



October 1<sup>st</sup>, 2020

**CCI entered into a content partnership with ExchangeWire,  
a global provider of advertising technology news**

**JAPAN – October 1<sup>st</sup>, 2020** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. and Exchange Wire Ltd, Inc. (Headquarter: London; CEO: Ciaran O'Kane; hereinafter Exchange Wire) has signed a content collaboration agreement to provide the industry with the latest global information on marketing and advertising technology.



With a deep dive into the business of marketing technology, advertising technology and programmatic advertising, ExchangeWire provides practical information in digital marketing, including emerging business models and technology ventures, with particular expertise in advertising technology in the EMEA (Europe, Middle East and Africa) and APAC (Asia Pacific) regions.

Through this partnership, CCI will select content of high interest to the Japanese market from ExchangeWire's global advertising technology news, translate it and publish them in ExchangeWire Japan's global category. This will increase the exposure of Japanese marketers to high-value global content. The content is available to view for free on ExchangeWire Japan's 'Global by CCI' tab.

View ExchangeWire Japan's 'Global by CCI' from here.

<https://www.exchangewire.jp/category/global-by-cci/>

CCI has been a driving force in the industry since the early days of Internet advertising, and has always kept abreast of global advertising technology trends, providing our stakeholders with ad tech information and technical assistance.

CCI will continue to contribute to the richness of the information society by providing valuable information to our stakeholders to assist them in their marketing efforts.



### **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/>)

### **About Exchange Wire Ltd, Inc.**

ExchangeWire based in London and Singapore, provides a wide range of marketing-related information, data and analysis on marketing tech, ad tech and programmatic advertising. The company has an extensive information network in the US, Europe and Asia and is widely supported by technology suppliers, agencies and publishers. In addition, the ATS, a series of global events, has made a significant contribution to the marketing tech and ad tech industry.

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

Inquiry

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