

News Release

D.A.Consortium Inc.

DAC's AudienceOne® enhances data utilization functions for a post-cookie era

Tokyo, June 24, 2020--- D.A.Consortium Inc. (DAC) is pleased to announce that it has enhanced the audience data segmentation and targeting functions of its data management platform (DMP) AudienceOne®(*1) to respond to the coming post-cookie era.

In addition, it has also enhanced the targeting functions of MarketOne®(*2), a demand-side platform (DSP) provided by Platform One Inc, a DAC subsidiary. This will enable DAC to utilize data for effective ad delivery without depending on third-party cookies.

The protection of the privacy of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) has become an important issue for companies in recent years. Following the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States, the Revised Personal Information Protection Law was ratified on June 5, 2020, in Japan. These developments are calling for the ethical and appropriate use of personal information and cookies. Several web browsers have already begun phasing out third-party cookies, technology used for online targeted ads. Digital marketing must now find ways to increase ad effectiveness while respecting user privacy.

DAC has long worked to protect the privacy of *sei-katsu-sha* through several different initiatives. For example, working with SourcePoint, we have provided a Consent Management Platform (CMP)(*3) to obtain consent between *sei-katsu-sha* and companies regarding the use of data and we have improved the *sei-katsu-sha* functions of AudienceOne®.

In addition to these measures, DAC has decided to improve the segmentation and targeting functions of AudienceOne® and MarketOne®, both of which gather and utilize *sei-katsu-sha* data. These upgrades will make it possible to continue to deliver ads tailored to user attributes, hobbies, interests and other factors while maintaining *sei-katsu-sha* privacy in a post-cookie era.

One of the first changes for the post-cookie era to be made for AudienceOne® will be to raise targeting precision by augmenting our unique segment analysis capabilities of user interface access information. For example, with the increase in the number of people working from home to combat the novel coronavirus, we can create detailed household attribute segments, such as remote workers, trends in timeframes of when people are at home, single households, couples with no children, family households and other. Furthermore, using company attribute data obtained through our collaboration with Landscape Co., Ltd. (*5), we can also create new segments, such as companies that have placed help wanted ads or companies that have implemented various cloud tools.

Both MarketOne® and AudienceOne® will implement a targeting function that will enable bids for ad space and the placement of ads according to criteria specified by

advertisers and ad agencies. With this, in addition to conventional targeted delivery that utilizes segments based on third-party cookies and device IDs, near-real-time targeted delivery based on internet access information will become possible, such as office targeting based on company attribute data and viewership household targeting that utilizes TV viewership data right after the program's broadcast.

With the protection of sei-katsu-sha privacy foremost in mind, DAC will continue to actively develop solutions and improve functions of our solutions to support corporate marketing activities and data utilization.

- (*1) 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. AudienceOne® has a huge volume of data related to gender, age, yearly income and other demographic data, approximately 1,400 types of data related to hobbies and interests (psychographic data) as well as specialized data provided by AudienceOne® partner companies (Data Exchange).
<https://solutions.dac.co.jp/audienceone> (Japanese)
- (*2) A clean, safe DSP that enables allocation of Japan's largest ad space and inventory to meet the diverse requirements of advertisers. It is powered by the industry's most advanced delivery optimization logic to achieve advertiser KPIs. Capable of handling PMP and countering ad fraud, and with enhanced measures to secure brand safety, MarketOne® can be effectively used for branding as well. Collaborating with AudienceOne® and numerous outside partner vendors, it brings together a diverse range of data and contextual analysis for on-target delivery.
- (*3) News release of April 19, 2019: DAC partners with Sourcepoint to improve transparency of Sei-katsu-sha data used by advertisers and media companies
https://www.dac.co.jp/english/press/2019/20190419_1_sourcepoint
- (*4) News release of April 19, 2019: DAC's "AudienceOne®" enhances features for Sei-katsu-sha
https://www.dac.co.jp/english/press/2019/20190419_2_aone_privacy
- (*5) News release of July 3, 2017: DAC's AudienceOne DMP collaborates with Landscape, one of Japan's largest company databases
https://www.dac.co.jp/index.php/press/2017/20170703_aone (Japanese)

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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.

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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

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