will be available on MarketOne® (\*2), a DSP provided by P1.



### ■ Background

In recent years, the way *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) come into contact and behave with media is becoming increasingly diverse (\*3). This has made comprehensive marketing methods that cross over different types of media more important. In particular, there is a need for a solution that can visualize the effect of TV ads by synergistically combining TV commercials, which convey messages to many *sei-katsu-sha*, with digital ads, which have fine-tuned targeted delivery. In September 2017, Hakuhodo DY Media Partners developed and began offering Atma™, a solution that maximizes TV commercial effect by utilizing TV viewership log data from data-acquisition-enabled Internet-connected televisions. In addition, DAC acquired a patent in June 2018 for a TV-synchronized digital content delivery system, which can be used for services that interactively deliver TV program-related information and ads based on TV audio signals.

### ■ Summary of Atma™ Actual TV Viewership Targeting

Atma™ Actual TV Viewership Targeting is a product developed by the three companies that links viewership log data of the 2.5 million Atma™ TVs nationwide with DAC's DMP AudienceOne® (\*5) and converts that data to enable ad delivery via MarketOne®.

For terrestrial real-time broadcasts, terrestrial time-shift broadcasts, and BS real-time broadcasts, ad agencies and advertisers can place ads that match TV viewership patterns by voluntarily selecting program category, such as sports program or dramas, segment category, such as viewership frequency, and other categories, such as ad

delivery area, via the MarketOne® management screen. Furthermore, by bringing together data owned by AudienceOne® related to hobbies, interests and other attributes, ad agencies and advertisers can realize even finer-tuned approaches to their communication target.

The three companies will continue to actively develop and enhance solutions that create an environment for good communication between companies and *sei-katsu-sha*.

- (\*1) A solution that maximizes TV commercial effect by combining the *sei-katsu-sha* data management platform independently developed by Hakuholdo DY Group with user-permitted TV viewership data. Enables digital ad delivery by TV viewership segment and the measurement of TV ad conversion effect (site visits, purchases, etc.). MarketOne® ad delivery is based on user-permitted Atma™TV viewership log data.  
Hakuholdo DY Media Partners' September 25, 2017, press release: Development of Atma, a solution that utilizes TV viewership log data from approximately 1 million TVs to maximize TV CM effect  
[http://www.hakuholdody-media.co.jp/newsrelease/service/20170925\\_19278.html](http://www.hakuholdody-media.co.jp/newsrelease/service/20170925_19278.html)
- (\*2) One of Japan's largest DSPs provided by P1, with more than 2,000 advertisers that conduct RTB (real-time buying) transactions.  
<https://marketone.jp/support/>
- (\*3) From Hakuholdo DY Media Partners' "2018 Media Fixed-Point Survey"  
In 2018, the ratio of media time *sei-katsu-sha* spent on digital media (PCs, tablets, smartphones, mobile devices) was 53.5%, indicating an increase in the number of *sei-katsu-sha* who spend about the same amount of time on digital media as mass media (46.5%).
- (\*4) News release of August 17, 2018: TV-linked digital content delivery system patent acquired  
[https://www.dac.co.jp/english/press/2018/20180817\\_patent](https://www.dac.co.jp/english/press/2018/20180817_patent)
- (\*5) 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>

#####

### <Corporate Information>

#### ■ D.A.Consortium Inc.

<https://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

#### ■ Platform One Inc.

<https://www.platform-one.co.jp/>

Representative : Naoki Toyofuku, President  
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo  
Established : February 2011  
Business : Development and operation of digital advertising trading platforms

- **Hakuhodo DY Media Partners Inc.**    <https://www.hakuhodody-media.co.jp/english/>
  - Representative : Hirotake Yajima, Representative Director.President & CEO
  - Head Office : Akasaka Biz Tower, 3-1,Akasaka 5-chome, Minato-ku,Tokyo 107-6321
  - Established : December 2003
  - Business : Advertising, sales promotion and public relations involving newspapers, magazines, TV, the internet, outdoor and other media

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail: ir\_inf@dac.co.jp

Platform One Inc.

Alliance / E-mail: info@platform-one.co.jp

Hakuhodo DY Media Partners Inc.

Public Relations Division / E-mail: koho.mail@hakuhodo.co.jp