

September 15, 2015

STEVE N' STEVEN Inc..
Hitokuse Inc.
Hakuhodo DY Media Partners Inc.
Hakuhodo Inc.

New FIT AD Digital Service Uses Ambient Data to Automatically Select Video Advertising to Match *Sei-katsu-sha* Moods

Four companies have worked together to develop the FIT AD digital service, capable of freely incorporating a variety of ambient data in order to automatically pick out video advertisements that match *sei-katsu-sha* moods. The service, which will be released today, is a joint project between STEVE N' STEVEN (under President and Representative Director Shoichi Furuta), Hitokuse (under President and Representative Director Wataru Miyazaki), Hakuhodo DY Media Partners (under President and CEO Hisao Omori), and Hakuhodo (under President and CEO Hirokazu Toda).



FIT AD makes full use of all kinds of ambient data affecting *sei-katsu-sha*—from hot news items to trending searches, TV programming information, weather, and more—and uses it to automatically sort out the best quality video advertisements created by content professionals. Until now, internet advertising has been limited to segment-based sorting based on demographic data, but incorporating ambient information on specific *sei-katsu-sha* location, timing, and circumstances makes it possible to match advertising to the mood of the target audience. In short, it gives advertisers access to “mood primetime”.

The service was developed in conjunction with STEVE N' STEVEN and Hitokuse, with Hakuhodo's creative staff preparing the ideal content for each distribution. Hakuhodo DY Media Partners has exclusive sales rights.

FIT AD will eventually expand its services to include optimized engines based on ambient data. This will make *sei-katsu-sha*-matched information available not only to third-party distributors, but to other types of clients as well.

Note: The FIT AD service is patent pending.

For more information, contact:

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Hakuhodo: Public Relations Group c/o Fujii TEL: +81-3-6441-6161

Hakuhodo DY Media Partners: Public Relations Group c/o Yamasaki TEL: +81-3-6441-9347

■ STEVE N' STEVEN: Company facts

President and Representative Director: Shoichi Furuta

Headquarters: Akasaka Park Building, 5-2-20 Akasaka, Minato-ku, Tokyo

Website: <http://www.stst.co.jp>

Business activities: Using video and other communication methods to resolve problems faced by *sei-katsu-sha*, companies, and society; activities that incorporate aspects of commercials, anime TV programming, movies, advertisements, and entertainment

■ Hitokuse: Company facts

President and Representative Director: Wataru Miyazaki

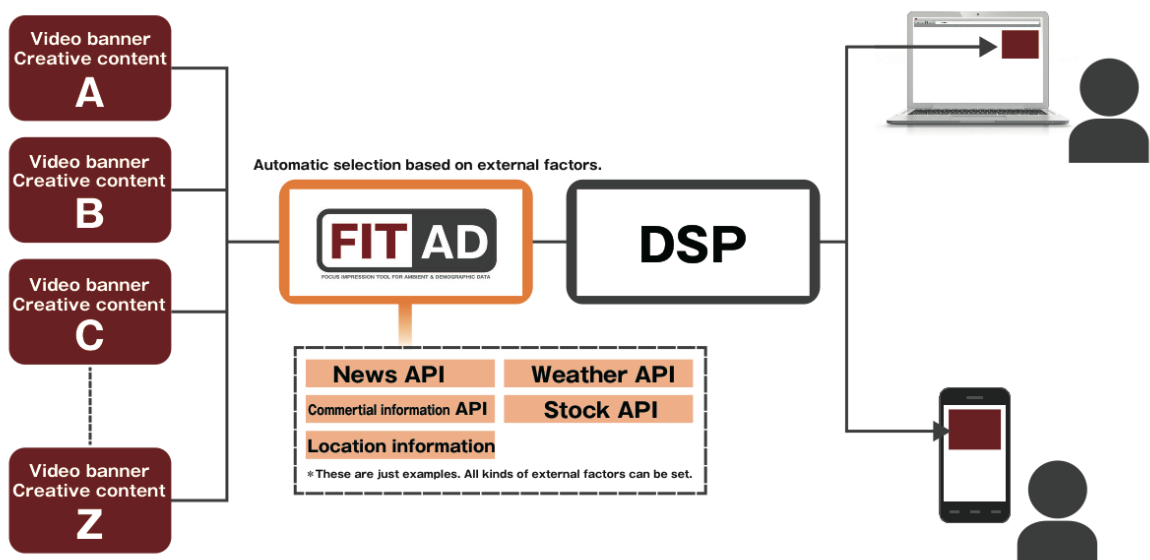
Headquarters: #701 La Tour Shinjuku,6-15-1 Nishishinjuku, Shinjuku-ku, Tokyo

Website: <http://hitokuse.com/en>

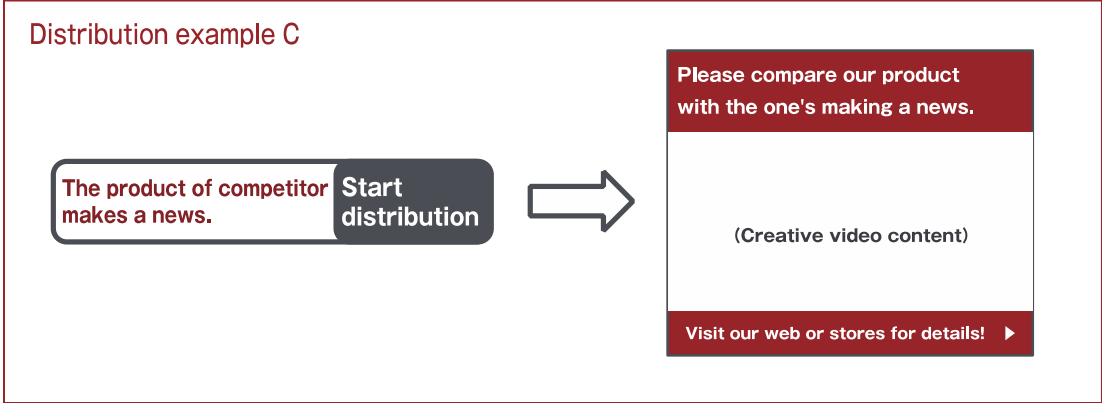
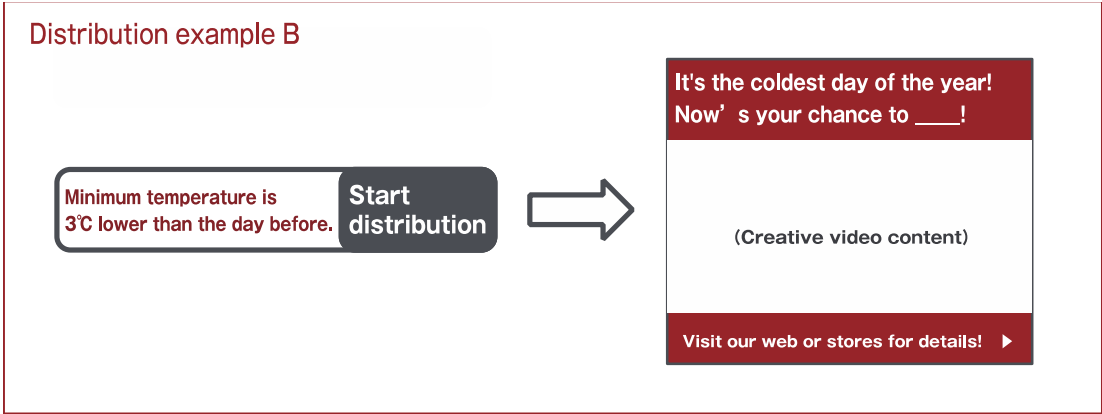
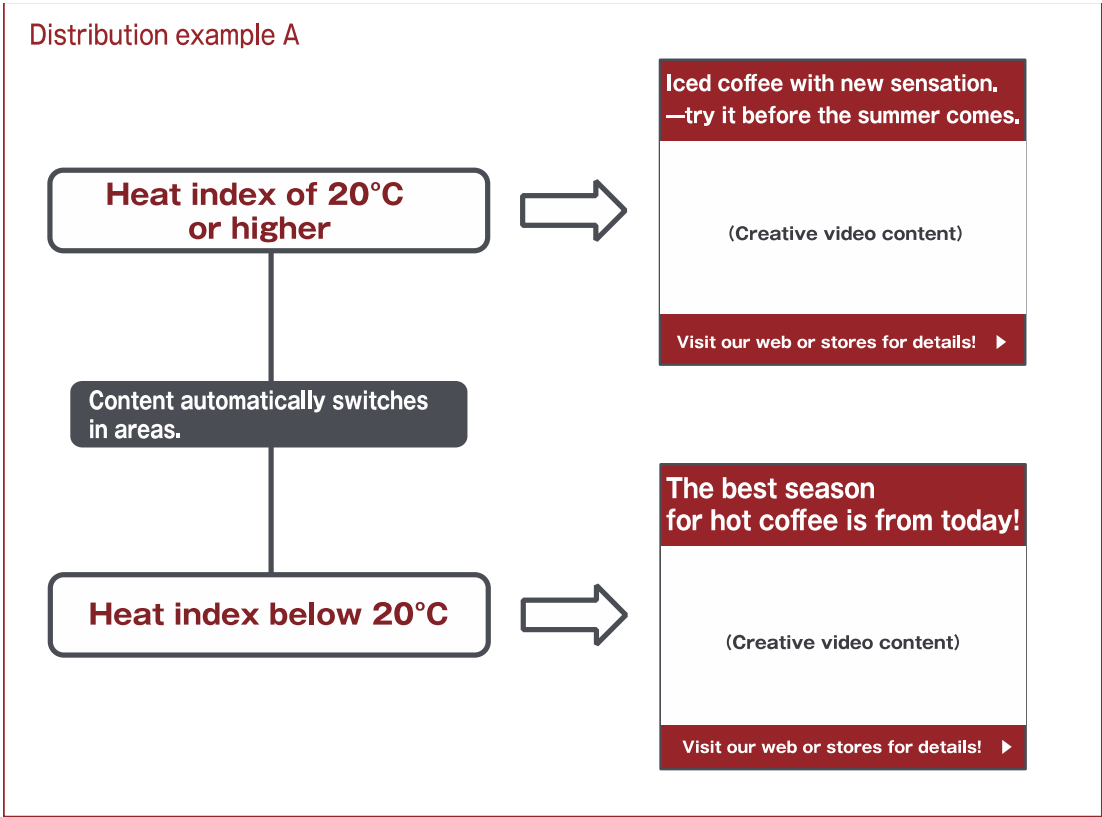
Business activities: Development and operation of the rich media advertising platform : Smart Canvas, the internet video advertising service : Smart Video, and the dynamic native advertising service : Chameleon

■ The FIT AD setup

FIT AD is a third-party distribution framework that delivers video banner ads* to individual demand-side platforms (DSPs) based on ambient data. The use of FIT AD allows advertisers to deliver creative content that changes as the moods of *sei-katsu-sha* change—thus greatly improving receptivity to promotional messages. (*Content can also be distributed to existing still-frame banners)



■ FIT AD distribution flow



■ Examples of FIT AD ambient data and potential strategies

News	Distribute the ad when news articles come up with preselected keywords
Hot search terms	Distribute the ad when the number of searches for related keywords jump
Competitor commercials	Distribute ads for a counter product when rival companies launch a TV advertising campaign
TV program content	Automatically switch messages to match the content of special TV programming
Weather, temperature, heat index, etc.	Automatically switch messages to match the weather conditions in individual prefectures Distribute ads when there's a large temperature change from the previous day Automatically switch messages according to the heat index
High pollen counts, PM 2.5 concentration, spring flowering information	Distribute ads according to pollen count or PM 2.5 concentration Distribute ads to coincide with cherry trees blooming in different areas
Stocks and exchange rates	Distribute ads in response to fluctuations in various economic indicators
Number of tweets	Distribute the ad when the number of tweets for related keywords jump
Connection speed	Automatically switch messages depending on the connection speed of <i>sei-katsu-sha</i> devices
Computing device	Automatically switch messages depending on the kind of computer <i>sei-katsu-sha</i> are using (desktop, laptop, etc.)
Device screen resolution	Automatically switch messages depending on the screen size of <i>sei-katsu-sha</i> devices
Custom data for individual advertisers	Distribute ads based on custom data collected by individual companies (such as POS data or shop visitor counts)

■ List of terms

- Demand-side platform (DSP): an ad distribution platform that allows buyers of digital advertising inventory to manage multiple audience targets through one interface.
- Application programming interface (API): interface specifications make it possible to call up data or functions on a given site from an external program so that they can be used.
- Point-of-sale (POS) data: a system that supports stock and sales management by recording data on each product sold in a store.