



News Release

May 13, 2015

Digital Advantage Consortium Inc.

Acxiom Japan Inc.

Hakuhodo DY Media Partners Inc.

Collaborative Project Announcement **Japan's first data tie-up: DAC's AudienceOne® data management platform and Acxiom USA's LiveRamp Connect**

Digital Advantage Consortium (DAC) and Acxiom Japan, the Japanese arm of the US Acxiom Corporation, announced today that they are teaming up with Hakuhodo DY Media Partners to combine AudienceOne® (a data management platform from DAC) with LiveRamp Connect (a data-on-demand service from Acxiom), for the purpose of more effectively distributing advertising content. (DAC is headquartered in the Shibuya-ku, Tokyo under President and CEO Hirotake Yajima; Acxiom Japan office is in Chiyoda-ku, Tokyo, and led by Managing Director of Asia-Pacific Frederic Jouve; Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo under its President and CEO, Hisao Omori.)

AudienceOne® and LiveRamp Connect

AudienceOne® is a data management platform that collects and analyzes data from social media, partner companies, and other third-party sources following advertising distributions. It can be used to implement a variety of marketing strategies, including finding prospective customers or fostering loyalty among existing ones. The platform makes it possible to take the collected audience data and use it to create various segments. These can then be cross-analyzed with demographic information, incoming keywords, and more. This data management platform handles some of the most sophisticated data in Japan, with audience data from over 400 million unique users and upwards of a trillion stored data records.

Acxiom has built trust with its US and global customers thanks to its powerful commitment to ethical data usage for over four decades. LiveRamp Connect, Acxiom's data onboarding service, lets media companies, advertisers, and marketing firms combine and analyze both online and offline data in a safe environment designed to protect data privacy and security. This data can then be used to create segments as well as initiate marketing strategies through tie-ups with advertising distribution platform media at more than 130 corporations around the world.

Collaboration overview

The tie-up between AudienceOne® and LiveRamp Connect represents the first seamless data collaboration of its kind in Japan. LiveRamp Connect creates the safe, privacy-compliant environment in which CRM data, purchase data, and first party online data can be combined and analyzed; the segment information that is produced is then sent over to AudienceOne®. There, it is reanalyzed based on demographic data, psychographic data, and third-party data to produce audience segments. Tapping into

the power of AudienceOne®, which boasts Japan's largest number of advertising distribution platform tie-ups, means that clients can expect to reach strong prospective customers and boost the return on their marketing investments. Hakuhodo DY Media Partners signed a partnership agreement with Acxiom Japan in November 2014, and the two have already begun developing new data-driven business services that make effective use of online and offline data held by TV and radio stations, newspapers, publishers, internet media companies, and other media players.

Acxiom's LiveRamp Connect tie-up with AudienceOne®



LiveRamp Connect has so far worked with advertising distribution platform media at more than 130 companies worldwide, and now adds to its portfolio its first ever Japan-based advertising distribution partner with DSP MarketOne®, offered by the DAC consolidated subsidiary Platform One Inc. As a result of this collaborative effort, LiveRamp Connect clients will now be able to take advantage of advertising distribution through MarketOne®.

DAC, Hakuhodo DY Media Partners, and Acxiom Japan will continue to strengthen their ties, working together to advance the development of new data-driven business services.

Company facts

■ Acxiom Japan Inc.

- Representative: Frederic Jouve, Managing Director of Asia-Pacific
- Address: SR Building 8F, 2-12-8 Nagata-cho, Chiyoda-ku, Tokyo
- Established: May 2013
- Business activities: Enterprise data management, data analysis–focused SaaS provider

The Acxiom Corporation is an enterprise data, analytics and software as a service (SaaS) company headquartered in Little Rock, Arkansas. For more than 40 years, Acxiom’s mission has been to generate new added value through data-data connections. Utilizing a channel and media neutral approach, the company leverages cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for its 7,000+ global clients. For more information about Acxiom, visit Acxiom.com.

■ Digital Advantage Consortium Inc.

- Representative: Hirotake Yajima, President and CEO
- Address (HQ): YGP Tower 33F, 4-20-3 Ebisu, Shibuya-ku, Tokyo
- Established: December 1996
- Business activities: Internet media representative, ad technology, operations, etc.

■ Hakuhodo DY Media Partners Inc.

- Representative: Hisao Omori, President and CEO
- Address (HQ): Akasaka Biz Tower, 5-3-1 Akasaka
- Established: December 2003
- Business activities: Newspaper, magazine, radio, TV, internet, and other advertising; sales promotions, etc.

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