

News Release

D.A. Consortium Inc.

DAC introduces “LiftOne powered by AaaS,” an integrated monitoring solution that visualizes digital x TV ad effect **~manages digital ad delivery results data and TV ad audience rating data in an integrated manner to analyze ad effect~**

Tokyo, December 7, 2021 --- D.A. Consortium Inc. (DAC) is pleased to announce the development of LiftOne powered by AaaS(*1), an integrated monitoring solution that manages and analyzes digital and TV ad performance data. LiftOne powered by AaaS is one of DAC’s efforts to promote integrated digital x TV marketing that crosses both digital and mass media. A function focused on visualizing TV ad effect will be released first.



The rapid growth of digital media has created an increased need for an integrated digital x mass media planning and reporting solution among companies that promote digital marketing.

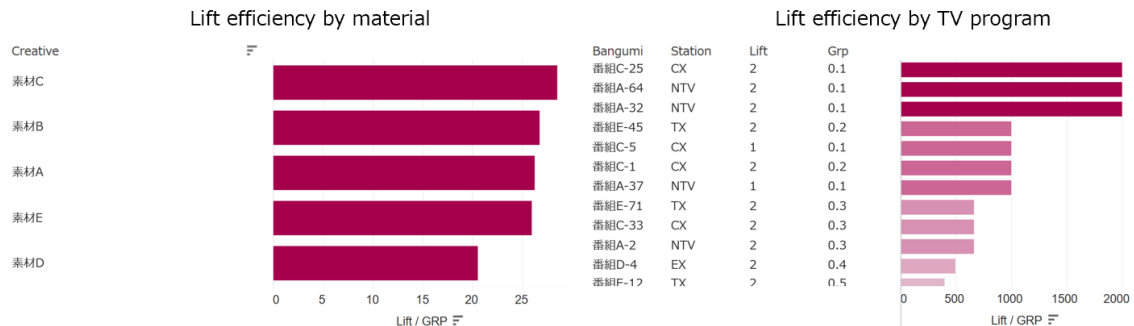
Through its in-house-developed next-generation ad platforms MarketOne® and YieldOne®, DAC has sold and bought digital ads for missed TV program streaming and other mass-media-derived services, and has developed ad solutions utilizing TV viewership data(*2). In addition, DAC established in April 2021 an integrated digital and mass media ad planning organization that provides client companies comprehensive digital and mass media ad planning, buying, and monitoring services.

■LiftOne powered by AaaS (TV monitoring function) summary

LiftOne powered by AaaS (TV monitoring function) is a solution that manages TV ad viewership data and analyzes effect. The analysis function is built with a unique UI that incorporates a BI function and displays in a pre-prescribed format analytical indicators and data necessary to run TV ads. This solution integrates and analyzes ad performance data and enables ad effect analysis and speedy utilization without a costly or time-consuming construction process.

3. Summary by visual content material or TV program

Enables horizontal comparisons of visual content material and TV programs for KPI factor analysis.



A digital monitoring function will be added in the future.

DAC will continue to develop and provide digital and mass media ad planning, buying, and monitoring services that optimize ad effect and support client companies' integrated marketing activities.

(*1) A next-generation ad media business model, "AaaS (Advertising as a Service)"

A next-generation model for the digital transformation of the ad media business that is advocated by Hakuholdo DY Media Partners in anticipation of the shift from reservation-based ads, a long-standing ad industry practice where transactions are based on ad space, to programmatic ads, a business model that seeks to maximize ad effect (trademark registration pending).

<https://www.hakuhodody-media.co.jp/aaas/> (Japanese only)

(*2) News release of January 10, 2019: DAC, Platform One and Hakuholdo DY Media Partners jointly develop "Atma™ Actual TV Viewership Targeting"

https://www.dac.co.jp/english/press/2019/20190110_mone_atma

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<Corporate Information>

■ **D.A.C 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.

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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

デジタルの未来に、もっと力を。