

To all media

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Hakuhodo DY Media Partners Inc.

## **HDYMP develops Video Business Management System, a one-stop video transmission service for media companies and content holders**

Hakuhodo DY Media Partners Inc. (head office: Minato-ku, Tokyo; Hisao Oomori, President and CEO) has developed an original Video Business Management System (VMS) especially for television, newspaper, magazine, radio, internet and other media companies and content holders. As a one-stop system with all the functions needed for doing business, the HDYMP VMS can help companies and content holders grow their video businesses.

For media companies and content holders in today's steadily growing video market, launching a video transmission service can incur high start-up costs and can be difficult to get off the ground. But with HDYMP's VMS, media companies and content holders can begin transmitting video without high startup costs and focus aggressively on generating video advertising revenue.

By providing a universal design template into which the user inputs basic data, the VMS makes it easy to build a unique video site (Content Management System: CMS). Additionally, a video server, ad server, product sales and e-commerce links, DMP (data management platform) links, and other functions contribute to expanding the business into every domain.

And the HDYMP VMS does more than just produce ad revenue from a single video site. Media sites using our VMS vertically transmit content as part of an integrated network. Our VMS also makes it easier to provide advertiser owned-media content, and when linked to local government bodies, it can be used to provide local content and to promote tourism and policy planning for inbound visitors. In sum, the HDYMP VMS maximizes the value of video content and builds a business model driven by a positive cycle (also known as the "media spiral concept") that generates a continuous stream of video revenue.

- VMS features (provided at no charge)
- CMS (content management system) ... Build a video site with simple inputs
- Video content transmission server
- Video ad transmission server
- Social media (SNS) links
- Product sales and e-commerce links
- Video content billing
- DMP links, membership function

■ Anticipated results

- Start video transmission service with one-stop procedure
- Media companies supplying each other with content, supplying content to advertisers, etc. stimulate content sales promotion.
- Transmitting content beyond local region and overseas contributes to greater tourist and inbound revenue, etc. and has the potential to form the foundation for new, video-driven ad markets.

■ Media spiral concept

In 2011, the Hakuhodo DY Media Partners Institute of Media Environment introduced the concept of a media content business that uses various types of media to maximize the value of a particular content and continuously generate business revenue opportunities.

For more information contact:

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