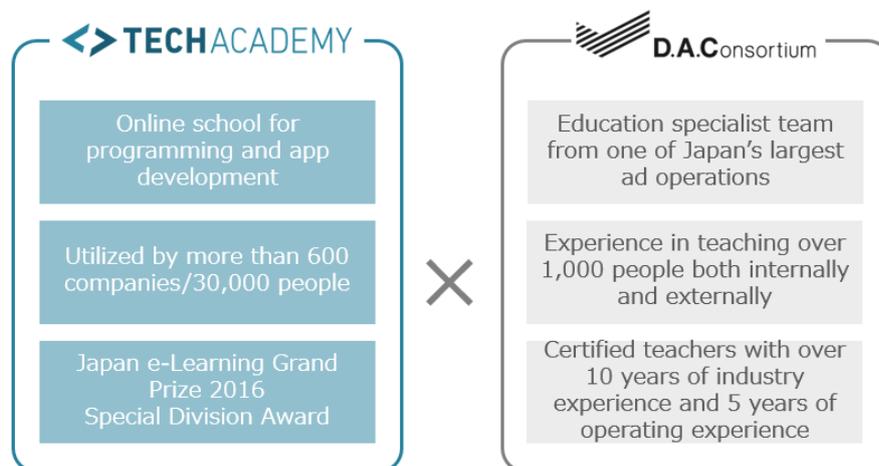


**News Release**

D.A. Consortium Inc  
KiRAMEX Corporation

**DAC and KiRAMEX launch an online training service  
for ad agencies and marketing companies**

**Tokyo, March 24, 2020** -- D.A. Consortium Inc. (DAC) is pleased to announce that it will work with KiRAMEX Corporation to begin offering a TechAcademy advertising management consulting course, an online training program in programmatic ads for advertising agencies, marketing companies and media companies.

**■ Background**

With one of Japan's largest trading desks (\*1), DAC is working to maximize ad effect of programmatic ads. Utilizing its experience and expertise, DAC has created a team of education specialists that has trained more than 1,000 people both within and outside the company.

KiRAMEX operates TechAcademy, an online school that teaches courses in such subjects as programming and app development. With the support of active professionals and a unique online learning system, TechAcademy enables students to enhance their practical skills. To date, TechAcademy has been utilized by more than 600 companies and 30,000 people.

**■ Service summary**

Utilizing KiRAMEX's online learning platform TechAcademy, DAC's team of education specialists in programmatic ads will create an online version of their training program to train and produce operations specialists. This training program will enable students to acquire the general knowledge, business direction and skills necessary to manage programmatic ads. With this, DAC can help support the acquisition of skills in programmatic ads that will help companies differentiate themselves from their competitors as well as support the formation and enhancement of digital teams for more efficient and cost-effective training of personnel involved in programmatic ads.

The main features of the service are as follows:

<Online learning functions>

Each lecture of the online training program will be accompanied by text illustrated with numerous charts and diagrams, a video message from the teacher, comprehension tests and individual work assignments. Certified teachers who are active operators provide online support to respond to day-to-day questions or comments students may have. The program also allows for group work involving a team of students tackling a shared problem with the aim to have students acquire skills necessary to solve actual problems that cannot be acquired through just reading books or watching videos. Individual student progress reports and test results can be shared in real time with the company's human resources division or supervisor to enable better learning management and follow-up, thereby helping to avoid a common pitfall of in-house training where what is learned is forgotten or loses substance.

<p style="text-align: center;"><b>Text with charts/diagrams</b></p>  <ul style="list-style-type: none"> <li>✓ ±40 minutes/lecture</li> <li>✓ Graphics for enhanced understanding</li> <li>✓ Search function for terms</li> </ul>	<p style="text-align: center;"><b>Video message from teacher</b></p>  <ul style="list-style-type: none"> <li>✓ To answer FAQs</li> <li>✓ Dialogue format</li> <li>✓ Quick, 10 minutes</li> </ul>
<p style="text-align: center;"><b>Comprehension tests / Individual work</b></p>  <ul style="list-style-type: none"> <li>✓ To review lectures</li> <li>✓ To visualize individual level of understanding</li> <li>✓ Can submit files</li> </ul>	<p style="text-align: center;"><b>Chats with teacher for questions, discussion</b></p>  <ul style="list-style-type: none"> <li>✓ A secure chat</li> <li>✓ Plenty of FAQs</li> <li>✓ Same-day responses from teachers</li> </ul> <p style="font-size: small;">※questions submitted by 4pm</p>

<Course content>

Through group and individual work, courses will cover search ads (Google/Yahoo!), social media (Facebook/Instagram/Twitter/LINE), performance-based displays, video ads and other areas necessary to manage programmatic ads. There will also be courses that deal with methods of operation, analysis and reporting. Furthermore, a range of basic entry-level lectures in marketing, online advertising, planning and other subjects are available for training new employees in digital marketing.

TechAcademy's advertising management consulting course  
<https://solutions.dac.co.jp/td-consulting/td-education>

In addition to online learning, DAC offers intensive short-term group training sessions on basic online and programmatic advertising principles, client-location-based training programs customized to client company requests, and other services to meet the educational needs of the industry.

DAC will continue to support advertising agencies, marketing companies and media companies in nurturing their human resources and teams to contribute to the development of the digital marketing market.

(\*1) The trading desk is fully involved in the operation, management and reporting aspects of programmatic ads with the aim maximize ad effect.

**<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

**■ KiRAMEX Corporation <https://www.kiramex.com/>**

Representative : Takahiro Higuchi, President  
Head Office : PMO Shibuya 8F, 1-17-4, Shibuya, Shibuya-ku, Tokyo  
Established : February 2009  
Business : Programming education operations

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KiRAMEX Corporation

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URL : <https://techacademy.jp/biz/training/contact>