

News Release

D.A. Consortium Inc.

DAC and The Washington Post partner to make Arc Publishing available in Japan

DAC will help deliver Arc's transformative digital workflows to Japanese publishers

Tokyo, February 13, 2019 --- D.A. Consortium Inc. (DAC) and The Washington Post have announced the launch of Arc Publishing in Japan. As a member of the Arc Partner Network, DAC will begin selling the suite of digital publishing tools developed by The Washington Post to Japanese publishers, magazines and brands beginning in February 2019.



Utilizing its expertise and relationship with publishers in the digital advertising space, DAC will serve as the exclusive partner of Arc in Japan and will support publishers' shift to digital-first workflows. DAC will promote and introduce Arc Publishing to publishers in Japan, onboard them onto the Arc platform and grow digital advertising revenue by combining Arc's speed and versatility with DAC's industry-leading advertising solutions. Arc will be localized for the Japanese publishing market, ensuring that the features that make publishers successful worldwide can meet the unique needs of publishers in Japan.

"Arc has fast become the platform of choice for top publishers across the globe, and this new partnership between DAC and The Washington Post will bring Arc's transformative capabilities to Japanese publishers. Arc's advanced digital-first workflows help publishers transform their newsrooms. The breadth of the suite — core publishing, sophisticated video capabilities, digital subscription monetization, and ad optimization delivered by DAC — means that publishers can focus on their readers and user experience," said Scot Gillespie, Chief Technology Officer of The Washington Post. "We are incredibly excited to be working with DAC and to help major publishers in Japan grow their digital audiences and revenue."

"We are excited to announce this partnership with The Washington Post's Arc Publishing. DAC has been working under our slogan "Empowering the digital future" to accelerate the digital growth of the market. With the delivery of Arc Publishing in Japan, DAC can provide digital media transformation and profitability solutions to Japanese media companies, including tools that promote print and digital collaboration, drive readership growth through content distribution, and facilitate the development of cutting edge

products to increase revenue,” said Masaya Shimada, President and CEO of DAC. “We hope this partnership will contribute greatly to Japanese media companies.”

About The Washington Post’s Arc Publishing

Arc Publishing (<https://www.arcpublishing.com/>) is an award-winning, state-of-the-art digital platform and suite of tools that’s engineered to meet the demands of modern publishers and brands around the world. Built by The Washington Post, Arc technology handles complex multi-site publishing and audience needs across video, web, apps, subscriptions and ad monetization, providing a competitive advantage enhanced by a set of sophisticated machine learning and AI-powered tools. Arc has powered the digital transformation of clients both large and small across the globe. At its core, Arc is about speed and innovation: for readers, newsrooms, brands, advertisers and developers.

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<The Washington Post (WP Company LLC)> <https://www.washingtonpost.com/>

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Established : 1877
Business : Newspaper publishing, Online media operation

<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.

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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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Empowering the digital future