

Reference material

April 10, 2017
Handy Marketing Inc.
Hakuhodo DY Media Partners Inc.
Yahoo Japan Corporation

NEWS RELEASE

Handy Marketing, Hakuhodo DY Media Partners, and Yahoo! JAPAN to release Handy Media Planner, a next-generation media planning tool: Taking advantage of Yahoo! panel data that integrates actual TV viewing data and online behavioral data

Handy Marketing Inc. (“Handy Marketing”), Hakuhodo DY Media Partners Inc. (“Hakuhodo DY Media Partners”), and Yahoo Japan Corporation (“Yahoo! JAPAN”) have agreed to release Handy Media Planner, a next-generation media planning tool designed for television and the internet, with an aim to support integrated marketing strategies across multiple media platforms.

The increasing diversity of both devices and content, and the change in the relationship between users and the media in recent years, demand that companies employ more sophisticated and cross-cutting marketing solutions, including integration of both offline and online media planning and optimum use of advertising budgets.

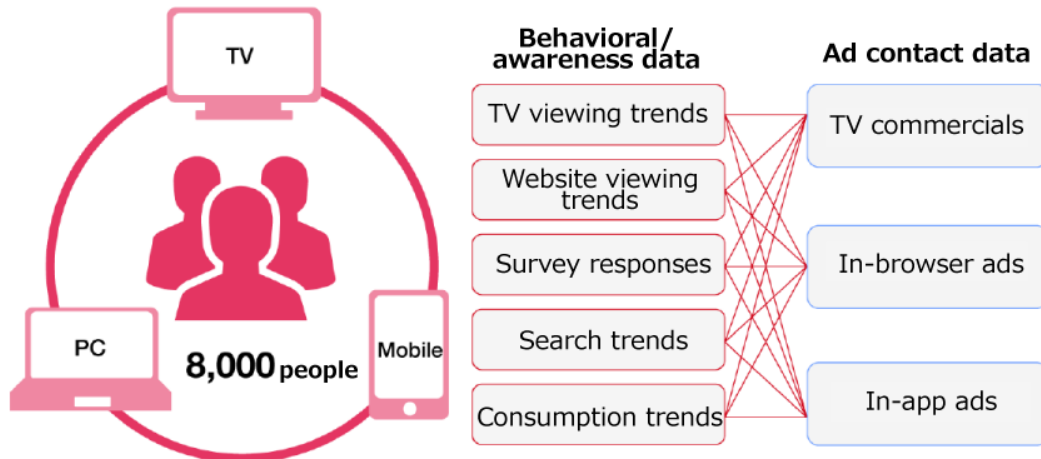
To help companies meet these challenges, Yahoo! JAPAN has put together Yahoo! Media Audience Panel, a survey panel that integrates actual TV viewing data with online behavioral data. Three companies have decided to use the Yahoo! Media Audience Panel to create and release Handy Media Planner, a tool designed to help advertisers execute more powerful marketing strategies.

■ Building of Yahoo! Media Audience Panel by Yahoo! JAPAN¹

Yahoo! Media Audience Panel is a survey panel by Yahoo! JAPAN that links behavioral data from the Yahoo! JAPAN site with actual TV viewing data collected from about 8,000 people living in the Kanto and Kansai areas via a round-the-clock monitoring survey. The panel can be used for various kinds of analysis, such as identifying the

relationship between TV commercial viewing behavior (collected through the monitoring survey) and online search behavior, or studying the combined effect of people encountering both TV commercials and online advertising.

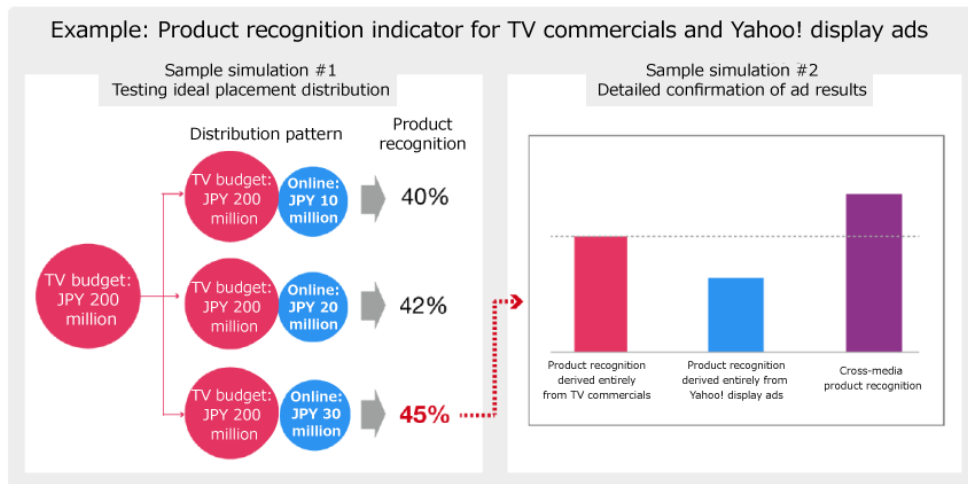
Yahoo! Media Audience Panel



■ Utilization of Handy Media Planner released from a three-company team
Handy Media Planner collects data on the effectiveness of both TV commercials and internet advertising across 100,000 people, including data on advertising reach and more from the 8,000 or so participants in the Yahoo! Media Audience Panel, and uses it to propose optimum ad placement patterns that integrate TV commercials with online advertising for both desktop and mobile devices. Moreover, the tool can also be used to estimate reach, recognition, and attitude shifts for ad placement plans that have already been decided. Evaluating TV commercials and online ads using the same indicators makes it possible for companies to devise optimum ad placement plans for each.

Handy Media Planner

- ✓ Customized settings (ad placement patterns, targets, industry, etc.)
- ✓ Select from more than ten indicators (including reach, recognition, and attitude changes) depending on goals



Hakuhodo DY Media Partners is an integrated media business agency offering cross-media planning services and solutions tailored to advertisers.

Yahoo! JAPAN is venturing into the same field, and has even secured a patent (No. 5153926)² for a tool that calculates optimum budget allocation across multiple media channels.

These two companies came together to establish Handy Marketing in 2016, a firm specializing in data marketing. The new venture conducts research on integrated marketing across media channels, and has been using those findings to develop advanced marketing solutions.

Going forward, the three companies are looking to intensify their efforts in the data marketing field in the hopes of providing even more sophisticated support for corporate marketing activities.

1 The Yahoo! Media Audience Panel is set up to monitor around 8,000 people who have individually agreed to be monitored by the panel. Data collection and usage is carried out appropriately as governed by the contract.

2 The patent covers optimization systems, optimization methods, and optimization programs for ideal advertising budget distribution when placing ads across multiple media channels. Specifically, there is a method (1) for calculating the placement pattern that will maximize advertising effects for a given advertising budget and (2)

for calculating the placement pattern that will minimize advertising budgets for a given advertising results. Yahoo! JAPAN secured the patent in 2012, and has been conducting ongoing marketing research with the purpose of maximizing effects for its advertisers.

Questions from the press regarding this release:

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