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**CCI partners with PIANO Japan to help Kobe Shimbun expand its digital business by using PIANO's digital business platform**

**JAPAN – June 23, 2022** - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc., in partnership with PIANO Japan Co., LTD. (Headquarters: Shibuya-ku, Tokyo; Ryo Shioya, President and Representative director; hereinafter PIANO Japan), a provider of customer analytics activation platform, is pleased to announce that PIANO Japan's digital business platform, Piano, has been selected by the Kobe Shimbun to accelerate its digital efforts.

This will enable effective reader engagement efforts tailored to paying and non-paying members alike, helping the publisher expand its digital business by acquiring more subscribers and maximizing customer lifetime value (LTV) through improved retention.



piano



[CCI has been working with PIANO Japan since 2021 in conjunction with the Local Media Consortium \("LMC"\)\\* initiative](#) that aims to support and facilitate digital transformation among local media companies.

The Kobe Shimbun has decided to adopt the PIANO solution as part of this initiative.

PIANO Japan's customer analytics activation platform, Piano, measures thousands of user data and builds first-party data to deliver personalized experiences based on the behavior and profile of each user. By leveraging Piano's end-to-end platform that has all the functionalities needed for media

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operations, The Kobe Shimbun can expand the lifecycle and value of all digital interactions as well as grow business, engagement, and revenue at a greater scale.

CCI and PIANO Japan remain committed to helping brands plan and execute effective marketing activities by providing high value-added products and services.

\*The Local Media Consortium was jointly launched by CCI and Dentsu to help local media companies generate ad revenue on their websites, increase traffic, grow audiences and facilitate their overall digital efforts.

### **About The Kobe Shimbun**

The Kobe Shimbun publishes The Kobe Shimbun (first published in 1898), the only local newspaper in Hyogo Prefecture, and operates its electronic edition “The Kobe Shimbun NEXT”.

The publisher’s other digital properties include Daily Sports Online (sports and entertainment), Maidona News (soft news media), Yorozoo News (subculture and entertainment).

Under the umbrella of The Kobe Shimbun, a total of 21 companies, including Sun Television, RADIO Kansai, KEIHANSHIN Lmagazine, form a media group deeply rooted in the community.

Click [here](#) for more information.

### **About PIANO Japan**

Piano is a global company with over 650 employees working across 15 offices worldwide including Amsterdam, Paris, Singapore, Berlin, Buenos Aires, New York, and Tokyo. The company continues to expand its global presence and product offerings, partly through the acquisitions of AT Internet and CeleraOne in 2021 and SocialFlow in 2022.

Over the past two years, the company has grown by more than 240% and has been ranked in the Inc. 5000 and Deloitte Technology Fast 500 for two consecutive years.

Domestically, Piano’s platform has been adopted by major newspaper and magazine publishers, including The Mainichi Newspapers, The Sankei Shimbun, The Nikkan Sports News, The Hochi Shimbun, Shueisha, Kodansha, Fusosha, Nikkei Business Publications. Globally, the company helps over 1,000 major brands including Air France, BBC, CBS, IBM, The Wall Street Journal increase revenue and grow audiences for their websites.

Click [here](#) for more information.



## About CCI

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments.

Click [here](#) for more information.

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