

News Release

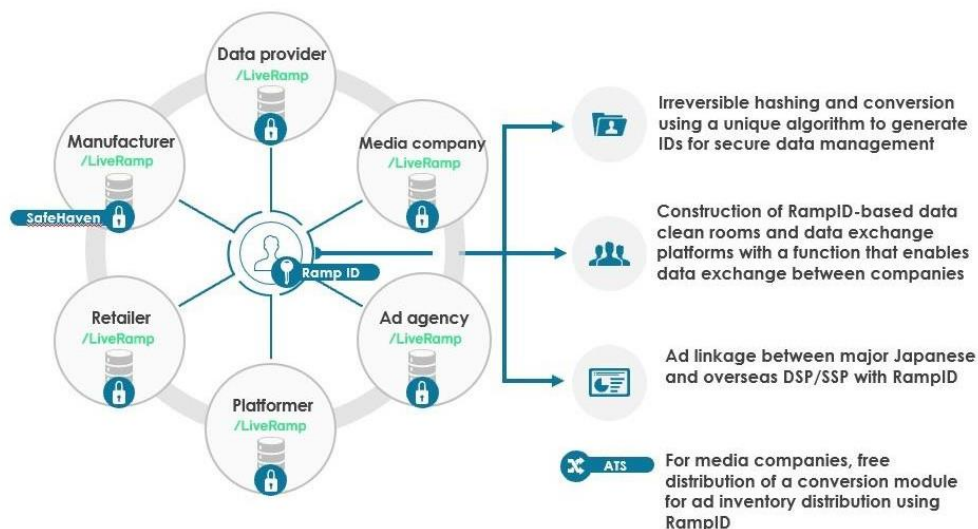
D.A. Consortium Inc.
LiveRamp Japan K.K.

DAC and LiveRamp introduce LiveRamp solutions for next-generation data exchange platforms

~Pioneering effective post-cookie solutions using confirmed data ID~

Tokyo, December 21, 2022 --- D.A. Consortium Inc. (DAC) and LiveRamp Japan K.K. (LiveRamp) are pleased to announce the introduction of LiveRamp Safe Haven, a next-generation, post-cookie data exchange platform for advertisers, media companies, and data providers based on confirmed data ID (RampID). The two companies will also offer LiveRamp ATS, an Authenticated Traffic Solution that provides higher-value inventory for media companies.

DAC and LiveRamp will utilize LiveRamp solutions to promote the implementation of pseudonymous ID solutions and the construction of next-generation marketing data platforms to manage growing restrictions on cookie and mobile ad IDs.



■ Background

In addition to recent restrictions on cookies and ad IDs, Google announced that it would block third-party cookies on its browser, Chrome in late 2024 (as of December 2022). Such an environment would impact more than 90% of Japan's browser market, essentially ending the use of third party cookies. Over the next several years, it will become increasingly important to create alternative environments and infrastructures for user capture methods, which are the foundation of digital marketing and online advertising. However, advertisers and media companies in Japan have yet to develop post-cookie strategies and concrete initiatives.

To resolve this issue in Japan ahead of the market, DAC and LiveRamp have decided to work together to propose and implement LiveRamp's secure solutions to companies (advertisers, media companies, data providers, etc.), with DAC acting as the central agent. This will enable companies to reduce the cost of building their data utilization environments and the risks associated with securing data volumes.

■ Service features

① Unique ID (RampID) based on confirmed data

Instead of virtual IDs based on estimates, unique IDs (RampID) based on confirmed data are generated and used for delivery by irreversibly hashing login data, purchasing data, and other individual-identifying data and then converting it with a unique algorithm. RampID does not identify individual users even if leaked to outside parties and enables high-precision targeting because it is based on unique identifiers. Overseas, LiveRamp solutions are being used to build retail media platforms, next-generation retail business models, primarily in the manufacturing and Retail industries. RampID is becoming increasingly popular with a comparable volume of data to that of virtual IDs that use conventional estimation methods(*1).

② A data exchange environment with guaranteed security

Another major feature is LiveRamp Safe Haven, a platform that functions as a data exchange between companies and a data clean room, which can be installed immediately without special construction.

This secure environment to control data allows companies to distribute data and further develop their data business operations. Media companies can implement LiveRamp ATS (Authenticated Traffic Solution) to optimize their inventory value free of cost(*2).

In addition, with LiveRamp being one of the first collaborative partners with Google's data exchange environment PAIR (Publisher Advertiser Identity Reconciliation), LiveRamp solutions are expected to be scalable in the near future(*3).

Although LiveRamp solutions ensure technically secure data exchange through multiple hashing technologies, given that the original data before ID generation is confirmed data, such as email addresses, all solutions assume that user consent is obtained.

③ Connectivity with major DSP/SSP operators

LiveRamp solutions can be connected via RampID to link and trade data with major domestic and overseas DSP operators, such as MediaMath, Criteo, The Trade Desk, Logica, and others. Media companies can use LiveRamp ATS to convert log-in user IDs into RampIDs to conduct RampID-based targeting and SSP inventory sales. Plans are underway to increase the number of DSP/SSP operators through the promotion of adoptions and alliances.

■ Future outlook

To respond to the post-cookie era, DAC has been providing such services as WISE Transformer(*4), a first-party data utilization platform for ad effect measurement, and AudienceOne®ID(*5), an integrated ID technology for ad deliveries. With this collaboration, DAC will work to develop and direct common standards and specifications for data collaboration between companies based on RampID generation technology, expand the number of alliance companies, promote matching between companies, provide OEM of unique DSPs, and offer human resources support to make RampID the ID solution standard in the Japanese data exchange environment.



In addition to the privacy-centric, secure, and confirmed-data-based unique RampID, LiveRamp introduced ATS in 2019, which has been in development since 2017 to adhere to a post-cookie world. DAC and LiveRamp hope to accelerate adoption by a wider range of advertisers and media companies through their collaboration.

With the protection of user privacy foremost in mind, DAC and LiveRamp will continue to actively develop and promote solutions that support corporate digital marketing activities and data utilization initiatives.

- (*1) Approximately 600 million IDs and 60 billion impressions per day globally (as of November 2022)
- (*2) May 20, 2021, LiveRamp press release: LiveRamp's ATS (authenticated traffic solution) is adopted worldwide by more than 400 publishers and 70 platforms. Survey results indicate marketers see a more than 340% increase in ROI. <https://prtimes.jp/main/html/rd/p/000000010.000058032.html> (Japanese)
- (*3) October 11, 2021, Google press release: Engage your first-party audience in Display & Video 360 <https://www.blog.google/products/marketingplatform/360/engage-your-first-party-audience-in-display-video-360/>
- (*4) News release of April 19, 2022: DAC introduces WISE Transformer for first-party data utilization in a post-cookie era https://www.dac.co.jp/english/press/2022/20220419_wisetransformer
- (*5) News release of April 19, 2022: DAC begins a digital advertising targeting service using AudienceOne® ID, a post-cookie ID technology https://www.dac.co.jp/english/press/2022/20220517_aoneid

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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.

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,
Ad Operations Business

■ LiveRamp Japan K.K. <https://liveramp.co.jp/>

Representative : Frederic Jouve, Asia Pacific Managing Director
Business : LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. Our fully interoperable infrastructure delivers end-to-end addressability for the world’s top brands, agencies, and publishers and our neutral and open approach ensures that our clients can select from among best-in-class partners and technology to meet their specific needs.

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Empowering the digital future

デジタルの未来に、もっと力を。