

September 1, 2015

Hakuhodo DY Media Partners Inc.

NEWS RELEASE

Hakuhodo DY Media Partners Establishes “Local Media and Content Business Office”

Hakuhodo DY Media Partners will be setting up a “Local Media and Content Business Office”—a development team committed to vitalizing local communities through the power of media and content. The new business organization will specialize in providing content options and various other support options to local governments looking to establish and implement policies related to creative grassroots activities. (Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo and is headed by President and CEO Hisao Omori.)

Creative grassroots activities are one of the key policy themes of the current fiscal year. The new organization establishes a framework that will allow Hakuhodo DY Media Partners provide local media companies with the crucial insight and expertise needed to plan and develop creative projects based in local communities. The resulting collaboration will also allow both partners to more effectively utilize their respective media business assets and more reliably engage with the projects at hand.

The Local Media and Content Business Office will consist primarily of professionals specializing in content business activities for various forms of media, making it possible for the team to offer multifaceted solutions—everything from content options and schemes to platform development, regional media expansion, and more.

The new organization will also work with the Local Media Business Office in Hakuhodo Inc., collecting information and insights on its creative grassroots activities as well as those taking place at all the companies in the Hakuhodo DY Group.

■ Organization facts

Name: Local Media and Content Business Office

Head executives: Tetsuya Sakurai, Yasuyuki Shibata

Office GM: Hiroaki Takahashi

Employees: About 20 (at launch)

■ For more information, contact:

Hakuhodo DY Media Partners

Public Relations Group c/o Yamasaki/Yamazaki TEL: +81-3-6441-9347