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CCI to Launch Media Digital Connect That Will Serve as Matching Platform between Brands and Media Owners for Editorial Advertising Opportunities

JAPAN – August 8, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. today announced its plan to launch Media Digital Connect this coming winter that will serve as a matching platform between brands and media owners for editorial advertising opportunities.



As smartphones become increasingly ubiquitous, 5G network coverage continues to expand, and SNS communication accelerates, today's society is saturated with information.

In this world of information overload, content marketing becomes increasingly important for businesses of all sizes, as it can promote greater awareness and understanding of their products and services as well as attract customers by creating and delivering valuable content and experiences tailored to them.

At the same time, content marketing requires a great deal of knowledge and experience as well as skills in selecting appropriate media channels, planning campaigns and producing engaging content.

CCI has been working with media owners on content marketing since its inception in 1996, while helping brands in different categories plan and execute successful editorial advertising campaigns.

Based on its proven track records and expertise in content marketing, CCI is developing Media Digital Connect, which is a digital transformation (DX) solution specifically for content marketing.



Media Digital Connect will serve as a matching platform for brands and publishers wishing to carry out the planning and production process digitally for their editorial advertising campaigns. The platform will have the ability to allow media owners to propose campaign ideas directly to brands as well as to recommend optimal media outlets based on RFPs.

Our goal with Media Digital Connect is to create new opportunities for brands and media owners to connect and engage with each other in a completely new way, and to facilitate more effective content marketing.

CCI remains focused on providing high value added services to help our clients plan and execute truly successful marketing activities.

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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