

News Release

D.A.Consortium Inc.

DAC's AudienceOne ID[®] now linked with "ID5 ID"

~For effective ad deliveries in a post-cookie era~

Tokyo, February 1, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce that AudienceOne ID[®](*1), an integrated ID technology for digital targeting services on AudienceOne[®], a DMP developed and provided by DAC, will begin linkage with ID5 ID, an ID solution provided by ID5 (headquarters: United Kingdom; Co-founder and CEO: Mathieu Roche). With this, advertisers will be able to increase the volume of users who can be identified without relying on cookies. In addition, advertisers will be able to deliver ads via ID5 ID using third-party data owned by AudienceOne[®], thereby enabling advertisers, ad agencies, media companies and solution vendors to continue to deliver ads effectively and efficiently even in a post-cookie era.



With the rising demand for web-based user privacy protection, countries around the world are formulating laws and regulations related to data gathering and utilization. With increasingly strict regulations on the use of cookies, which are widely used for conventional targeted advertising and ad effectiveness measurements, there is a pressing need to develop post-cookie era alternative technologies and methodologies for the future of digital marketing.

To respond to these challenges, DAC develops and provides a wide range of solutions for a post-cookie era. For example, DAC offers a first-party data utilization platform for ad effect measurements called WISE Transformer(*2). For audience data utilization, DAC developed an integrated ID technology for its DMP, AudienceOne[®] and a targeted digital advertising delivery service. To further enhance its services, DAC has decided to link with ID5 ID.

■ The effect of linking AudienceOne ID[®] with ID5 ID

ID5 ID is a next-generation universal identifier that recognizes user-authorized user IDs on a wide variety of devices without using conventional user identification methods, such as third-party cookies or mobile ad IDs (MAID). ID5 ID features both the ability to protect user data and highly accurate user identification. By linking ID5 ID with AudienceOne ID[®] user information on hobbies and interests, advertisers, media companies and DSP/SSP operators can fulfill their campaign goals and communicate with users based on their interests as they have in the past.

1. Enhanced ID solution functions for a post-cookie era

Adding ID5 ID to the ID generation logic of AudienceOne[®] ID, the integrated ID technology of AudienceOne[®], enhances post-cookie ID solutions functions, for example, by increasing the volume of users who can be identified without relying on cookies and other tools.

2. Seamless linkage with ID5 ID-compatible solutions

Solutions that are compatible with ID5 ID, such as Magnite, PubMatic and other SSPs,

as well as MediaMath, The Trade Desk, Criteo and other DSPs, can be seamlessly linked. As a first step, we will link with the DSP, MediaMath (*3).

3. Ability to use third-party data associated with AudienceOne ID®

Through ID5 ID, clients can access third-party data owned by AudienceOne® and communicate with users based on interests, hobbies and other attributes. This function enables communication that links this data with the attributes of users associated with AudienceOne® ID.

■ Comment from Joanna Burton, Chief Strategy Officer (CSO), ID5

“At ID5, we are committed to providing a new and improved addressability infrastructure to empower all digital advertising players to thrive without traditional identifiers. Our partnership with AudienceOne signifies another positive step towards achieving this goal at a global scale,” said Joanna Burton, Chief Strategy Officer at ID5. “We look forward to our continued work with AudienceOne, enabling them to maintain a valuable service for their advertiser clients even after third-party cookies are gone.”

DAC will continue to actively enhance its AudienceOne® services and provide optimal solutions to promote our client companies’ marketing activities.

(*1) News release of January 14,2021 : DAC creates a new AudienceOne® technology that does not rely on third-party cookies

https://www.dac.co.jp/english/press/2021/20210114_aone_id

News release of May 17,2022 : 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

(*2) 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

(*3) MediaMath Japan <https://www.mediamath.co.jp/> (Japanese)

#####

<About ID5>

ID5 was created to improve online advertising for consumers, media owners, and advertisers, with the ultimate goal to help publishers grow sustainable revenue. ID5 provides the advertising ecosystem with a transparent, scalable, and privacy-compliant identity infrastructure. Its solution improves user recognition and match rates and provides a stable, consented, and encrypted user ID to replace third-party cookies and MAIDs. This enables publishers to better monetize their audiences, advertisers to run effective and measurable campaigns, and platforms to maximize the value of data and inventory for their customers. Created in 2017 by seasoned ad tech professionals, ID5 services clients globally. The ID5 ID is the most adopted ID solution across the globe - today, we receive ID5 ID requests from over 140,000 domains.

ID5 Website : www.id5.io

For inquiries in Japanese : https://globaliver.com/id5_lp/

<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

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。