



June 7, 2022

CCI to leverage SMN's TV Viewing Data to Enable New Data Services for Integrated Online/Offline Marketing as Part of Its Data Dig Offerings

JAPAN – June 7, 2022 - CARTA COMMUNICATIONS, a group company of CARTA HOLDINGS, Inc., (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI) will join forces with SMN Corporation (Headquarters: Shinagawa-ku, Tokyo; Daisuke Imiya, President and Representative Director; hereinafter SMN) to offer new data services using SMN's Connected TV Data Bridge DMP ("TVBridge DMP"). The planned ad delivery and analytics services will be offered as part of CCI's Data Dig offerings that aim to help brands prepare for the cookieless future.



SMN centrally manages TV viewing data gained from approximately 7.8 million TV sets (as of April 2022) of multiple major Japanese television manufacturers who have obtained consent from the users to use their data for advertising purposes. By connecting this data to digital media exposure data also held by SMN through its dedicated TVBridge DMP, the company has been providing ad delivery services since September 2020, serving right ads to various media in a privacy-safe manner.

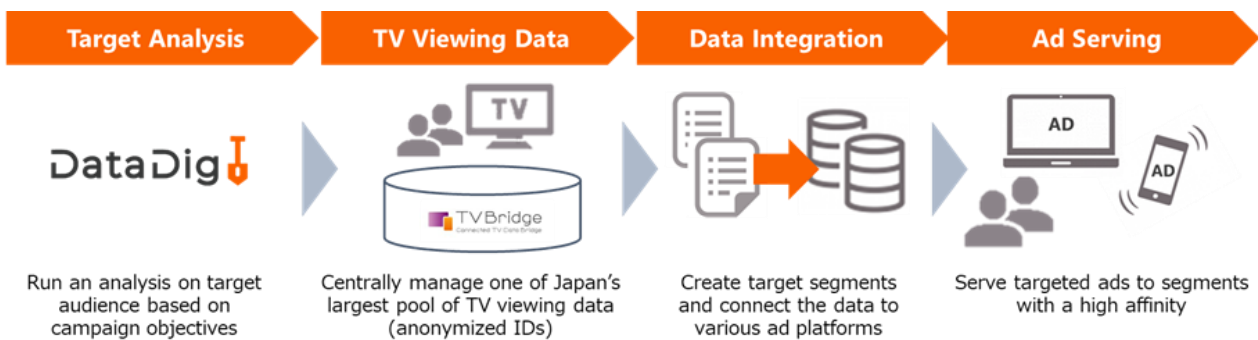
This partnership allows CCI's Data Dig data marketing services to access SMN's TVBridge DMP to help brands with their integrated marketing initiatives across online and offline channels.

Main offerings include:

Ad delivery to various media using TV viewing data

TV programs/advertising viewing data will be collected and aggregated into TVBridge DMP. And based on TV viewing log data, target segments will be created that reflect the characteristics of users' viewing trends. Finally, targeted ads will be delivered to various advertising platforms.

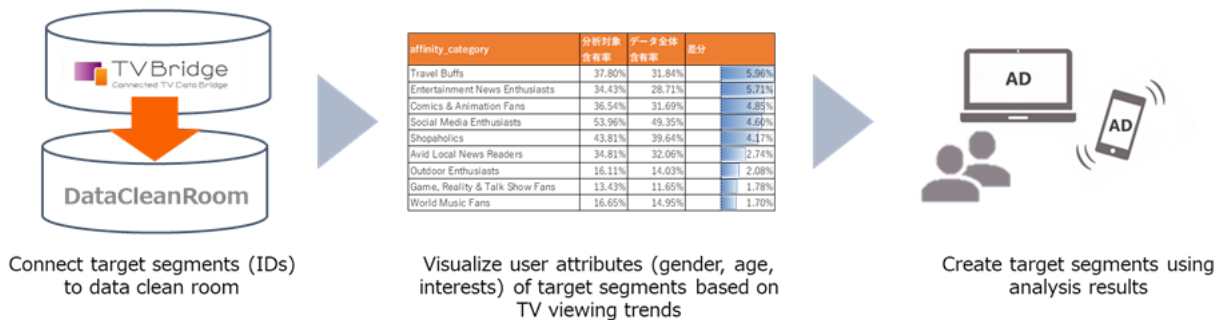
Serving ads to users who have been exposed to specific program genres or commercials will help drive interest of users with a higher affinity. In addition, serving ads to users who are less likely to watch TV can supplement the reach online. Our goal is to achieve more efficient ad delivery to more precise targets by creating segments based on the viewing habits of users, while catering to different marketing objectives.



Integrated analysis across online and offline media

By connecting with a data clean room environment separated from personal information provided by mega-platforms available at CCI, user attributes such as demographics and interests of target segments can be visualized from TV viewing log data, enabling integrated analysis across online and offline media.

◆ User attribute analysis using data clean room



CCI is committed to expanding and improving our Data Dig solutions on an ongoing basis, as well as preparing for cookieless digital communications so as to help our clients continue to grow and thrive.



About SMN Corporation

Founded in March 2000, SMN Corporation is a marketing technology company powered by superior technological and engineering capabilities cultivated by Sony Group Corporation. Our focus is to combine big data processing and artificial intelligence and to continue to evolve as a company, in order to help our clients “tackle their marketing challenges through technology excellence”. Our extensive range of solutions include Logicad DSP and VALIS-Cockpit marketing AI platform to solve various marketing-related problems faced by brands today.

About Data Dig

CCI’s Data Dig offers an extensive range of data marketing services that help to facilitate successful digital marketing strategies in the world without third-party cookies. Ranging from the deployment of data analytics and measurement tools to data management services, and to marketing strategy building, a full range of support is provided to help solve various data marketing challenges faced by businesses today.

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/>)

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