

## **News Release**

D.A.Consortium Inc.

### **[Patent News]**

## **Patent acquired for a digital system that measures effectiveness of outdoor and transportation advertising** **~for the evolution of outdoor and transportation ads~**

**Tokyo, November 11, 2019** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has acquired a patent for a digital system that measures the effectiveness of outdoor and transportation ads.

With sensor technologies that are able to detect people and objects and the spread of 5G (5<sup>th</sup> generation cellular network technology), outdoor and transportation ads are capable of more interactive displays than ever before, creating an anticipation of further advances and increased demand. However, determining the effectiveness of such ads often involves costly and labor-intensive face-to-face interviews. Hence, visualizing the impact of campaigns and ad creative has been difficult, creating a need for an efficient and effective method to measure ad effectiveness.

Just as with online advertising where effectiveness can be measured and PDCA cycles have led to further advances, it is very important to be able to measure ad effectiveness and utilize statistical data for forecasting when planning outdoor and transportation ads. The newly patented system uses digital technology to measure ad effectiveness of outdoor and transportation ad campaigns and ad creative in a much less costly and labor-intensive manner than in the past.

#### **■ A new form of outdoor and transportation ads**

The newly patented system integrates movement history, attributes and other user data owned by app providers and other partner companies to determine whether a user has come into contact with an outdoor or transportation ad, thereby enabling the measurement of ad effect in terms of such metrics as ad recognition rates and brand lift (\*1). Furthermore, by utilizing statistical data based on quantified survey results, ad effectiveness of outdoor and transportation ads can be forecasted in the same manner as online ads for next-generation-type planning and effective PDCA cycles.

#### **[Patent summary]**

<b>Title of invention:</b>	Programming-linked information processing method and information processing system
<b>Patent acquisition date:</b>	September 27, 2019
<b>Patent application number:</b>	Patent number 6591571
<b>Inventor:</b>	Kazuhiro Sunada

DAC will collaborate with a wide range of partner companies and utilize the technologies of the newly acquired patent to develop a system that evaluates the value of outdoor and transportation ads in an effort to contribute to the further growth of the market.

(\*1) Partner companies provide data to DAC only after obtaining user consent on the utilization and provision of user data to third parties. The data DAC obtains has been processed by the partner companies to remove any personally identifiable information and is carefully handled and utilized by DAC.

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### <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  
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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

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**Empowering the digital future**

デジタルの未来に、もっと力を。