



October 13th, 2020

**CCI, ABEMA, Quark tokyo and Mediator launch a joint product of providing a one-stop video content marketing support**

**JAPAN – October 13th, 2020** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. and AbemaTV.Inc (Headquarter: Shibuya-ku, Tokyo; Shin Fujita, President; hereinafter AbemaTV) and Quark tokyo Inc. (Headquarter: Shinagawa-ku, Tokyo; Tomomitsu Sasa, President; hereinafter Quark tokyo) and Mediator Inc. (Headquarter: Shibuya-ku, Tokyo; Takaki Onoda, President; hereinafter Mediator) will collaborate to begin selling a joint product that provides one-stop support for video content marketing.

The product will utilize the content creation capabilities of Quark tokyo's creative boutique, "QT by quark tokyo". The advertising product will be sold exclusively by CCI.



**Sales network as a media rep  
Direction of the entire project**

**QT** by quark tokyo



**The ability to plan and produce content as a production company**

**Unique planning and production and the ability to attract audience and generate buzz as a platform.**

The product will be distributed in the TV and video entertainment program and commercial slots of ABEMA, a TV and video entertainment platform, through original three to five minute mini-programs produced by "QT by quark tokyo". The combination of QT by quark tokyo's advanced planning and production capabilities with ABEMA's unique planning, production, audience attraction and buzzing capabilities and CCI's sales capabilities will enable companies to achieve high quality marketing effects for their target audiences.

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In addition, while video content marketing has been gaining attention recently, we have received some challenges such as "it takes time and effort to manage and plan media and production costs separately" and "it's hard to predict how many times your video content will be viewed and reached."

In order to solve these issues, we have made it easier to plan budgets by guaranteeing the number of views and including production costs in the distribution costs.

■ Four features of the product

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- Produce "programs" rather than commercials
  - Production of high quality video content (programs) by "QT by quark tokyo"
  - Guaranty number of program views
  - Production costs are included in the cost, making it easy to plan the budget.
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■ Product Overview

- Price: Minimum price 20,000,000 JPY~
- Producing 3minutes or 5 minutes mini program: 1 content
- Guaranteed number of views on "ABEMA" (depending on price)
- Guaranteed view price: 3 minutes (@30 JPY) / 5 minutes (@50 JPY)
- Catch-up TV on "ABEMA": 1 month
- Conducting brand lift research by a research firm
- Content's secondary use  
\*Secondary use fees may be charged separately depending on the cast members.

CCI will continue to support companies in their marketing efforts by providing high-value advertising products.



## About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

(<https://www.cci.co.jp/en/>)

Inquiry

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