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Hakuhodo DY Media Partners Inc.

Hakuhodo DY Media Partners develops Atma: a major update of the *Sei-katsu-sha* Data Management Platform using actual viewer log data from about one million televisions to maximize TV commercial effectiveness

Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima; “Hakuhodo DY Media Partners”) has completed a major update of the *Sei-katsu-sha* Data Management Platform (*Sei-katsu-sha* DMP)* with the development of Atma, a new solution that maximizes the effectiveness of television commercials with links to actual viewing log data for about one million television sets, and to Web browsing and other actual online data.

As the changing media environment makes the *sei-katsu-sha* purchasing process more and more complex, there is an increasing need for integrated grasp and analysis of both online and offline *sei-katsu-sha* behavior. Organizing TV viewing and other offline behavior into quantifiable data has been a very difficult task, however, and instead businesses usually rely on panel surveys for analysis and distribution. As a result, there has been a need for data in a volume and precision capable of understanding complex *sei-katsu-sha* behavior.

To address this need, Hakuhodo DY Group has developed Atma by newly adding, to the Group’s independently developed *Sei-katsu-sha* DMP, actual viewing log data for about one million IDs collected from TV that allow the use of TV viewing data, and integrating it with the large-scale Web browsing and search data, purchasing data and other data already part of *Sei-katsu-sha* DMP, enabling even more precise analysis and distribution.

The solution can help businesses achieve the following measures.

■ Distribute digital ads by TV viewer segment

Linking TV viewing log data permitted for use within mass-volume TV viewing logs and Web browsing and other actual online data makes it possible to distribute digital ads to segments based on viewer contact with specific TV commercials and programs. Moreover, the solution can use mass-volume Web browsing data and

search data to derive highly precise TV viewing statistics, and expand the distribution target to tens-of-millions TV viewer IDs.

■ Develop optimal ad placement plans for mass media and digital media

Linking television viewing log data and Web browsing and other online actual data makes it possible to do simulations of mass media and digital media ad placement plans with actual data. Moreover, the data can be combined with panel survey data in order to do simulations targeting *sei-katsu-sha* segmented to specific attributes, such as sense of values.

■ Grasp effectiveness for stimulating purchases and store visits

Linking purchase and location data, television viewing log data, and other actual offline data with Web browsing and other online actual data makes it possible to assess the marketing effectiveness of an overall campaign, including previously difficult to track factors such as general consumable goods and store visits. The solution can also visualize touchpoints down to such details as purchases and store visits.

■ Improve and visualize the effectiveness of providing television programs

Linking television viewing log data and Web browsing and other actual online data or panel survey data makes it possible to do insight analysis of TV program viewers, and analyze their affinity with the target of the strategy. Moreover, distributing customized digital ads to particular viewer segments and further expanding the distribution broaden the possibilities for creating new integrated communication methods based on specific television programs.

Besides promoting the use of Atma, Hakuhodo DY Media Partners will continue to gather and improve media data and marketing data, and update *Sei-katsu-sha* DMP as part of our commitment to supporting meticulously planned corporate marketing activities, as well as enhancing and visualizing media value together with our media company partners.

**Sei-katsu-sha* Data Management Platform

A platform for planning, executing, and managing all types of marketing activities, which takes *sei-katsu-sha* data independently accumulated by the Hakuhodo DY

Group and combines it with data that can now be obtained due to the progress of digital technology, namely, "real-time, year-round *sei-katsu-sha* information and purchasing behavioral data", "media, content, and other contact and preference data", and "cutting-edge technology".

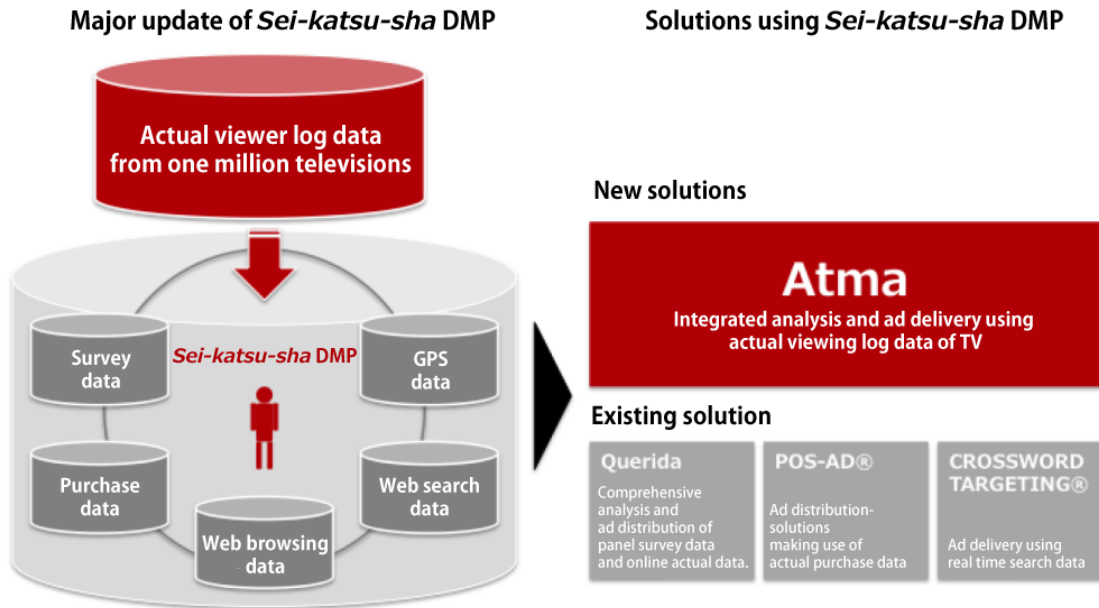
Sei-katsu-sha DMP currently utilizes mass-volume Web browsing and search data, purchasing data, and other data to provide Querida Insight/Planning, POS-AD®, CROSSWORD TARGETING®, and other solutions to more than 200 companies. This time, along with the development of the new solution Atma that maximizes TV commercial effectiveness, *Sei-katsu-sha* DMP has been greatly updated by linking to the television viewing log data of about one million IDs.

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■ Update of *Sei-katsu-sha* DMP by "Atma" / relationship with existing solutions



■ Examples of measures by 'Atma'

