

News Release

D.A.Consortium Inc.

DAC establishes ARROVA.inc, a company specializing in game, metaverse and XR media operations

~Ad and consulting services that support corporate marketing activities~

Tokyo, August 2, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce that it has established ARROVA.inc (Arrova), a company specializing in game, metaverse and XR media operations. Harnessing its knowledge and experience acquired through its arrova business operations, DAC will now newly establish Arrova as a company to provide ad and consulting services that support our client companies' marketing activities.

ARROVA

■ Background

The total market size for games, with 3 billion users worldwide, and the rapidly growing metaverse and XR fields is projected to be approximately 440~550 trillion yen by 2030. To take advantage of this, many companies are developing and investing in entertainment content such as online games, social communication and other service areas. In terms of the ad market, it is estimated that the Japan market will be 15 billion yen by 2023 and 140 billion yen by 2027, and that the global market will exceed 16 trillion yen.(*1)

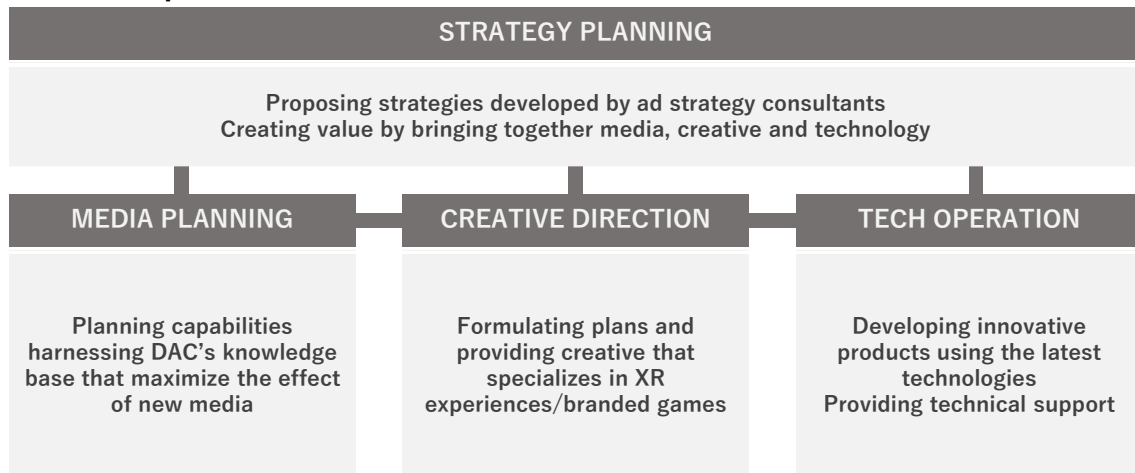
In 2021, DAC launched arrova, its next-generation media business unit for game, metaverse and XR virtual content. In addition to forming partnerships with a major game company and a prominent Japanese metaverse company, Arrova has successfully placed numerous ads through the development and sale of ad space. In addition, Arrova has provided services in the XR technology and metaverse fields.(*2)

In anticipation of further market growth and an increase in customer needs, DAC has decided to establish Arrova, Inc. for more specialized and flexible business development.

■ Business overview

With a focus on formulating strategies in the game, metaverse and XR fields, Arrova will launch an ad business that integrates its three capabilities in media, creative and tech operations and a consulting business that handles everything from strategic planning to development of non-advertising services and content.

Arrova's capabilities



① Ad business

Developing, planning and reporting on ad products in the game, metaverse and XR fields. Also providing comprehensive services related to the production of branded content, such as videos, spaces, etc.

● Ad management

Placing signage ads in game and metaverse spaces, measuring ad effect and other to promote brand recognition and understanding.

● Tie-ups/Collaborations

Setting up tie-ups/collaborations with major game titles to enhance user reach and create buzz through secondary diffusion.

● Brand content production

Developing original spaces, producing experiential 3D content, fostering CRM/brand goodwill, etc.

② Consulting business

Providing comprehensive consulting services for new entrants in the game, metaverse and XR fields, and supporting the monetization of media development in these fields through business strategy development, ad product design, sales channel construction, sales exit strategy development and other

● Service/business development support

Supporting the development of services and businesses primarily aimed at general users, developing XR content to support monetization and other

● Sales promotion support

Providing support for in-store and e-commerce sales promotional activities that use XR technologies (implementing avatar customer services, virtual commerce, etc.)

● Licensing business support

Supporting licensing and monetization efforts involving IP of game, metaverse and XR content

Our services are provided with a focus on the following.

- ◎ The development of innovative and fun media formats
- ◎ The production of high-quality creative that does not interfere with the immersive experience of *sei-katsu-sha* (a term the Hakuodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams)
- ◎ The development of cohesive businesses and services that are driven by content

■ Outlook

In this new media environment that will become the next-generation communications platform, Arrova will harness its expertise in technology and creative to develop content-driven media and services that do not interfere with the free time and experiences of sei-katsa-sha. In addition, Arrova will help build appropriate relationships between companies, platformers, creators and users to contribute to the mid- to long-term growth of a healthy market.

(*1) Source: McKinsey & Company ; Value creation in the metaverse

(*2) 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
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
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
News release of May 10, 2023: DAC forms a strategic partnership with Neighbor, a world-class Fortnite production studio https://www.dac.co.jp/english/press/2023/20230510_arrova
News release of July 13, 2023: In a first for Japan, DAC tests the effectiveness of an ad delivery service for Roblox gaming metaverse https://www.dac.co.jp/english/press/2023/20230713_arrova

<Corporate Information>

Corporate name : ARROVA.inc
Representative : Kosuke Arai, Representative Director, President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Start of operations : August 1, 2023
Business : XR and metaverse ad and consulting operations
URL : <https://www.arrova.co.jp/>
Logo :

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 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.

Representative : Yuzo Tanaka,
Representative Director, President, 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

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Empowering the digital future

デジタルの未来に、もっと力を。