

Hakuhodo DY Media Partners Inc.
Hakuhodo DY digital Inc.
D.A.Consortium Inc.
Platform One Inc.

Hakuhodo DY Media Partners, Hakuhodo DY digital, DAC, and Platform One launch “Brand View Instream Ad™”, a programmatic instream video ad service that only places ads in premium video content

Tokyo, February 1, 2019 --- Hakuhodo DY Media Partners Inc., Hakuhodo DY digital Inc., D.A.Consortium Inc. (DAC), and DAC subsidiary Platform One Inc. (P1) have launched Brand View Instream Ad™ (Brand View), a programmatic instream video ad service that limits ad deliveries to just premium video content.



Brand View Instream Ad™ logo

Brand View was developed to realize top-quality, premium instream video advertising in all aspects. By restricting the placement of ads to only carefully curated, premium media channels and video content, Brand View eradicates headaches about brand safety (whether or not ads are being placed on inappropriate sites or in inappropriate content) and ad fraud (whether or not illicit ad impressions or clicks are taking place), two major concerns in today's online video ad landscape. Brand View also offers outstanding ad engagement quality in terms of ad view-through rate (percentage of ads played to the end), viewability (whether an ad is displayed appropriately so that a user can see it), and other metrics. Various targeting options are available, based on data provided by DAC's AudienceOne® (*1) and other data management platforms (DMPs), for ad deployments with superior precision and efficiency. The unique product features of Brand View make it a valuable tool in situations where advertisers require the very highest marketing quality, especially corporate and product branding.

Product features

- Programmatic instream video ads
- Carefully curated placement media channels: online services that repeat broadcast content from private TV networks (TV network sites, TVer, and others), GYAO! (*2)
- Carefully curated video content: terrestrial TV broadcast programs from private networks, video content available on GYAO!
Restricting delivery to these channels eliminates any possibility of ads being run in user-uploaded videos, illegal videos, or other unsuitable content
- Targeted deliveries with use of DMPs (AudienceOne® and others)
- High engagement quality: outstanding ad completion rates, viewability, audibility (whether the ad is audible when played), ad attention rates (whether the viewer's gaze is fixed on the ad), and other metrics

The Hakuhodo DY Group is committed to pioneering data applications and developing new sales methods and products for all areas of mass media ads and digital media ads,

and it constantly strives to address the many marketing issues advertisers face in the fast-moving media landscape.

(*1) AudienceOne®

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>

(*2) Partner companies

Brand Vision currently works with the following seven partner companies. We plan to expand the number of partner companies over time.



Nippon Television Network



TV Asahi



TV TOKYO



Fuji Television Network



MAINICHI BROADCASTING SYSTEM



Asahi Broadcasting



GYAO

<Corporate Information>

- **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

- **Hakuhodo DY digital Inc.** <https://www.hakuhodody-digital.co.jp>
 - Representative : Akira Tsuji, President
 - Head Office : Akasaka Biz Tower,5-3-1 Akasaka, Minato-ku,Tokyo 107-6322
 - Established : April 2016
 - Business : Digital media planning, creative production, data marketing, campaign planning, etc.

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

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