

Hakuhodo DY ONE to Launch Bidding for NTV's Programmatic Net (Nationwide Programmatic Commercials)

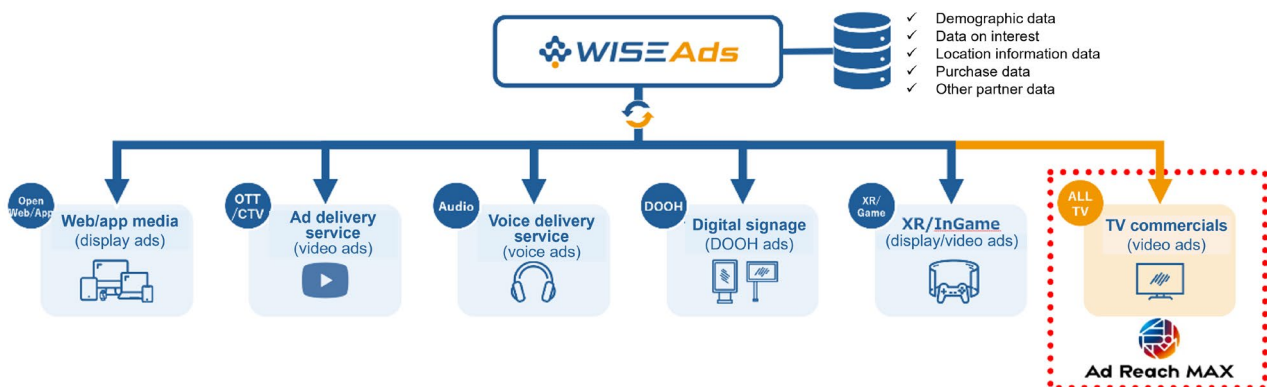
- WISE Ads to enable programmatic transactions
for nationwide commercial slots on terrestrial TV –

Tokyo, August 4, 2025 – In October 2025, Hakuhodo DY ONE, Inc. will inaugurate bidding for Programmatic Net (nationwide programmatic commercials), a new product developed by Nippon Television Network Corporation (NTV), through its own ad delivery service, WISE Ads. This will enable online, real-time bidding and operation of nationwide commercial slots on terrestrial TV^{*1}, effectively initiating the national rollout of programmatic transactions for TV ads.



■ Background

Hakuhodo DY ONE is promoting the buying of TV commercials through programmatic transactions, linking its ad delivery service WISE Ads with AdRM-Exchange^{*2}, a flagship service of the Ad Reach MAX Platform offered by NTV^{*3}. Programmatic Net (nationwide programmatic commercials) was developed by NTV as a pilot for eventual national rollout of the Ad Reach MAX program, currently limited to the Kanto area. Access to bidding for nationwide commercial slots is reserved for WISE Ads and other DSPs connected to AdRM-Exchange. Users of WISE Ads can now conduct advertising activities in a more three-dimensional manner, combining local commercials in Kanto with commercials on a national scale. By utilizing a wide variety of data owned by WISE Ads, we will also deliver more accurate ad operations, visualizing the effectiveness of nationwide commercials in detail.



■About Programmatic Net (nationwide programmatic commercials)

This is a new approach to nationwide commercials, making it possible to air the same commercial simultaneously across broadcasting stations in Japan.^{*4} The availability of real-time, online bidding and operation in an auction format ensures more streamlined, effective ad operation through impression-based billings depending on audience share (viewing rate per minute). Bidding and rewarding just before the airing time also allow optimal creative selection and airing depending on various factors including the interest of viewers, social trends, the weather, and more.

■About WISE Ads

This 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.^{*5} 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.

<https://solutions.hakuhodody-one.co.jp/wise-ads>

■Next steps

Having covered a variety of digital touchpoints with sei-katsu-sha over the years, WISE Ads has now evolved into an even more potent ad delivery platform by adding to its menu nationwide commercial slots on terrestrial TV, the communication channel boasting the furthest reach.

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

*1 Advertising slots aired simultaneously by multiple (up to 30) stations affiliated to the NTV network. Further reach and high levels of awareness may be expected as the ad is delivered to viewers nationwide at the same time.

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

*3 July 22, 2025 News Release: WISE Ads, Hakuhodo DY ONE's Ad Delivery Service, Teams Up with NTV's Ad Reach MAX Platform to Launch Programmatic Transactions for TVCM
https://www.hakuhodody-one.co.jp/news/news-release_202507222457/

*4 The number of network stations (airing a given commercial) varies depending on the program or time slot concerned.

*5 "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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