



April 14th, 2021

CCI launches sales of programming product targeting culture and young adults in collaboration with ABEMA and CINRA as the second phase of video content marketing support

JAPAN – April 14th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. has launched a joint product to provide one-stop video content marketing support with AbemaTV Inc. (Head office: Shibuya-ku, Tokyo; Susumu Fujita, Representative Director; hereinafter Abema TV) and CINRA, Inc. (Head office: Setagaya-ku, Tokyo; Taichi Sugiura, CEO; hereinafter CINRA), a highly influential company for culture and young people. This is the second joint product to provide one-stop video content marketing support, and the advertising products in this initiative will be sold exclusively by CCI.

This product distributes an original mini-programs of 3 to 5 minutes planned by CINRA in the programming and commercial slots of TV & Video entertainment ABEMA. By combining CINRA's high level of planning and production capabilities which are strong in culture and young people, the one and only video distribution service ABEMA's unique planning and production capabilities plus high ability to attract and create buzz, and CCI's sales capabilities, companies can expect high quality marketing effects to the target audiences.

As in the case of the first joint product with "QT by quark tokyo" (currently xpd Inc.)(※), this product addresses issues such as "it takes time and effort to manage and plan budgets separately for media and production costs" and "it is difficult to estimate how much reach and viewership the video content will get", and this product guarantees the number of views and includes the production cost in the distribution cost, making it easier to set a budget.

■ Four features of this product

- Production of "programs" rather than commercials
 - Production of high quality video content (programs) by CINRA, which has strengths in culture and young people
 - Guaranteed number of program views
 - Production costs are included in the distribution cost, making budget planning easier.
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■ Product overview

- Minimum price: 20 million yen and up
- Number of 3-minute or 5-minute program produced: 1
- Guaranteed number of views by ABEMA (varies depending on the price)
- Guaranteed viewership unit price: 3 minutes (@30 yen) / 5 minutes (@50 yen)
- Catch-up broadcast on ABEMA Video: 1 month
- Distribution of article content CINRA.NET, and drive traffic using official SNS, etc.
- Brand lift survey conducted by a research company
- Secondary use of the content is possible * Secondary use fees may be incurred separately depending on the cast.

CCI will continue to support the effective marketing activities of companies by providing high-value advertising products.

※Reference

CCI, ABEMA, Quark Tokyo and Mediator launch a joint product of providing a one-stop video content marketing support: <https://www.cci.co.jp/en/news/cci-abema-quark-tokyo-and-mediator-launch-a-joint-product-of-providing-a-one-stop-video-content-marketing-support/>

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/)

Inquiry

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