

July 3rd, 2018

**CCI ties advertising partnership with TikTok to
enhance contents development and ad sales for TikTok**

JAPAN – July 3rd, 2018 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI) is excited to announce an advertising partnership with TikTok, a short-form mobile video app platform highly popular among the younger generations, to enhance contents development and sales of ad products for TikTok.

In late years, digital media environment and its usage trends are making rapid progress and transformation. Particularly among the younger generations, the phenomenon of shifting from photo images to videos in their visual communication is remarkable, and short-form video is taking the lead in the pop culture among the digital natives.

TikTok is a short-form mobile video app where users are able to use unique music effect to customize videos for a touch of originality, and share them as 15-seconds original videos with friends. Being used by a large number of popular celebrities and influencers, TikTok users are spanning the globe particularly among the younger generations, which made it ranked No.1 in the iOS free app ranking in November 2017.

Through this partnership, CCI shall develop contents and build services that aligned with the ad market demands for TikTok, and then leverage information and knowhow obtained from the process, in order to provide better services for ad campaigns targeting the younger generations.

As a media growth partner, CCI shall continue to enhance ad values of media and provide support to enable safe and secure business development.

■ Overview of Partnership

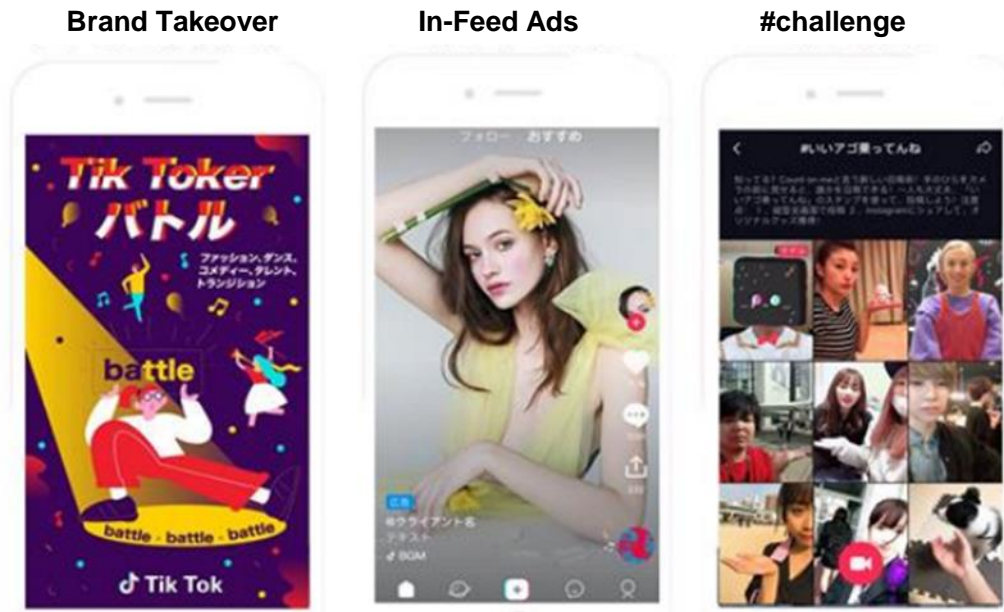
1) Ad products development and sales support

- Develop products that meet the needs of Japanese market
- From planning to operation
- Ad sales

2) Contents development and sales support

- Planning and editing direction
- Development of sponsored contents etc.
- Development of contents that leverage influencers

■TikTok Ad Products



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".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)

About TikTok

TikTok is a destination for short-form mobile videos. TikTok's mission is to capture and present the world's creativity, knowledge, and moments that matter, directly from the mobile phone. TikTok enables everyone to be a creator, and encourages users to share their passion and creative expression through their videos. In early 2018, TikTok was one of the most downloaded apps in the world. TikTok is available worldwide for iOS and Android. TikTok has offices across the globe, including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo.

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

Inquiry

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