

Hakuhodo DY ONE Inc.
Hakuhodo i-studio Inc.
AI Hack, Inc.

Hakuhodo DY ONE, HAKUHODO I-STUDIO and AI Hack Join Forces to Launch AIO Web Experience Consortium

– Accelerating AI-friendly website building and owned media development for the next generation –

Tokyo, October 9, 2025 – We are pleased to announce that Hakuhodo DY ONE Inc., HAKUHODO I-STUDIO Inc. and AI Hack Inc. have jointly launched AIO Web Experience Consortium, a new grouping of companies to provide one-stop services for web strategy planning optimized for the AI era.



The rapid evolution and dissemination of generative AI in recent years have substantially transformed the information-seeking behavior and corporate brand awareness patterns of *sei-katsu-sha*.^{*1} As AI-powered information retrieval and recommendation become mainstream, businesses are now required to innovate the design and operation of their websites and owned media to be “selected” by AI.

In order to be the first to respond to the changing times, Hakuhodo DY ONE and HAKUHODO I-STUDIO have been offering AI-friendly owned media-building solutions in support of communication optimized for the age of AI-powered search.^{*2} In this context, we are now joined by AI Hack, a new partner with leading expertise and proprietary tools in the area of AI Optimization (AIO), to launch AIO Web Experience Consortium as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals. By leveraging the strengths of the three companies, we are ready to move forward in broad areas ranging from AI-friendly website building to the development of owned media for the next generation, and the creation of new services.

About AIO Web Experience Consortium

AIO Web Experience Consortium, jointly launched by the three partners of Hakuhodo DY ONE, HAKUHODO I-STUDIO and AI Hack, is designed to promote web strategy optimized for the AI era. In today's world where information retrieval and recommendation are routinely powered by AI, we help companies design and operate corporate websites and owned media to be "selected" by AI. By mobilizing the expertise of the three companies, we serve as a one-stop agency to develop owned media for the new generation such as Agentic Web and create new services, covering a broad area ranging from AI Optimization (AIO) strategy planning to UX design, AI-friendly website building, provision of proprietary tools and support for NLWeb construction.

■ Respective roles of the partners

- **Hakuhodo DY ONE:** Strategy planning, data analysis and effectiveness measurement to ensure AI Optimization (AIO) of brand information for AI-powered search
- **HAKUHODO I-STUDIO:** UX design to accommodate access by both AI and real users, structural design of AI-friendly websites, building of RAG-ready CMS, and creative development
- **AI Hack:** Provision of "AI Hack" as an AI Optimization tool, expertise on AI search algorithms, and support for building next-generation owned media including NLWeb

■ Next steps

AIO Web Experience Consortium will offer enhanced end-to-end services ranging from structural and content design and technology implementation of websites to be selected by generative AI, to effectiveness measurement and customer experience. In so doing, we will meet communication challenges for businesses in the age of generative AI, thus optimizing brand information and maximizing brand presence. Through this initiative, we are determined to create a valuable web experience for both *sei-katsu-sha* and AI, thereby strongly boosting the sustainable growth of clients.

*1 "*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.

< 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.

Location : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative : Hiroaki Kitazume, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : 3,290 (April 1, 2026, 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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Hakuhodo i-studio Inc.

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