



CCI Releases Report on Japan's Internet Advertising Market H2 2023

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TOKYO, JAPAN, February 15, 2024 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., today announced its survey results showing that Japan's Internet advertising market is getting back on track in the second half of 2023. The report also unveils that advertisers increasingly focus on ROAS as a key performance indicator.



About the survey

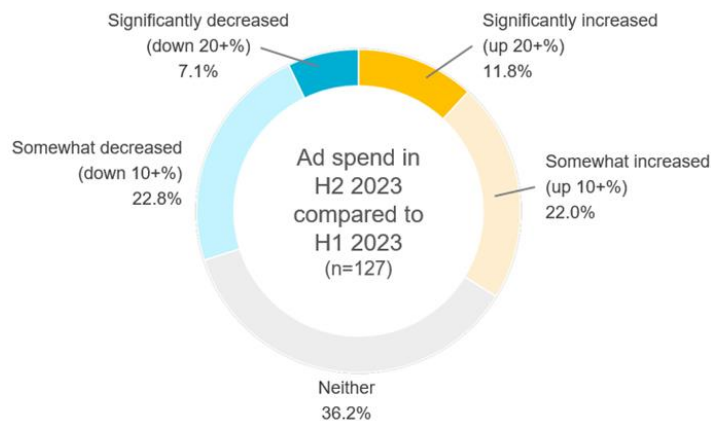
The survey has been conducted biannually since July 2020 to provide insights into how Japan's Internet advertising market changes over time. The latest survey was implemented from December 4 through December 17, 2023 via email with a mix of advertisers, advertising agencies, publishers, media owners, platforms, technology solutions vendors, and media reps. A total of 127 responses were received. The report was generated based on the survey results and data from CCI 360 Programmatic Display Market Analytics (see below).



Key findings:

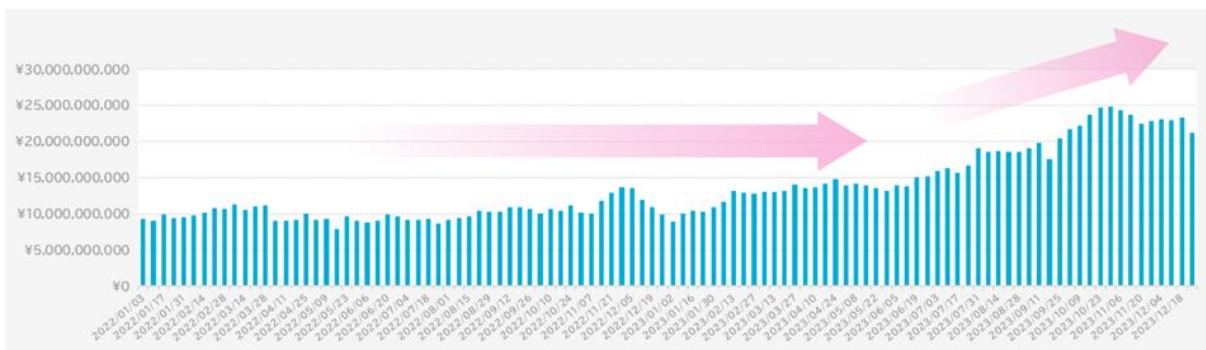
- **More respondents reported increase in ad spend in H2 2023.**

11.8% of respondents reported a large increase in ad spend in the second half of 2023 compared to the first half of the year, with the (significant/some) increase outweighing the (significant/some) decrease by 3.9%.



- **Programmatic display is on a steep growth trajectory.**

Ad spend in programmatic display campaigns grew steeply in the second half of 2023. It has almost doubled (up 94%) to 54.6 billion yen compared to the previous year.

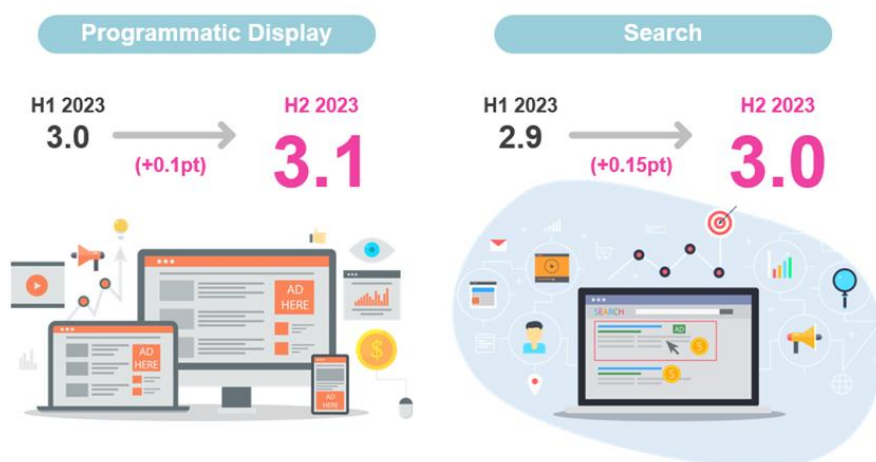




- **Market sentiment is positive both in programmatic display and search.**

Since the second half of 2020, the survey has been asking respondents to report whether their ad spend has increased or decreased compared to the previous 6 months by offering six-scale options to choose from, including significantly increased, somewhat increased, somewhat decreased, significantly decreased, neither and N/A. Responses are analyzed over time and points are calculated to assign to different types of advertising.

Programmatic display is consistently gaining more points than the previous six months, and so is search advertising. The demand for programmatic advertising is expected to continue to grow moving forward.



- **Business confidence is generally positive through 2023**

With regard to business confidence, many industries saw a large increase in their figures compared to the previous year, with beverages and indulgences exceeding 200%.

All 20 industries are covered in the full report.



Industry	2021	2022	2023 (YoY)
Energy, Materials & Machinery			152.6%
Fashion & Accessories			110.1%
Beverages & Indulgences			206.0%
Cosmetics & Toiletries			95.0%
Household goods			114.4%

- **Advertisers increasingly focus on ROAS as a key performance indicator.**

While brand lift has been one of the most popular indicators that advertisers expect to see in their campaign reports for three consecutive periods since H1 2022, the H2 2023 report unveiled that advertisers significantly more focused on ROAS as a key performance indicator to measure the success of their marketing investment.

About CCI 360 Programmatic Display Market Analytics

CCI 360 Programmatic Display Market Analytics (“CCI360”) is a tool that aggregates and compiles data from the company’s supply partners to provide insights into the size of Japan’s programmatic display advertising market, as well as the scale and trends in campaign spend among advertisers who invest a large portion of their marketing budgets in programmatic display.

To request a full copy of the report, please fill out the form below. Please note that the report and the request form are only available in Japanese: https://www.cci.co.jp/form_cci360_8/.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

Inquiry form is available at <https://www.cci.co.jp/en/contact/>