

Hakuhodo DY ONE and Platform One Expand WISE Ads with FAST Channel Integration

- Unlocking New Opportunities for In-Stream Video Advertising-

Tokyo, August 26, 2024 – Hakuhodo DY ONE Inc. and Platform One Inc. have announced the integration of FAST Channel, a free ad-supported video streaming service, into their WISE Ads platform. This enhancement enables the placement of in-stream video ads on FAST Channel, offering advertisers a new way to reach audiences through connected TVs and streaming devices.



■FAST Channel

FAST Channel, operated by Fast Inc., has gained rapid traction in North America and Asia, where free, ad-supported streaming (FAST) is emerging as a preferred alternative to traditional TV and subscription-based services. By incorporating this platform into WISE Ads, Hakuhodo DY ONE and Platform One provide advertisers with greater access to premium video inventory in a rapidly growing sector.

FAST (Free Ad-Supported Streaming Television) is a broadcast-style streaming service that delivers continuous, scheduled programming—similar to traditional TV—without requiring user searches or subscriptions. Unlike satellite TV or paid platforms, FAST operates purely on ad revenue, making it an attractive opportunity for content owners looking to monetize video content without entry barriers.

Key Features of FAST Channel:

- **Seamless Viewing:** Programs play automatically without requiring users to search for content.
- **Ad-Supported Revenue Model:** Unlike SVOD (subscription-based video-on-demand) platforms, FAST is free for viewers, with advertising as its sole revenue stream.
- **Expanding Market:** FAST is rapidly growing, particularly in the U.S. and Asia, as more users shift to connected TV experiences.

■WISE Ads

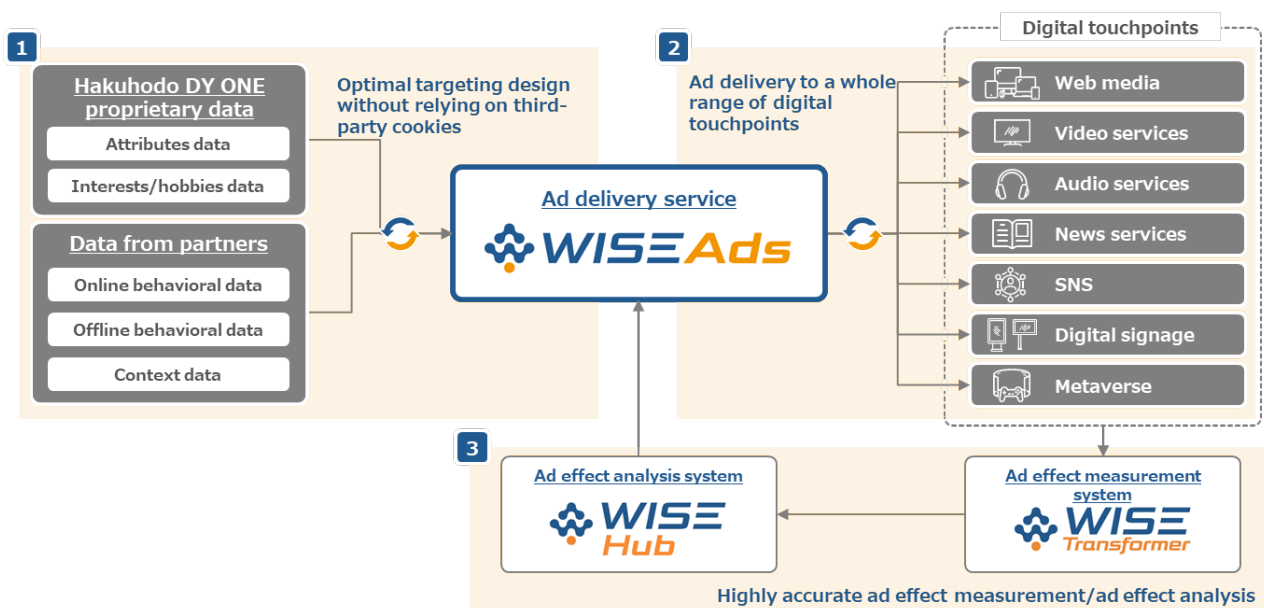
WISE Ads is a comprehensive ad delivery platform that integrates with major ad networks, SSPs, and digital media to serve ads across:

- Web-based media (news, blogs, and content sites)
- Social media platforms
- Streaming video and audio services
- Metaverse environments
- Digital signage (both indoor and outdoor)

With the addition of FAST Channel, advertisers can now deliver high-impact video ads to audiences streaming content on connected TVs and smart devices, taking advantage of targeting capabilities based on household interests and viewing habits.

Hakuhodo DY ONE continues to enhance WISE Ads with data-driven solutions that maximize reach, engagement, and ad effectiveness while supporting the digital transformation (DX) initiatives of its client companies.

< WISE Ads: Connected Video Streaming Services >



■ Video streaming services connected to WISE Ads (as of August 2024)

Advertisers can now run in-stream video ads via WISE Ads on the following platforms (listed in order of integration date):

- TVer and broadcaster-operated streaming services
- DAZN
- Lemino
- R Channel
- J SPORTS
- FAST Channel (added August 20, 2024)

These services are accessible on a range of devices, including smart TVs, connected TVs, and mobile devices, providing precision targeting based on viewing preferences, demographics, and user behavior.

With continued expansion, WISE Ads will broaden its digital reach, ensuring that advertisers can connect with users across a diverse array of digital touchpoints.

※1 June 14, 2023, Hakuholdo DY ONE release: Hakuholdo DY ONE introduces WISE Ads, a post-cookie ad delivery service(Japanese) https://www.dac.co.jp/english/press/2023/20230614_wiseads

※2 June 20, 2024, BBM release: "FAST, the rapidly growing streaming TV service in the United States, arrives in Japan for the first time." (Japanese) <https://prtimes.jp/main/html/rd/p/000000001.000144496.html>

< Corporate Information >

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

Hakuholdo 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 Hakuholdo 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	: 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuholdo DY Group
Employees	: Approx. 3,000 (April 1, 2024, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuholdo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

■Platform One Inc. <https://www.platform-one.co.jp>

Location : 4-20-3 Ebisu, Shibuya-ku, Tokyo

Representative : Ohmi Takahashi, President
Shareholders : Hakuhodo DY ONE Inc.
Employees : Approx. 60 (consolidated)
Start of integration : February 2011
Business : • Digital Advertising Trading Platform development / operation
• Digital Advertising Space buying / selling
• Technology services

For inquiries regarding this News Release

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