



News Release

August 25, 2017

Hakuhodo DY Media Partners Inc.

Hakuhodo DY digital Inc.

D.A.C Consortium Inc.

Introducing Hakuhodo DY MQM[™], an all-around approach to transparency and quality improvement in digital advertising

Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima; "Hakuhodo DY Media Partners"), Hakuhodo DY digital Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Akira Tsuji; "Hakuhodo DY digital"), and D.A.C Consortium Inc. (Headquarters: Shibuya-ku, Tokyo; President & CEO: Masaya Shimada; "DAC") have begun offering Hakuhodo DY MQM[™], an all-around approach to three critical challenges in digital advertising transparency and quality: "Ad Fraud", "Brand Safety", and "Viewability".

Hakuhodo DY MQM[™]

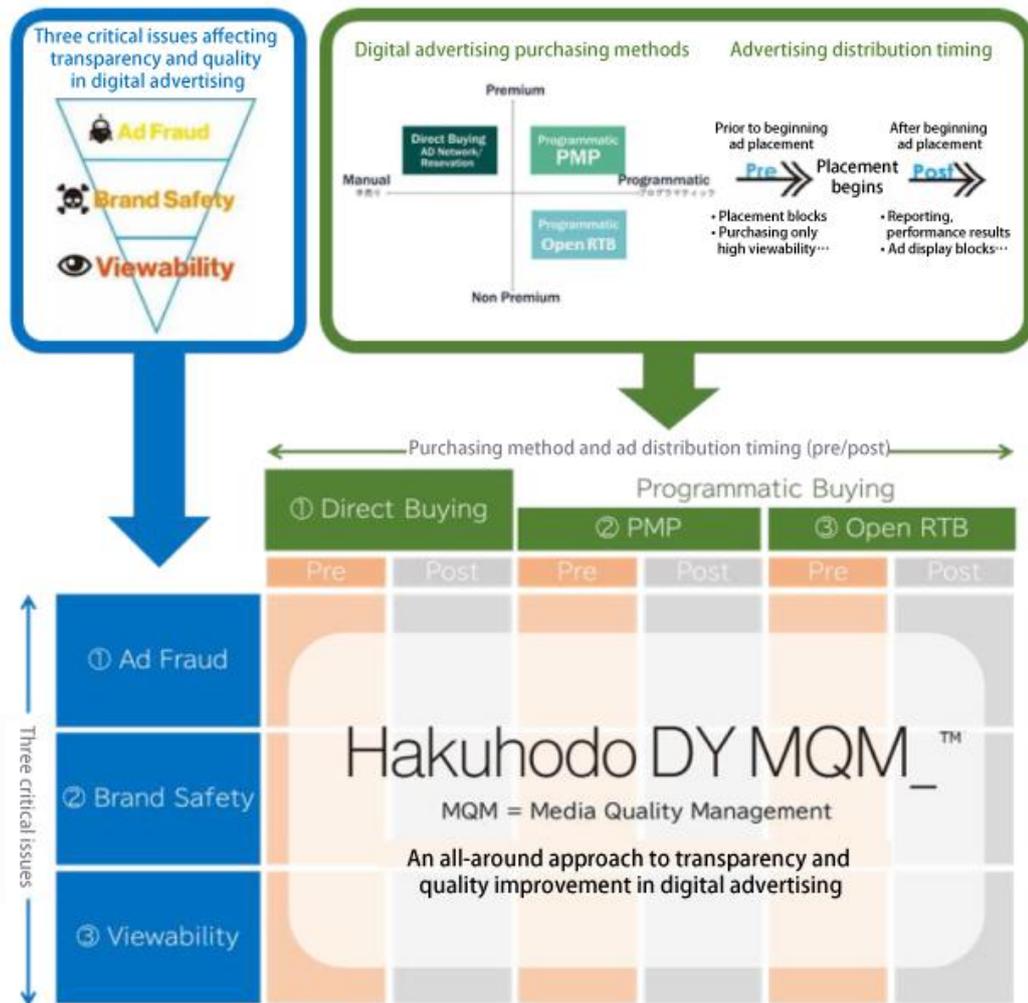
(MQM = Media Quality Management)

Ensuring transparency and quality in digital advertising transactions has become increasingly critical. In the past, digital advertising in Japan was primarily about placing ads that directed people to a website or triggered conversions. In recent years, however, an increasing number of digital ad placements are evaluated with a target reach KPI for the purpose of achieving genuine branding through digital channels. These types of ad placements require that advertisers grapple with three critical challenges: "Ad Fraud" (was the ad accessed by an actual person and not a machine?), "Brand Safety" (was the ad placed in an appropriate location?), and "Viewability" (was the ad displayed in such a way that it could be seen?).

In order to overcome these challenges, Hakuhodo DY Media Partners, Hakuhodo DY digital and DAC put together Hakuhodo DY MQM[™], a tool that offers an all-around approach to "Ad Fraud", "Brand Safety", and "Viewability" concerns. Hakuhodo DY

MQM[™] uses a matrix to systematically combine the purchase methods of complicated digital ads, such as direct buying, private marketplace and real-time bidding, and appropriate strategy for timing (pre/post) of advertising distribution.

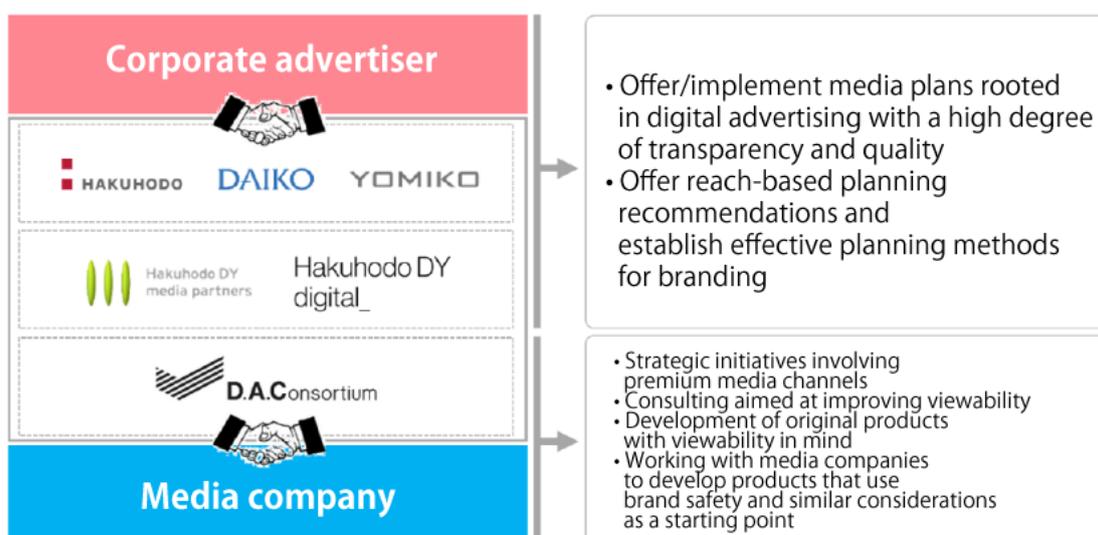
■ HakuHodo DY MQM[™] : service matrix



Advertising companies can use HakuHodo DY MQM[™] to easily identify the level of transparency and quality in their existing digital ad placements, helping them devise solutions for each area they should be targeting. Advertisers can also make maximum use of DAC's proprietary XmediaOne* solution for brand safety and viewability while using the right third-party technologies as needed to address their specific requirements and challenges. The result is optimized problem-solving that is both individualized and versatile.

To help advertisers achieve transparency and quality improvements in digital advertising, Hakuhodo DY Media Partners and Hakuhodo DY digital pursue an effective planning strategy that allows clients to reach digitally-powered branding solutions. DAC works with media companies on the development of advertising products and handles consulting work. Going forward, we're planning to use these services as a springboard to determine the level of impact that advertising and quality have on branding indicators, establish planning methods derived from the reach of digital advertising integrated with traditional media channels, develop advertising products with viewability in mind, and more. To ensure the healthy development of the industry as a whole, we need to bring media companies in alongside advertisers themselves to tackle these themes. That's why the entire Hakuhodo DY Group is working together to implement solutions in this area.

■ Integrated operations within the Hakuhodo DY Group



We are constantly making updates to these initiatives through our work with the market environment, market players, and strategic partners. Going forward, Hakuhodo DY Media Partners, Hakuhodo DY digital, and DAC will continue to develop truly safe and effective digital advertising solutions.

*XmediaOne

For more information on XmediaOne, see the May 25, 2016 DAC press release titled "Development of the XmediaOne support system for total media planning targeting hybrid planning" (in Japanese) at

http://www.dac.co.jp/press/2016/20160525_xmediaone

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