

News Release

D.A.Consortium Inc.

DAC forms an alliance with Super League Gaming to sell metaverse ads for the first time in Japan

**~Arrova, a virtual space ad service, to deliver ads on Roblox, a gaming
platform with 200+ million MAU worldwide~**

Tokyo, May 25, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce a partnership with Super League Gaming, Inc. (headquarters; Santa Monica, California, USA; CEO: Ann Hand), a company that operates an ad delivery solution for Roblox, a metaverse gaming platform. With this partnership, DAC will begin domestic sales of ads on Super League Network, the ad network within the game. This is the first time in Japan for a company to sell metaverse ads.

■ Past examples of overseas ad deliveries



Paramount Pictures – Sonic 2



Universal Studios – The Bad Guys

To respond to the rapid growth of the metaverse, DAC entered the next-generation media businesses in 2021 with the launch of Arrova, a service that delivers ads in virtual spaces, such as games and XR content. DAC has already formed partnerships with a major gaming company and a leading Japanese XR media company and has an established record of developing, selling and placing numerous virtual space ads. In addition, DAC provides metaverse consulting and media production services and conducts R&D into virtual space ad delivery systems and measurement tools. With metaverse developing into the next-generation infrastructure, DAC is also promoting the systemization of media transactions.



<http://arrova.dac.co.jp/>

Arrova, as an element of its unprecedented ad operations for games and XR, has formed a partnership with Super League Gaming, a company that operates an ad delivery solution for Roblox, one of the world's leading online game platforms. With this partnership, Arrova will begin domestic sales of Super League Network, a game

ad network on this platform.

■ **Roblox**

Roblox is a gaming platform with more than 200 million MAU (monthly active users) around the world. With the following features, Roblox has created a virtual community and ecosystem. Regarded as one of the leading metaverse experiences along with Fortnite and Minecraft, numerous companies and brands are using it as a new Generation Z touchpoint.

- Approximately 85 percent of users are 25 or under
- Users have access to play more than tens of millions of online games available on Roblox
- Users can develop and deliver their own original games and have other users around the world play and purchase them, creating an opportunity for monetization

■ **Super League Network**

Super League Network is a delivery-side game ad network that owns Roblox game virtual signage ad space (billboard advertising) and 3D characters (3D interactive ads). Because these ads are incorporated into natural landmarks within the game, they do not interrupt the gaming experience like conventional ads that are pushed during play, making them an unintrusive ad product. Currently, Super League Network handles still image, video, GIF/3D and interactive character ads (see below images for reference). In addition, Super League Network features targeting, measurement and other functions to enable the control of delivery according to player demographics, to measure viewability 10 seconds after the ad appears on screen and to manage performance in the same manner as conventional digital ads in the form of outdoor advertising.



By utilizing metaverse and XR spaces, DAC aims to provide *sei-katsu-sha* (a term Hakuodo uses to denote people with lives, aspirations and dreams, not simply “consumers”) ad experiences that go beyond flat surfaces to include expanded, three-dimensional, branded user experiences. By working with metaverse content holders, we will develop and sell new forms of appealing, native and unintrusive ad communication products.

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<Super League Gaming> <https://superleague.com>

Representative : CEO, Ann Hand
Head Office : 2912 Colorado Ave, Suite 203, Santa Monica, CA 90404
Established : 2014
Business : Game community and content platform provider

<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 : Yuzo Tanaka,
President, Executive Officer, CEO & CCO (Chief Compliance Officer)
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
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