

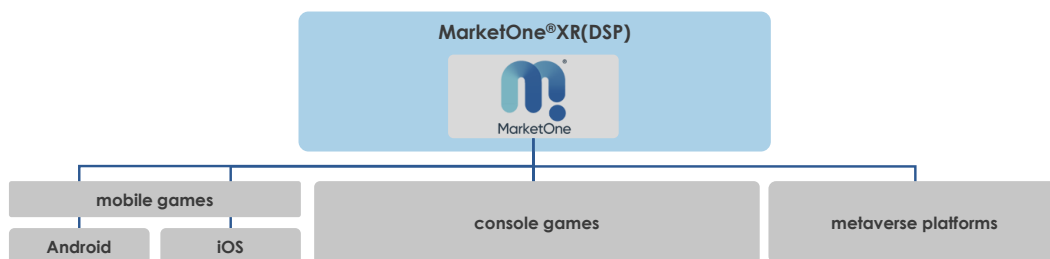
News Release

D.A. Consortium Inc.

DAC launches “MarketOne®XR”, a metaverse space programmatic ad delivery service

~Enables ad space purchases across multiple metaverse and game spaces~

Tokyo, December 13, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce the introduction of MarketOne®XR, a programmatic ad delivery service that enables ad deliveries across multiple metaverse and game spaces.



In recent years, the amount of free time spent on games and 3D content, known as the metaverse, is rising, especially among younger generations. This is giving the metaverse value as a new form of media. As a result, advertisers and ad agencies are becoming increasingly focused on new types of marketing methods that utilize metaverse and game spaces.

To respond to the rapid growth of the metaverse and as an initiative for the next-generation media business, DAC launched in 2021 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 metaverse service company and has an established record in developing, selling and placing numerous virtual space ads(*1). In addition, DAC provides metaverse consulting and media production services (*2) 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.

MarketOne®XR is a DSP specifically designed for metaverse and game spaces planned and developed with Arrova. With the new service, advertisers can purchase ad space in the metaverse space and in mobile and console games. For game ads, instead of conventional forced-viewing ads, ads are integrated into the game as in-game ads for a non-intrusive advertising experience within the game’s world or play. As with conventional programmatic ads, the service allows for targeted delivery based on age group, gender, region and other categories. It also provides reporting on the number of unique users the ad was displayed to, the average gaze time and other items. In addition to ads in metaverse spaces, plans are underway to enhance delivery control functions to allow company tie-ups for avatar costumes, 3D items and other new features.

DAC will continue its efforts to expand ad space for in-game and metaverse platforms in both Japan and the Asia Pacific region and promote its utilization for client companies’ marketing activities.

- (*1) News release of May 25, 2022: DAC forms an alliance with Super League Gaming to sell metaverse ads for the first time in Japan https://www.dac.co.jp/english/press/2022/20220525_arrova
- (*2) News release of July 4, 2022: DAC's XR media design operation Arrova joins Shogakukan's metaverse project https://www.dac.co.jp/english/press/2022/20220704_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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Business : Online media transaction related business, Solution business,
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Empowering the digital future

デジタルの未来に、もっと力を。