



Hakuhodo, Hakuhodo Net Prism, Hakuhodo DY Media Partners and Digital Advertising Consortium develop Owned-Media-Value Consulting for boosting corporate website media value

Tokyo—July 26, 2010—Hakuhodo, Hakuhodo Net Prism, Hakuhodo DY Media Partners and Digital Advertising Consortium (DAC) have jointly developed Owned-Media-Value Consulting, a corporate website planning and production consulting service for transforming corporate websites into key communication tools that directly link brands and *sei-katsu-sha*^{*}, while also giving them a media function.

As “owned media,” corporate websites have many customers and serve as touchpoints between brands and *sei-katsu-sha*. Unlike paid media and earned media, owned media directly link brands and *sei-katsu-sha* and function as entranceways to corporate communications, making them a particularly important medium.

Owned-Media-Value Consulting boosts the media value of a corporate website by examining its access logs and user characteristics and measuring its potential media value from both corporate brand and target needs perspectives. The website’s information structure, screen architecture and basic operation rules are scrutinized in light of these results, and adjusted to increase the media value of the site.

Owned-Media-Value Consulting also identifies the value of corporate websites as paid media, and supports their use as vehicles for advertising. Website owners are also able to tie up with Owned-Media-Network Service (see below)—an ad network that transforms corporate websites into advertising media and places advertising on them—and other advertising networks.

By continuously refining a website, Owned-Media-Value Consulting maintains and enhances its corporate brand appeal and customer base, making highly effective site operation a reality.

The Hakuhodo DY group will continue to develop new services to turn corporate websites into

* *Sei-katsu-sha* are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

more effective and efficient means of communicating with *sei-katsu-sha*.

About Owned-Media-Network Service

An ad network service being developed by the Hakuhodo DY group, Owned-Media-Network Service creates networks of corporate websites and places banner ads and other internet advertising on them. Managing insertions with an ad server allows them to be handled in the same way as advertising placed in regular media. Behavioral targeting, based on the characteristics of customers visiting a website, is also possible.

Companies that participate in Owned-Media-Network Service can efficiently and effectively attract to their website potential customers from among other companies' customers by mutually linking their corporate websites to those of other companies that have with highly compatible products and services. This is done through an optimal mix of advertising that is informed by the characteristics of their own corporate website customers. Aside from such mutual advertising-based links on their corporate websites, companies can also develop new client bases and distribution channels through inter-company tie-ups. By running their websites as media, companies can also gain advertising revenue.

About Hakuhodo Net Prism Inc.

Established:	November 1, 2006
President & CEO:	Tasuku Yamanokuchi
Capital:	100 million yen
Shareholders:	Hakuhodo Inc. IMJ Corporation Hakuhodo Brand Consulting, Inc. Hakuhodo i-Studio, Inc.
Location:	Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6322, Japan
Scope of work:	Brand strategy planning; work process design; corporate communications that integrates interactive design functions; website solutions for marketing

Owned-Media-Value Consulting workflow

Step 1: Website consulting

We examine an advertiser's business model, corporate brand and website positioning and purpose then offer consulting on its current website from quality and quantity perspectives. If necessary, we clarify the advertiser's challenges and develop strategies that lead to solutions.

Step 2: Website media value measurement and consideration of its use as media

Leveraging HakuHodo Net Prism's consultation skills and the HakuHodo DY group's integrated marketing solution designing expertise, we measure the website's media value and consider ways of transforming it into media and involving it in an advertising network. Going beyond simply comparing page views and unique user numbers, we verify whether a corporate website is truly contributing to business by examining it more deeply looking at user attributes as well.

Optional service: Media-ready website production

On the basis of study results and analysis obtained in Steps 1 and 2, as well as the advertiser's marketing needs, we create the foundation for optimal integrated marketing solutions. By strategically building corporate websites as a core integrated marketing solution based on research data, we aim to verify the effects of other mass-media advertising and promotion activities and maximize their efficiency.

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