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NEWS RELEASE

Hakuhodo DY Media Partners Inc.  
D.A. Consortium Holdings Inc.  
WiL, LLC

**Hakuhodo DY Media Partners, D.A. Consortium Holdings, and WiL launch a new joint development program for media content companies: Media Contents Innovation Camp**

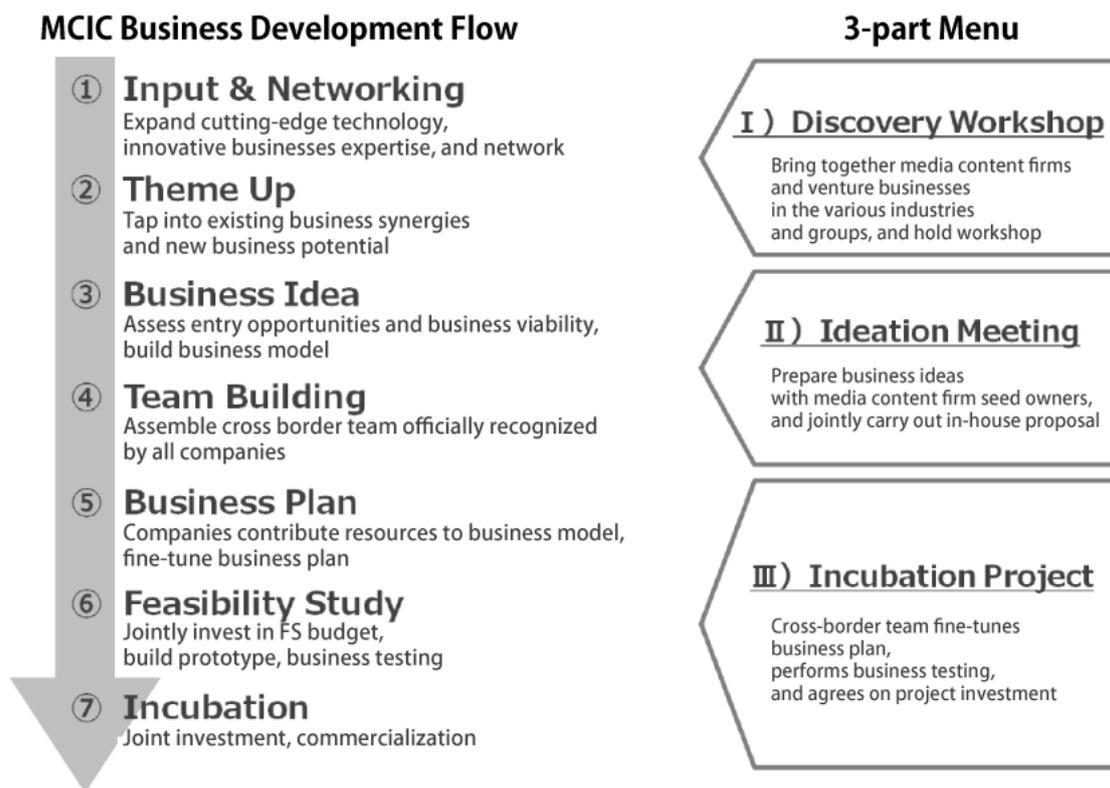
Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirotake Yajima; “Hakuhodo DY Media Partners”) and D.A. Consortium Holdings Inc. (Headquarters: Shibuya-ku, Tokyo; President: Masaya Shimada; “DACHD”), along with the support of venture capital firm WiL, LLC (Headquarters: California, USA; Co-founder & CEO: Gen Isayama; “WiL”), have launched a new joint development program designed for media content firms<sup>1</sup> called Media Contents Innovation Camp (MCIC).

The emergence of artificial intelligence, IoT, and other cutting-edge technologies is profoundly changing the business environment around the media and content industries, and prompting these industries to embark on a search for innovation and new business models. Recognizing the importance of this trend, Hakuhodo DY Media Partners and DACHD have partnered with WiL, a firm with a wide network, Japan-US venture capital and a long track record of success of developing new businesses for major corporations, on providing a business creation program. The new program’s mission will be to support the efforts of media and content companies to foster innovation, and achieve innovative businesses that fuse diverse types of content and resources with cutting-edge technology.

MCIC goes a step further than past consulting services and provides the “human resources” and “risk money” vital to business development, with the goal of turning joint projects and joint companies launched together with media and content companies into viable businesses. A two-phase process of feasibility study and commercialization makes it possible for companies participating in the program to set up investment study opportunities and diffuse risk, thus creating an environment that enables them to take on high-growth potential business opportunities that they

would have difficulty pursuing on their own.

Moreover, in response to the diverse business development needs of media and content companies, the Center has set up a three-step menu consisting of “Discovery Workshop”, “Ideation Meeting”, and “Incubation Project”, while WiL’s highly experienced business producers apply advanced technology, business models, and other inputs, and provide ongoing mentoring, and other support, resulting in promotion of a series of business development flows that includes assessing opportunities for entering growth markets and business potential, constructing business models, formulating business plans, and more.



Through MCIC, HDYMP and DACHD is continuing to evolve into an authentic business partner capable of showing the way for sustained growth for media content firms in this era of profound change.

■ About WiL LLC

WiL LLC is a venture investment cultivation fund. Endowed by the leading firms in every industry, the fund invests mainly in Japan-US venture firms and helps develop and support new businesses in partnership with major firms. The fund also sponsors major firm-venture collaborations aimed at accelerating the pace of open innovation and fostering the entrepreneurial spirit.

HDYMP and Digital Advertising Consortium Inc., a subsidiary wholly-owned by DACHD, have invested in the WiL1 Fund and WiL2 Fund, which are managed by WiL, and are collaborating with WiL LLC on the services it provides in an effort to foster new business development through open innovation and to cultivate human resources that produce new businesses.

■ For more information, contact:

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1 Newspaper, magazine, radio, television, internet, outdoor media, and other media firms along with firms owning all kinds of content, including sports and entertainment.