

News Release

D.A.Consortium Inc.

DAC's XR media design operation Arrova joins Shogakukan's metaverse project ~Co-development of S-PACE metaverse and ecosystem~

Tokyo, July 4, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that Arrova, its XR and metaverse media and ad business design operation, will participate in S-PACE, a metaverse project driven by Shogakukan Inc., a general publishing company.



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 in developing, selling and placing numerous virtual space ads.* In addition, DAC provides metaverse consulting and media production services and conducts R&D of 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.



<https://www.arrova.dac.co.jp/>

Arrova has been working with Shogakukan's XR Business Promotion Department established last year to support metaverse-related discussions and planning. With strong growth of metaverse-related businesses forecasted in the years ahead, DAC believes there is a great potential in Shogakukan's efforts to create a new ecosystem through content.

By further reinforcing its collaboration on Shogakukan's metaverse project, DAC will work to provide publishers support in developing XR/metaverse content, creating communities, and formulating and developing media communication experiences. In addition, DAC and Shogakukan are discussing the possibility of jointly creating a business that will harness DAC's metaverse ad assets.

■ Shogakukan's metaverse project

On its 100th anniversary in 2022, Shogakukan announced its participation in a new business related to the mediatization of space. This was done in recognition that the XR/metaverse field is gaining increasing attention with the rapid development of telecommunications, graphics and device technologies. As a new media platform for content industry players, this project will conduct verification tests and develop new services.

Shogakukan launched S-PACE based on the concept, "from content creation to community formation." As a metaverse space that brings together Shogakukan's wide range of popular content with readers, S-PACE will soon open to the public (with easy access from PCs or smartphones). With plans to add new content and features that provide a uniquely Shogakukan experience, S-PACE will be structured to appeal to both men and women, young and old, attracting fans all over the world to have fun in an experience-driven media format.



(*) News release of May 25, 2022 : 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~
https://www.dac.co.jp/press/2022/20220525_arrova

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<Corporate Information>

■ **D.A.Consortium Inc.**

<https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, “**Empowering the digital future,**” DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

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Empowering the digital future

デジタルの未来に、もっと力を。