

2 October, 2017

Hakuhodo DY Media Partners Inc.

**Hakuhodo DY Media Partners establishes Audio Business Center  
to drive growth of the audio business market**

Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President: Hirotake Yajima; “Hakuhodo DY Media Partners”) has established the Audio Business Center to drive the growth of the audio business market, a market that is expected to grow in the years ahead.

Radiko and other internet radio, and music streaming, are digitizing the audio environment and greatly stimulating the audio business market. Moreover, the move to introduce smart speakers, which has already been astoundingly popular in the US, to Japan is among developments expected to drive the growth of digital platforms for the audio ad market, along with the vitalization of the audio business market. In such an environment, together with media companies and other content holders, the newly established Audio Business Center will drive the growth of the growing audio ad market by, for example, developing platform businesses that accumulate and distribute audio content appealing to *sei-katsu-sha*, and developing audio ad distribution businesses.

Specific services will of course include the already available smartphone app Radio Cloud and a complete content lineup, but the Center will also explore new services aimed at smart speakers, connected cars, and other IoT products.

Even since its founding, Hakuhodo DY Media Partners has striven to be a “force behind media design” that works in partnership with media companies and content holders on enhancing communication value. In that spirit, the new Audio Business Center will partner with media companies and content holders to foster an even more prosperous audio business market, and the audio ad market in particular.

■ Organization facts

Name: Audio Business Center

Installation date: 1 October, 2017

Manager: Hideyuki Oki

For more information, contact:

Hakuhodo DY Media Partners Inc.

Corporate Public Relations Division, c/o Okubo/Sato TEL +81-3-6441-9347