

## News Release

D.A. Consortium Inc.

### DAC begins offering ad products for “DiDi TV,” a digital media service for taxis ~begins sales to ad agencies as a media representative~

**Tokyo, October 29, 2019** --- D.A. Consortium Inc. (DAC) is pleased to announce that it will serve as a media representative selling ad products of Didi TV, a digital media service installed in taxis and offered by DiDi Mobility Japan Corp. (DiDi Mobility Japan), a joint venture company of the Chinese company Didi Chuxing and Softbank Corp.

DiDi TV is an entertainment service that utilizes digital signage for taxis. It is provided by DiDi Mobility Japan, which operates the AI taxi dispatching app DiDi(\*1). DiDi TV delivers news, movies, manga, entertainment information and other carefully selected media content to taxi riders. In addition to this rich content, DiDi TV also delivers video ads to provide users a wide range of information. Video ads are comprised of three menus – Exclusive Ads, which air for up to 60 seconds after the initiation of the ride, Prime Ads, which air right afterwards, and Basic Ads, which are available at a reasonable price range. Furthermore, Exclusive Ads offer an optional product called seat-belt tie-up ads, which allow advertisers to create an ad that can be linked with the “Please Fasten Your Seat Belt” image that appears when a passenger first gets into the taxi.

DiDi TV is expanding its installation presence not only in the three major cities of Tokyo, Osaka and Nagoya, but also major metropolitan cities nationwide in Hokkaido, Sendai, Hiroshima, Fukuoka and others.



**Make travel time in taxis more enjoyable.**

**DiDi TV is a totally new type of taxi entertainment that provides taxi passengers excitement and fun.**

DiDi TV taxi signage is unlike anything seen before, offering content not just about business, but also travel, gourmet, entertainment, sports and much more.

DiDi TV transforms that boring time in the taxi to a time where you can see stimulating and new content.

With each ride, be entertained.  
With each ride, want to take another taxi.  
Travel time in a taxi is now a new form of fun.



- Monthly forecasted reach: 1.4 million(\*2)
- Number of tablets installed: 3,500(\*3)

The AI taxi dispatch app DiDi began services in September 2018 and has since been adopted by numerous users to request taxis on their smartphones. Taxis dispatched with DiDi all have DiDi TVs installed with plans to roll out more in the future.

DAC will comprehensively manage DiDi TV ad products from sales to data submission and reporting. In addition, by utilizing AudienceOne<sup>®</sup>(\*4), the DMP developed and provided by DAC, DAC will be able to provide user demographic analysis of DiDi app users that does not include personal information.

To respond quickly and accurately to the diverse needs of advertisers, ad agencies and media companies, DAC will continue to utilize its experience as a media representative to develop and provide ad services with the latest ad technologies and create business opportunities in line with the new media environment.

(\*1) The DiDi app is widely used by women in their 20s and 30s and has become the number one downloaded taxi dispatch app in Japan just ten months after its introduction. The number of taxis dispatched using the app has increased 36 times since July 2019 (DiDi research) .

(\*2) Calculated using statistical data from “Hire Taxi Yearbook, 2018 Edition.”

(\*3) The number of installed tablets as of December 2019.

(\*4) AudienceOne<sup>®</sup> is of Japan’s largest data management platforms (DMP) with a huge volume of data related to its 480 million monthly unique browser cookies, over 100 million mobile ad IDs and more than 2 trillion data points, which it analyzes to provide high-definition third-party data. It 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> (Japanese)

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### <About DiDi Mobility Japan Corp.>

DiDi Mobility Japan was established in June 2018 as a joint venture of the Chinese company Didi Chuxing and Softbank Corp. Didi Chuxing’s dispatch platform utilizes the world’s latest AI and high-precision analytical and forecasting technologies. In combination with Softbank’s business base and marketing power as a telecommunications operator, DiDi Mobility Japan is striving to optimize taxi dispatching in Japan, improve usage rates, expand service areas, conduct campaigns using PayPay and have more customers experience comfortable, convenient taxi rides with the DiDi app.

Representative : Stephen Zhu  
Head Office : 6-6, Kojimachi, Chiyoda-ku, Tokyo  
Established : June 28, 2018  
Business : Providing DiDi services and related operations for the Japan market

<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 as a media rep during the early days of online advertising, DAC has played a key role in the market's formation and the industry's growth. Currently, DAC offers a wide variety of advertising-related digital marketing services both domestically and abroad.

DAC provides seamless services to publishers, ad agencies and other partner companies by offering comprehensive support for ad transaction related services, from purchasing and selling ad space to consultation, planning, operations and results analysis. The company is also engaged in creative production that maximizes the media's characteristics, the development and provision of solutions that bridge a wealth of data with advanced technology, the support of global promotions and other services.

Under the brand slogan, "**Empowering the digital future,**" DAC will pursue and lead the future of marketing through innovations that create new businesses.

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

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : [ir\\_inf@dac.co.jp](mailto:ir_inf@dac.co.jp)

**Empowering the digital future**

デジタルの未来に、もっと力を。