

News Release

Hakuhodo DY Media Partners Inc.

D.A.C Consortium Inc.

Hakuhodo DY Media Partners and DAC begin operations of Media Innovation Lab

~Spurring media innovation from hubs in Japan, Shenzhen and Silicon Valley~

Tokyo, August 5, 2020---Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) and D.A.C Consortium Inc. (DAC) are pleased to announce the start of Media Innovation Lab, a specialized operation that gathers, analyzes and disseminates information to create AdX (ad transformation) innovation. With hubs in Japan, Shenzhen and Silicon Valley, Media Innovation Lab will integrate the strengths of both companies to explore new possibilities in the media industry that will create next-generation media and digital businesses.



Developments in telecommunications infrastructure and other technologies are creating new forms of media and a more diverse range of business models, leading to the emergence of new players at unprecedented speeds. With this wave of digital transformation, many media industry companies are pressed to change their service and revenue models. Hakuhodo DY Media Partners and DAC believe that an evolution of the traditional media buying centric service model is necessary to make way for a wide range of revenue models.

Because of this, both companies have decided to work together and harness their expertise in the Japanese and overseas media environments, the ad business and various technologies to establish this operation that will create innovation in the media business and digital fields. Media Innovation Lab will gather and disseminate information about Hakuhodo DY Group's innovation-related initiatives as well as the latest businesses and technologies in Japan, the US and China to create new businesses.

As a partner to media companies and other existing businesses, Media Innovation Lab will provide support to promote digital transformation and the creation of new business models. Latest information will be posted on each of the company's official homepages.

Media Innovation Lab outline

- Lab owner: Yoshiki Yasumoto (Innovation Center Chief General Manager, Hakuholdo DY Media Partners Inc.)
- Members: 13 people from both Hakuholdo DY Media Partners and DAC with expertise in the Japanese and overseas media environments, the ad business and various technologies
- Activity bases: Japan, China (Shenzhen) and the US (Silicon Valley)



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