

## **News Release**

D.A. Consortium Inc.

# **DAC forms a strategic partnership with Neighbor, a world-class Fortnite production studio**

**~To support metaverse creative development and marketing~**

**Tokyo, May 10, 2023** --- D.A. Consortium Inc. (DAC) is pleased to announce that its XR/metaverse media and ad business design operation Arrova has formed a metaverse strategic partnership with Neighbor, a production studio that specializes in Fortnite. The two companies will work together to reinforce and promote creative development and marketing on a global metaverse platform that has a scale of 400 million people.



Both in Japan and overseas, Generation X and Generation Alpha are investing more free time in the metaverse domain than on TV and SNS. As a result, more companies are using Fortnite and other metaverse platforms for branding activities. This trend is expected to increase.

Neighbor is a production studio that specializes in Fortnite, a metaverse platform with over 400 million users worldwide. Neighbor has worked jointly with numerous companies. Most notably, its metaverse Junji Ito Maniac Haunted House(\*), based on the Netflix original animation title, "Junji Ito Maniac" released in February 2023, has attracted over one million visitors (as of April 2023) and has been selected a Fortnite official Epic's pick. With this collaboration, the two companies will combine Neighbor's world-class creative production technologies with Arrova's expertise in XR/metaverse advertising to expand their businesses.

### **■ Collaboration details**

#### **•Corporate brand content production on the metaverse**

Branding activities on the metaverse, which allows for three-dimensional expressions of a brand's worldview, products, and merchandise, enable companies to reach out to audiences through experiences, especially younger consumers who are becoming more difficult to approach through existing media. For this reason, the metaverse is expected to become a next generation branding media. With this collaboration, we will promote the planning and development of marketing content targeting younger people through the creation of original worlds and avatars, the holding of workshops, and other initiatives.



“Junji Ito Maniac Haunted House,” created by Neighbor based on Netflix’s original animation “Junji Ito Maniac”

**•Formation of a metaverse platform creators’ network**

The two companies will form a network of creators across multiple metaverse platforms, including Fortnite, and create a system that enables the speedy production of high-quality content and the appropriate compensation for creators.

**•Joint development of high-quality brand content**

By combining Neighbor’s spatial production technologies with Arrova’s expertise in advertising, we will develop and publicize world-class, top-quality, unique content in the world of Fortnite and others to provide greater value to both advertisers and users.



Creative images of Japanese streets created by Neighbor for Fortnite

Through Arrova, DAC will continue to work with and harness the strengths of companies with expertise in the metaverse domain to promote marketing activities that utilize the metaverse platform.

(\* ) March 1, 2023, Neighbor press release: More than 500,000 visitors to Fortnite’s “Junji Ito Maniac Haunted House,” a metaverse recreation of Netflix’s animation, “Junji Ito Maniac”  
<https://prtmes.jp/main/html/rd/p/000000013.000111821.html>

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**<Neighbor>** <https://neighbor.gg>

A metaverse production studio specializing in Fortnite. The company has expertise in creating metaverse versions of cities and original games that utilize Fortnite's creative functions. With a network of top-level creators from around the world, Neighbor is Japan's first creative studio for corporate clients that has the capacity to produce large-scale creative productions.

\*Neighbor is not sponsored, supported, or operated by Epic Games

Representative: Notef

Headquarters: 1-8-4 Sakumacho, Chiyoda-ku, Tokyo

Establishment: October 2017

Business description: Operation of a Fortnite virtual space production studio for corporate clients

Twitter : @NEIGHBOR\_FNJP ([https://twitter.com/NEIGHBOR\\_FNJP](https://twitter.com/NEIGHBOR_FNJP))

**<arrova>**

To respond to the rapid growth of the metaverse and as an initiative for the next-generation media business, Arrova delivers ads in virtual spaces, such as games and XR content. Through partnerships with a major gaming company and a leading Japanese metaverse service company, Arrova has an established record in developing, selling, and placing numerous virtual space ads. In addition, Arrova 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, Arrova is also promoting the systemization of media transactions.

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](https://www.dac.co.jp/english/press/2022/20220525_arrova)

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](https://www.dac.co.jp/english/press/2022/20220704_arrova)

News release of December 13, 2022: DAC launches "MarketOne®XR", a metaverse space programmatic ad delivery service [https://www.dac.co.jp/english/press/2022/20221213\\_arrova](https://www.dac.co.jp/english/press/2022/20221213_arrova)

**<Fortnite>**

A metaverse platform released by the US company Epic Games in 2017 with currently more than 400 million users worldwide. Fortnite boasts several modes, such as the Battle Royale Mode, which enables up to 100 players to compete against each other to survive, and the Creative Mode, which allows players to create their own unique worlds. In addition, with such content as a 2020 live performance by the rapper Travis Scott, which drew an audience of 12 million people and sales of 20 million dollars, Fortnite has established itself as one of the leading metaverse platforms in the world.

**<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 with 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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Representative Director, President, CEO & CCO (Chief Compliance Officer)  
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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

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**Empowering the digital future**

デジタルの未来に、もっと力を。