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Hakuhodo DY Media Partners Inc.

**Hakuhodo DY Media Partners and the Tokyo University of Science  
begin joint development of next-generation media content  
powered by AI: Phase one is the development of voice media for  
smart speakers**

In August 2017, the Smart Media Lab at Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima) and the Owada Research Group in the Faculty of Science and Technology at Tokyo University of Science (Headquarters: Shinjuku-ku, Tokyo; President: Akira Fujishima) began joint development of next-generation media content powered by artificial intelligence.

The Smart Media Lab at Hakuhodo DY Media Partners began its activities in January of this year. Since then, it has been pursuing the development of next-generation media content business activities that can be rolled out via smart media devices. The lab has now reached an agreement with the Owada Research Group in the Faculty of Science and Technology at Tokyo University of Science to move forward with the development of next-generation voice media.

As the first phase of the project, the team will begin the development of voice media for a smart speaker that is planned to be sold this fall in Japan. More specifically, AI technology is used to analyze and study news articles owned by various media and develop a system that optimizes various types of information, such as word usage, length of speech, and other voice characteristics suitable for a smart speaker. It is believed that these initiatives will help with efforts to reevaluate and add value to content held by existing media channels.

The research team also plans to begin developing a work optimization system that analyzes and studies various forms of data in order to efficiently examine voice advertisements, such as those



found on the radio.

Hakuhodo DY Media Partners will release its development findings from the project as they become available via its standing Media Room.

Hakuhodo DY Media Partners will also continue to optimally leverage a variety of resources, including organizational knowledge and human resources collected internally as well as from Tokyo University of Science and other outside partners, as it actively works to create innovative media business solutions that allow its clients to immediately respond to what is becoming an increasingly critical turning point in the industry.

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