

WISE Ads, Hakuhodo DY ONE's Ad Delivery Service, Teams Up with NTV's Ad Reach MAX Platform to Launch Programmatic Transactions for TVCM

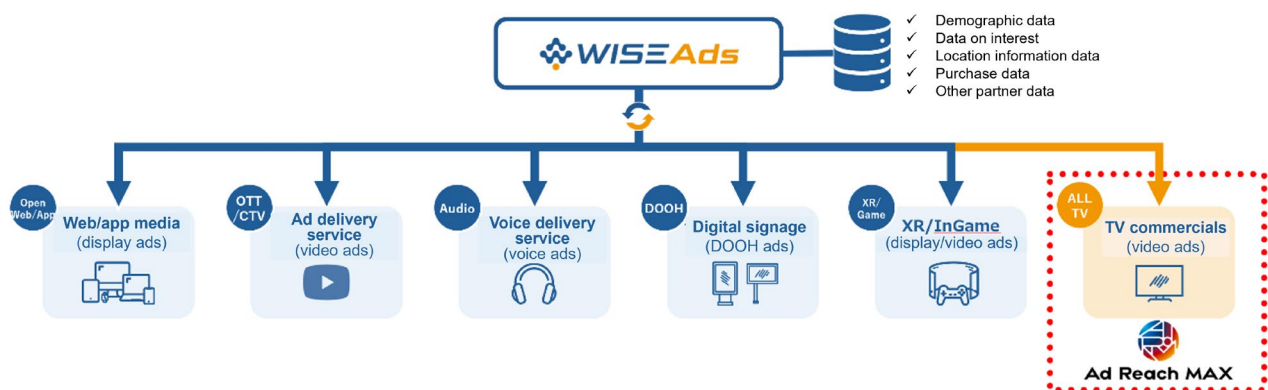
Tokyo, July 22, 2025 –Hakuhodo DY ONE, Inc. is starting the buying of TV commercials through programmatic transactions in July 2025 (TV commercial delivery to commence in August), by combining its ad delivery service WISE Ads^{*1} with AdRM-Exchange^{*2}, a flagship service of the Ad Reach MAX Platform offered by Nippon Television Network Corporation (NTV).

WISE Ads provides an end-to-end service, ranging from pre-delivery zero analysis to targeting based on the results of analysis, and then to post-delivery reporting. We also realize a rapid PDCA cycle, which is difficult with traditional terrestrial TV, across online ads connected to WISE Ads.

In addition, by linking all this with AaaS^{*3}, the next-generation advertising media business model promoted by the Hakuhodo DY Group, we will help advertisers maximize the impact of media advertisements and attain their business objectives by providing richer analytical functions integrating TV commercials and online ads.



Ad Reach MAX



AdRM-Exchange, one of the services of the Ad Reach MAX Platform being developed by NTV, is designed to ensure real-time programmatic transactions of TV commercials, just like advertising on the Internet. This is realized by leveraging technology to reduce lead time, effectively allowing order placement and creative modification until the last minute. Thus, TV commercials may be purchased with reference to measures used for online ads such as impressions, rather than TV-specific measures including GRP. The simple product design also facilitates understanding of ROI and comparisons with online ads. Thanks to these features, coordination with AdRM-Exchange makes it possible to introduce real-time bidding for terrestrial TV commercials, leveraging a wide variety

of data owned by SSPs and DSPs.

WISE Ads is an ad delivery service of Hakuhodo DY ONE capable of delivering ads to any digital touchpoints along the traffic lines of sei-katsu-sha.*⁴ Linked with major ad delivery platforms and SSPs, it enables ad delivery to the web and other kinds of media including social networks, news/video (OTT), voice delivery platforms, metaverse spaces, and digital signage indoors and outdoors (DOOH). We maximize reach and optimize the impact of advertising by customizing targeting and delivery channels depending on the objective.

By hooking up with NTV's AdRM Exchange, WISE Ads has effectively ushered in programmatic bidding for advertising slots in the terrestrial TV channel. Backed by this achievement, WISE Ads, covering various points of contact with sei-katsu-sha in the digital domain, has now evolved into a truly unified ad delivery platform across online and offline channels, adding terrestrial TV, the medium boasting the furthest reach, to its delivery network.

It is now possible to deliver ads across the boundaries of TV and digital, including through the interlinkage of advertising between terrestrial TV on the one hand, and OTT including TVer and DOOH on the other, and by designing additional contacts on web media after the airing of TV commercials. We will also seek to visualize the impact of TV commercials with the same granularity as that applicable to digital ads by using common measures including impressions, indirect conversion and brand lift.

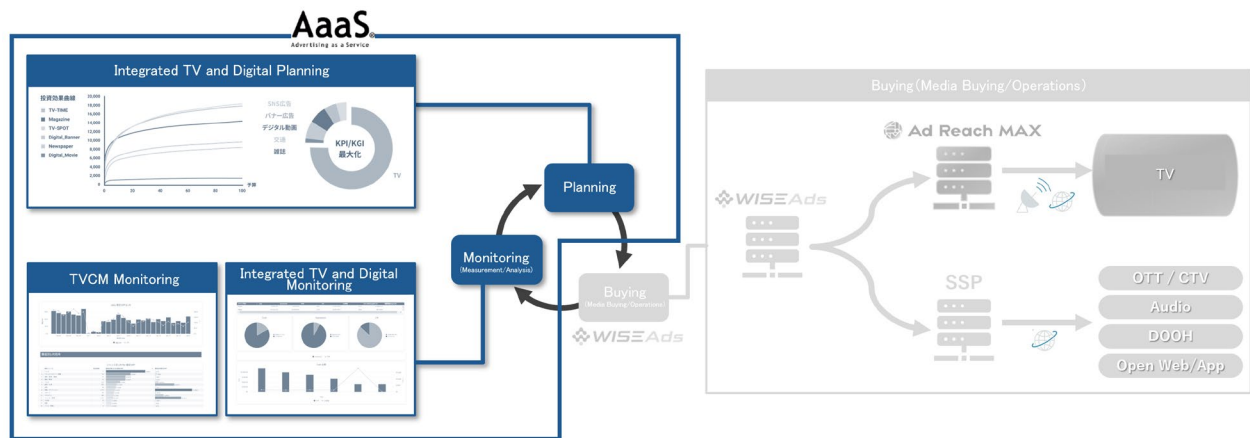
■Service features (functional offerings)

- Digital buying of TV commercials
Connect with AdRM-Exchange to enable programmatic buying of terrestrial TV slots, just like digital ads.
- Speedy operation that allows airing as quickly as on the same day
Develop a flexible operational structure including for instant buying of terrestrial TV slots, designation of airing positions, replacement of materials and response to cancellation.
- Optimal slot design supported by sophisticated prior analysis
Meticulously design programs and slots suited to the advertiser's target audience based on zero analysis using TV viewing log data, etc. to offer strategic planning not limited to conventional demographics.
- Integrated management through inter-media linkage
Capable of designing multiple contacts with TV/digital ads and maximization of incremental reach with cross-sectional/coordinated delivery through OTT including TVer, DOOH and voice media. Also capable of proposing an initiative including for improving the accuracy of conversion with retargeted delivery on the web after the airing of TV commercials.
- Visualization of the impact of TV commercials
Capable of measuring the impact of TV ads at a level of granularity applicable to digital ads with measures such as indirect conversion, unique visitors, brand lift and search lift, in addition to impressions and frequency.

■Toward sophisticated operation in coordination with AaaS

The Hakuhodo DY Group is an advocator of AaaS as a next-generation media business model contributing to the business growth of advertisers by optimizing the impact of advertising. In coordination with WISE Ads and AdRM-Exchange, it ensures effective and efficient operation

integrating TV commercials and online ads through the end-to-end provision of more sophisticated planning, buying and monitoring services leveraging a rich store of data including TV viewing logs.



Hakuhodo DY ONE remains committed to diversifying its offerings through the functional enhancement of WISE Ads, thereby providing support for corporate marketing.

*1 WISE Ads : <https://solutions.hakuhodody-one.co.jp/wise-ads>

*2 Ad Reach MAX Platform : <https://arm.ntv.co.jp/>

*3 A next-generation model to realize the digital transformation of the advertising media business as advocated by Hakuhodo, with a view to transforming the longstanding business approach of the advertising industry that relies on the transaction of advertising slots (so-called "reservation advertising business") into a new business approach focused on maximizing advertising impact (so-called "programmatic advertising business"). AaaS® is a registered trademark of Hakuhodo Inc.

*4 "Sei-katsu-sha" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

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< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Head Office : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director
 Hiroto Kosaka, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : 3,172 (April 1, 2025, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
 related to all aspects of digital marketing

For inquiries regarding this News Release

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