

Hakuhodo DY Media Partners and IID launch equity and business partnership for next-generation media businesses

Hakuhodo DY Media Partners Incorporated (HDYMP) and IID Incorporated (IID) have agreed to a joint-venture for next-generation media businesses and have concluded an equity and business partnership. HDYMP is based in Minato-ku, Tokyo and is headed by CEO and President Hisao Omori.

The importance of data management is attracting more and more attention because it is used for the marketing and communication activities of advertisers and media companies. Data management also includes using data about *sei-katsu-sha* Web browsing behavior, e-commerce site purchasing behavior, and the like (*sei-katsu-sha* data) to provide benefits to *sei-katsu-sha*.

Through the equity and business partnership with IID - which operates RBB Today, Response, and other domain-specific media (also known as “vertical media”) - HDYMP will leverage IID’s unique CMS and Web media management expertise to build and support the owned media of advertising corporations and to develop and expand the new media ventures of media companies. The *sei-katsu-sha* data HDYMP collects through this new venture will be the platform for providing added-value to *sei-katsu-sha*, advertisers, and media companies.

■ The 3 synergies of the HDYMP-IID equity and business partnership

1. Jointly advance media businesses

By combining IID’s media platform and media management expertise with the HDYMP Group stakeholder network that includes advertising corporations, media companies, and content holders, the two companies can advance their respective media businesses. Specifically, the partnership will execute planning, development, and operation support for the owned media of advertising corporations and for the digital media and online communities of media companies.

2. Effectively use *sei-katsu-sha* data

The partnership will join IID’s exclusively owned *sei-katsu-sha* data and the *sei-katsu-sha* data obtained through 1. to HDYMP’s *sei-katsu-sha* data base. The synergy obtained will discover new insights about *sei-katsu-sha* and will be applied to communication and other marketing thus delivering value to *sei-katsu-sha*, advertisers, and media companies.

3. Partner with e-commerce businesses

The partnership will comprehensively integrate IDD's marble ASP e-commerce solution and the media companies and content holders backed by the HDYMP Group and operate them as a joint e-commerce business.

Based on the above, HDYMP and IID will team up and leverage their *sei-katsu-sha* data to promote next-generation media businesses and provide cutting-edge communication services that meet the diverse needs of *sei-katsu-sha*, advertisers, and media companies.

■ For more information, contact:

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Reference

About IID Incorporated

IID Inc. was established in April 2000 as IRI Commerce & Technologies Incorporated, a fully-owned subsidiary of Internet Research Institute Incorporated. In December 2004, IRI acquired the operating rights for RBB Today.

In November 2006, IRI acquired operating rights for auto-ASCII and launched a full-scale media turnaround management business under the site name Response.

In October 2006, IRI acquired operation rights for marble ASP and launched an e-commerce solutions business.

In 2010, IRI merged with IID Incorporated, formerly a research business and subsidiary of Nissan Motor Company, and changed its name to IID Incorporated.

Currently, IID is an e-commerce solutions and research business whose core business is the operation of 30 domain-specific media (also known as "vertical media") covering 19 genres.

■ Key information

1. Name: IID Incorporated
2. Representative: Hiroshi Miyakawa
3. Address: 1-38-1 Chuo, Nakano-ku, Tokyo
4. Established: April 28, 2000
5. Capitalization: 595.025 million yen (Separate cash reserves: 629.675 million yen)
6. Employees: Non-consolidated: 123/consolidated: 153 (as of December 2013)