



November 19th, 2020

**“Premium View In-stream Video Ad”**  
**started using Amazon DSP provided by Amazon**

**JAPAN – November 19th, 2020** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc.; Dentsu Inc. (Headquarter: Minato-ku, Tokyo; Hiroshi Igarashi, President and CEO); and Dentsu Digital Inc. (Headquarter: Minato-ku, Tokyo; Soichi Kawakami, President and CEO), the 3 domestic Dentsu group companies began using Amazon DSP \*2 provided by Amazon in “Premium View in-stream video advertisement\*1”, an in-stream programmatic advertising service that targets at premium content and high-quality media.



DSP of Premium View In-Stream Video Advertising has become further diversified with the launch of Amazon DSP. In the premium video area, which provides secure and stable programmatic advertising services to advertisers, we will be able to make optimal choices according to advertisers' needs and conditions, and the convenience and efficiency of marketing activities is expected to accelerate.

■ Anticipated Program Benefits

- ① Can use Amazon DSP to deliver ads to Amazon audiences
- ② Reporting based on Amazon purchasing and usage data is available

Through the above, we can further promote advertisers' marketing activities in the premium video area.

CCI, Dentsu and Dentsu Digital will continue to expand the inventory of "Premium View in-stream video ads" and make efforts to provide advertising services with many options for advertisers.



\*1: The content to which Premium View is delivered is limited to those that meet the following two criteria: First, video content managed by leading media companies (user posted/ user generated video is not allowed). Second, it is legal (copyright and portrait rights are properly handled and not illegally posted). Major destinations are broadcasters' catch-up distribution and TV & video entertainment "ABEMA".

\*2: Amazon DSP is a demand-side platform that allows advertisers to buy display and video ads in a programmatic operational format. Advertisers can reach audiences on Amazon site and app, through placements directly transacted through Amazon Publisher Service or by placing programmatic ads through third-party Ad Exchanges.

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### **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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