NEWS RELEASE
CARTA COMMUNICATIONS INC

CCI Releases Report on Japan’s Internet Advertising Market H2 2024

PUBLISHED
February 17, 2025

TOKYO, JAPAN, February 17, 2025 -- CARTA COMMUNICATIONS Inc. (Headquarters: Minato-ku, Tokyo; Taku Meguro, Representative Director, President; “CCI”), a group company of CARTA HOLDINGS, Inc., conducted a survey of digital marketing professionals across the country in December 2024 and published a report on the Internet advertising market for the second half of 2024, with topics covering key industry trends and challenges, medium- to long-term strategies, and more.

About the survey

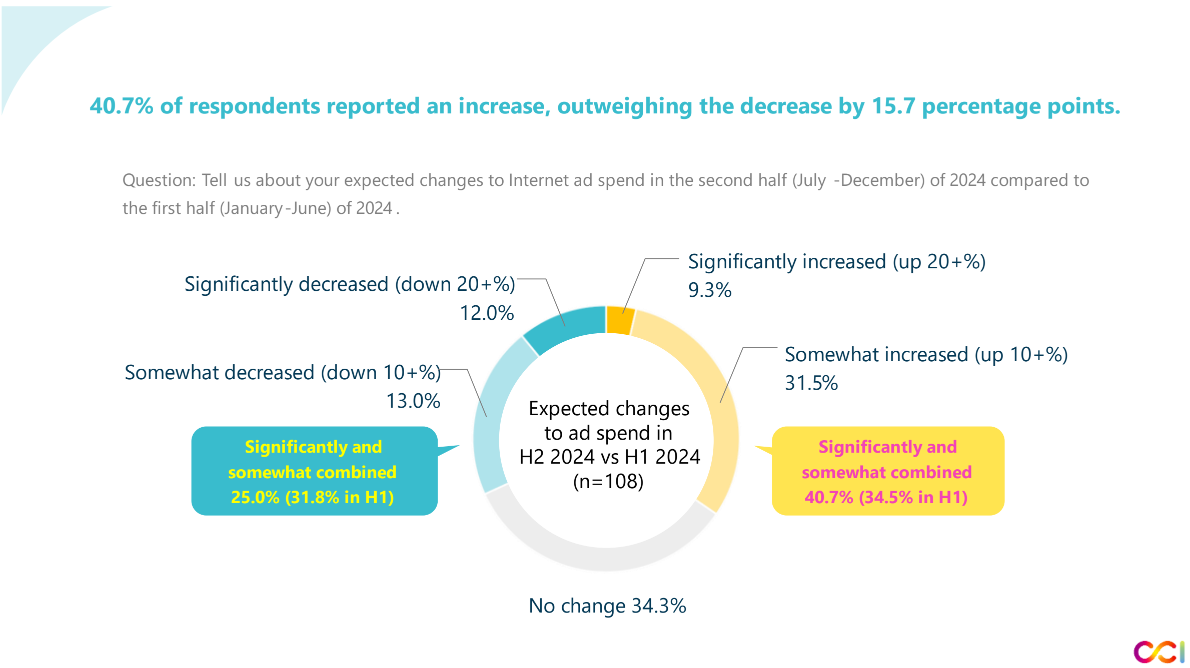
The survey has been conducted biannually since July 2020 to provide insights into how Japan’s

Internet advertising market changes over time. The latest and 10th survey was implemented from December 11 through December 24, 2024 via email with a mix of advertisers, advertising agencies, publishers, media owners, platforms, ad tech vendors, and media reps. A total of 108 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

- **Internet ad spend is on the rise.**

40.7% of respondents reported an increase in online ad spend in the second half of 2024, which is up 6.2 percentage points from the previous survey. In the H1 2024 survey, those who reported an increase, decrease and no change were roughly equal in proportion, while the proportion of increase has risen in the H2, indicating a trend of increasing online ad spend.



- **Programmatic display CPMs were generally higher in 2024 than in 2023.**

The average CPMs for programmatic display ads showed a generally high trend, although fluctuating rather erratically, throughout 2004, ending up reaching the year's high in December. The programmatic display CMP averaged at 136.6 yen in the second half of 2024.

The number of programmatic display impressions served also showed a generally high trend, but gradually declined after October.

This survey report also includes a list of average CPMs by product category with the year-over-year comparison between July-December 2023 and July-December 2024.

The highest growth in programmatic display CPMs was seen in the housewares category. A total of 13 industry verticals experienced an increase in the second half of 2024 compared to the first half of year.

Housewares saw the highest growth in programmatic display CPMs, while a year-over-year increase was observed in 13 product categories.

(Source: CCI360 / CPMs in Yen)

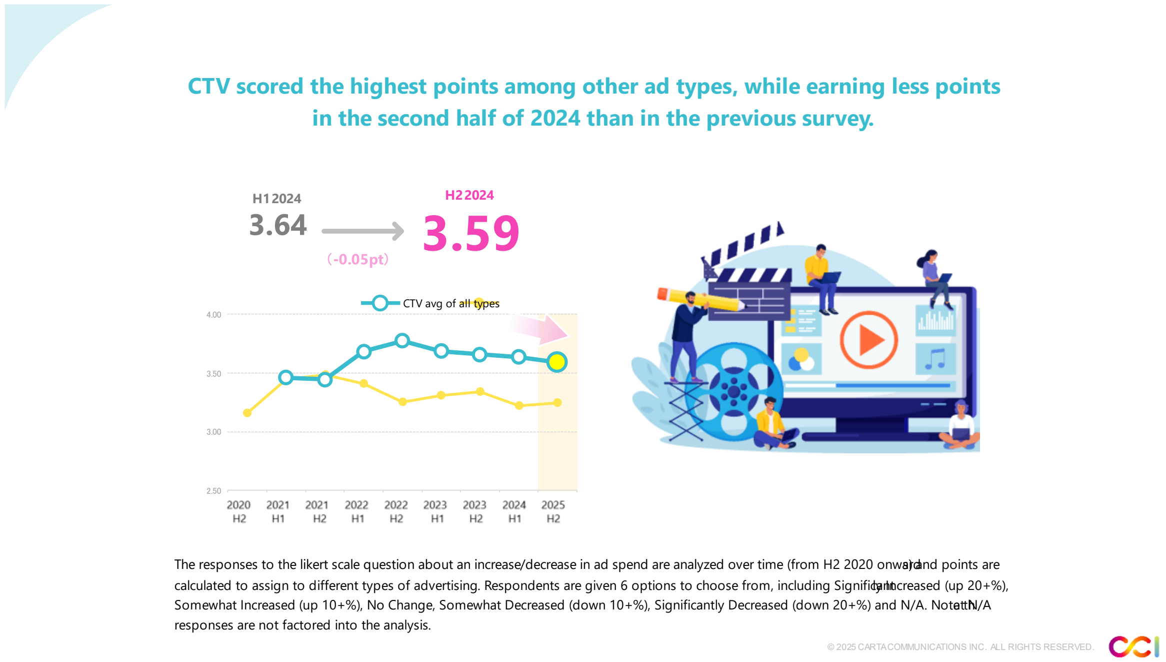
No.	Product Category	2023	2024	YoY Comparison
1	Energy/Materials/Machinery	162.38	138.88	85.5%
2	Fashion and Accessories	117.68	124.57	105.9%
3	Beverages / Indulgent Items	200.64	190.63	95.0%
4	Cosmetics and Toiletries	106.56	141.68	133.0%
5	**Housewares**	**117.97**	**160.28**	**135.9%**
6	Home Appliances / AV Equipment	150.16	160.77	107.1%
7	Food and Various Services	120.28	111.98	93.1%
8	Government Agencies/ Organizations	190.55	**217.55**	114.2%
9	Education/Healthcare/ Religion	127.27	142.76	112.2%
10	Finance / Insurance	147.12	162.75	110.6%
11	Transportation / Leisure	126.91	146.18	115.2%

No.	Product Category	2023	2024	YoY Comparison
12	Automobiles / Related Products	151.75	172.65	113.8%
13	Hobbies / Sporting Goods	70.54	82.02	116.3%
14	Publishing	157.02	143.94	91.7%
15	Information and Communications	131.42	135.04	102.8%
16	Food	115.52	143.97	124.6%
17	Precision Instruments and Office Supplies	199.82	165.03	82.6%
18	Real Estate / Housing Equipment	157.80	150.64	95.5%
19	Pharmaceuticals and Medical Supplies	161.22	138.54	85.9%
20	Retail and Distribution	121.58	138.46	113.9%
21	Others (including SMBs)	152.13	145.71	95.8%

- **Video ad spend remains robust in H2 2024.**

When looking at media investment by type of advertising, video continued to show a strong trend in the second half of 2024.

More specifically, connected TV (CTV) scored the highest points among other ad types, although earning less points this time than in the previous survey. (Higher points mean more responses indicating an increase.)



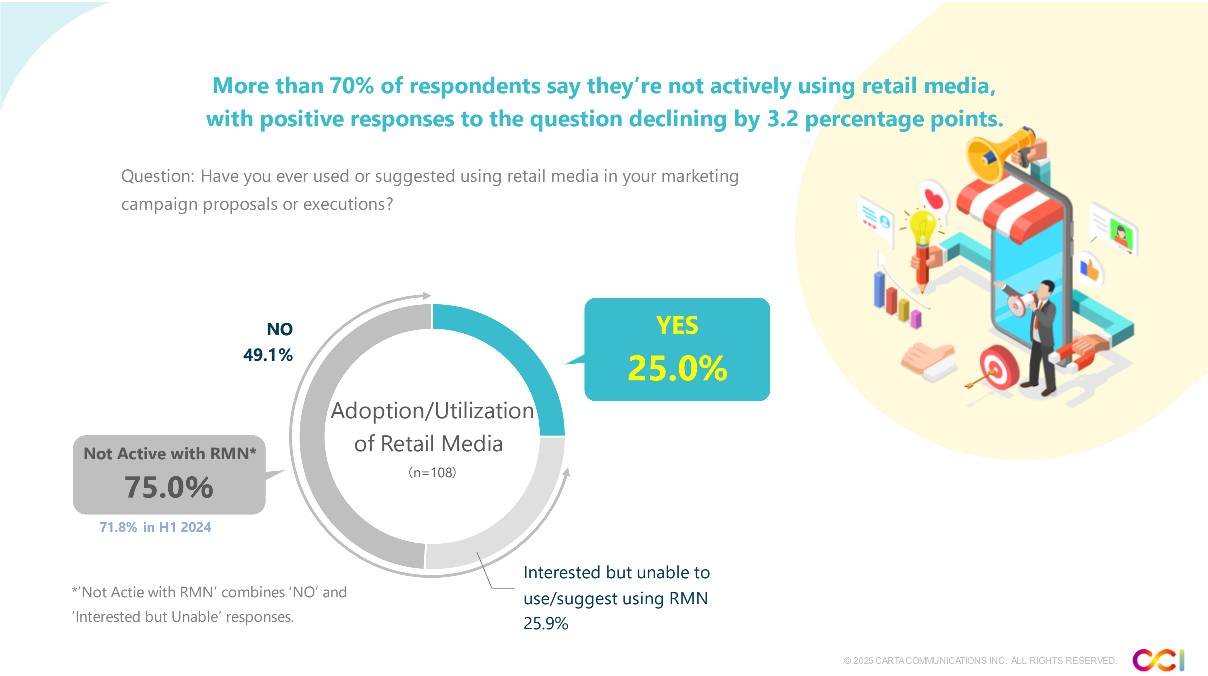
- **More than 70% of respondents say they're not actively using retail media.**

While many brands and advertisers are interested in retail media, a significant portion of them are still not actively using it, which also means that there is still room for further growth.

More than 70% of respondents reported that they were not fully leveraging retail media in the survey conducted in the second half of 2024.

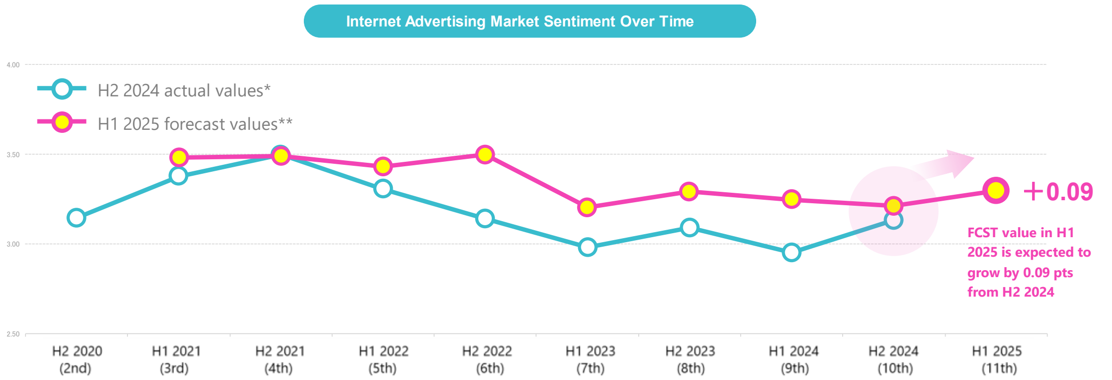
The proportion of positive responses to the question asking whether or not they have ever used or suggested using retail media in their campaign executions or proposals decreased by

3.2 percentage points compared to the previous survey in H1 2024.



Based on these survey findings, the Internet advertising market sentiment is expected to see a gradual rise in the first half of 2025.

Internet advertising market sentiment is expected to see a gradual rise in the first half of 2025.



*The responses to the 5-point Likert scale question about an increase/decrease in ad spend are analyzed over time (from H2 2020 onwards) by type of advertising and the actual values are calculated to draw trends.
**Based on the responses to the 5-point Likert scale question about the market confidence, the forecast values are calculated to predict trends.

Other topics covered in this survey to gain insight on issues, challenges, medium to long term trends and efforts surrounding Internet advertising include:

- Online/Offline integration
- Adoption of generative AI
- Third-party cookies
- Brand damage/defamation
- Resources

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_10/.

Contact: PR Office, CARTA COMMUNICATIONS Inc.
Inquiry form is available at https://www.cci.co.jp/en/contact/