

News Release

D.A.Consortium Inc.

DAC is certified as a Spotify Advertising Partner

Tokyo, February 17, 2021--- D.A.Consortium Inc. (DAC) is pleased to announce that it has been newly certified as a Spotify Advertising Partner by Spotify AB (<https://www.spotify.com>), one of the world's largest audio streaming services, under its Japan partner certification program.



Spotify is one of the world's largest audio streaming services with more than 60 million music and 2.2 million program podcasts that are enjoyed by over 345 million users in 93 countries and regions around the world.

The Spotify Advertising Partner certification is awarded to advertising agencies and advertising-related companies operating in Japan in recognition of their contributions to advertising campaigns that utilize Spotify services and advertising products. The certification is judged and awarded twice a year based on actual results, such as Spotify ad space transaction volume, content and revenue growth rates.

Certified partners are not only able to obtain rights to sell Spotify reservation-based ads but are also allowed to work in collaboration with Spotify to implement survey projects and develop unique marketing solutions for Spotify ad space, such as those using digital audio and video.

DAC works directly with Spotify to sell reservation-based ads and through its DSP MarketOne[®](*) provided by DAC and its subsidiary Platform One Inc., conducts programmatic delivery of audio advertising. DAC also works with Spotify to verify effect based on differences in creative and to demonstrate effect of audio ads. DAC is actively supporting initiatives that enhance the value of Spotify services and ad products by voluntarily making proposals not only to its existing client base but also to a wide variety of industries and business types.

DAC will continue to build its partnership with Spotify to develop digital audio ad solutions that support the further expansion of the rapidly growing audio ad market.

(*) MarketOne[®] is a clean, safe DSP that enables allocation of Japan's largest ad space and inventory to meet the diverse requirements of advertisers. <https://solutions.dac.co.jp/marketone> (Japanese)

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<Corporate Information>

■ **D.A.Consortium Inc.** <https://www.dac.co.jp/english/>

Since its establishment in 1996 during the early days of online advertising, DAC is leading the industry in market formation and growth as it steadily expands its operations with the digital transformation of information and lifestyles.

Currently, DAC operates advertising and marketing businesses centered on digital technology both in Japan and overseas. The company provides comprehensive support, from consulting and planning to ad space purchasing, selling, management and results analysis. With a firm understanding of the characteristics of different media, DAC also produces creative, develops and provides solutions that bridge its wealth of data with advanced technologies, and supports global promotional initiatives.

With the mission, “**Empowering the digital future,**” DAC will continue to be at the forefront in creating new forms of advertising and marketing and providing new value to society.

Representative : Masaya Shimada, President & CEO
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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

For inquiries regarding this News Release

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Empowering the digital future

デジタルの未来に、もっと力を。