



October 1st, 2020

**CCI entered into a content partnership with Haymarket Media Group,
which owns global media brand "Campaign"**

JAPAN – October 1st, 2020 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. and Haymarket Media Asia (Headquarter: Hong Kong; Atifa Silk, Haymarket Asia Managing Director; hereinafter Haymarket) have signed a content partner agreement to provide valuable global information to the best and brightest marketers in Japan.

campaign JAPAN日本



C C I
CYBER COMMUNICATIONS INC.

"Campaign" is the world's leading business media brand providing marketing, advertising and media information to marketers around the world. Campaign is currently available in the US, UK, Southeast Asia, India, China, Turkey and the Middle East, in addition to Japan.

Through this partnership, CCI will be selecting content of high interest to the Japanese market from a wide range of news stories published globally by Campaign, translating them into the Japanese language and providing the content for Campaign Japan. This content is provided as part of the "Campaign Japan" website. The content will be accessible free of charge to all registered users of Campaign Japan, and will provide more Japanese marketers with high-value content, such as global news, analysis, opinion and events.

Sign up for Campaign Japan here

<https://www.campaignjapan.com/account/register>

CCI will continue to contribute to the development of a prosperous information society by providing high-value information to its stakeholders in order to help them in their marketing activities.

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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 Haymarket Media Group

Haymarket Media Group creates award-winning, professional content and services for international audiences. The company has more than 70 market-leading brands created by world-class experts, with offices in the UK, US, Hong Kong, Singapore, India and Germany. Our consumer and specialty brands connect people and communities across digital, mobile, print and live media platforms, and while Haymarket's portfolio is diverse, its mission is the same across borders and markets. That is, to deliver brand experiences that truly meet the needs of audiences and clients. Haymarket's media brands include What Car ? , Campaign, PRWeek, PRWeek, MyCME and Finance Asia and others.

[\(https://www.haymarket.com/about-us/\)](https://www.haymarket.com/about-us/)

About Campaign

Campaign is one of the world's largest business media brands focused on marketing, advertising and media. In addition to Japan, Campaign also offer services in the United States, United Kingdom, Southeast Asia, India, China, Turkey and the Middle East. Campaign offer a wide range of services. In the world's fast-growing and exciting communication market, Campaign delve deeply into important topics and provide companies with information that is important to them.

[\(https://www.campaignjapan.com/\)](https://www.campaignjapan.com/)

Inquiry

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