

News Release

D.A.Consortium Inc.

Torchlight Inc.

“Quick Video Powered by Sherpa” is landed in Thailand～- **- Multilingual Ads video solution -**

Tokyo, September 16, 2020 -- D.A.Consortium Inc. (DAC) and Torchlight Inc. will begin providing Torchlight's Video Solution, “Quick Video Powered by Sherpa” (“Quick Video”) in the Thailand market, the first time to do so overseas..



For social media promotion, major subscribers are smartphone users that is why ads creative assets which cover most of screen is very important. “Quick Video” is an ad video solution which helps optimize ads appearance to make them more interesting and appealing. Creating ads for social media requires speed, and “Quick Video” can support this with several solutions such as “Add CTA (Call to Action) button, “Convert image to video plan” etc.

“Quick Video” is used by over 150 clients, half of which have been using the service continuously for more than a year since the service released in June 2018. These achievements have led to Torchlight being certified as Creative Partner by Facebook in April 2019.

Now “Quick Video” is available abroad and as its first step in overseas business expansion, Torchlight has started providing the video solution for Thai users with I-DAC (BANGKOK) Co., Ltd. (I-DAC (BANGKOK) as follows), a subsidiary of DAC. The number of Instagram users in Thailand is one of the highest in Asia and demand for advertising continues to grow. By cooperating with I-DAC (BANGKOK), DAC and Torchlight is planning to expand advertising business in Thailand by providing the high quality video solution “Quick Video”.

DAC and Torchlight will use this opportunity of providing “Quick Video” in South East Asia to work to offer value-added services to help advertisers solve their business problems.

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<About I-DAC (BANGKOK) Co., Ltd.>

DAC ASIA PTE. LTD. (DACASIA) , a leading provider of integrated digital marketing solutions in South East Asia, and Media Intelligence Co. Ltd jointly established I-DAC (BANGKOK) to expand business capabilities in the fast growing Thailand 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

■ Torchlight Inc. <http://www.torchlight.co.jp/>

Representative : Satoshi Kumada, President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2008

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