



February 17th, 2021

**CCI partnering with Exchange Wire as an event partner
in virtual event “MadTech Japan”**

JAPAN – February 17th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter "CCI"), a group company of CARTA HOLDINGS Inc., will be playing a part as an event partner in MadTech Japan, a virtual event hosted by Exchange Wire Ltd, Inc. (Headquarter: London, UK; Ciaran O’Kane, CEO; hereinafter “ExchangeWire”), a contents collaboration partner company of CCI.

MadTech Japan, a new online event which brings together “marketing” and “technology” as a theme, will be held in Japan for the first time. 2021 is anticipated to be an exciting year of transformation for brands and marketers in Japan, as Japan’s new government plans to form a digital agency, which will fuel the pace of digital transformation in the society.

Addressing such transformation, MadTech Japan will be holding panel discussion sessions for two days for brands, agencies, publishers and technology suppliers that capitalize on ad techs and digital marketing to discuss on current hot topics revolving around digital transformation.

■EVENT AGENDA

Schedule : Thursday Mar 11, 2021 04:00pm~06:15pm
Friday Mar 12, 2021 04:00pm~06:15pm



Participation fee: Tickets required ※Buy a ticket to reserve a seat
Reservation link: <https://events.exchangewire.com/MadTechJapan#/>

■SESSION DETAILS

【DAY 1】

- 04:00pm The Opportunity for Digital Marketing in Japan
- 04:40pm How to Build a Brand in a Cookieless World
- 05:20pm Why Marketers are Prioritising Brand Suitability

【DAY 2】

- 04:00pm How the Growth of Video & TV Streaming is Fuelling Digital Marketing
- 04:40pm Gaming in 2021 and beyond
- 05:20pm Case Study

About Exchange Wire Ltd, Inc.

Based in London and Singapore, ExchangeWire provides a wide range of marketing information, global data and analysis on martech, ad tech and programmatic advertising. ExchangeWire owns wide information networks in the US, EMEA and APAC, and is widely supported by technology suppliers, agencies and publishers. Further, its global event series ATS has brought large contributions to the martech and ad tech industries.

(<https://www.exchangewire.com/>)

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

Global Team, Management Office, Cyber Communications Inc.

E-mail: global@cci.co.jp