

### **32 Prominent Media Companies Launch The Japan Premium Media Consortium**

~Conducting Joint Research Projects and Market Verification Experiments to Create a New Online Value Standard for Media Companies~

32 media companies that produce, edit, and provide news information and articles, as well as video and audio content, have jointly formed the Japan Premium Media Consortium with the aim of verifying media and content value and improving ad value. The consortium will conduct joint surveys and proofs of concept on user evaluations of media companies that are exploring online quality, as well as synergistic effects between ads and content. It will share these research results and reflect them in business models.

The Japan Premium Media Consortium's member companies include media companies that operate newspaper, magazine, television, radio, and online media brands. In this initiative, they will work with advertisers and third-party institutions to conduct various types of surveys and proofs of concept, and also exchange opinions, to verify the value of content in digital environments, as well as the value of digital advertising in media brands. In this way, efforts will be made to create new advertising value for media companies that are exploring quality. The first general meeting was held in October 2017. 7 general meetings have been held until October 2018, and the Japan Premium Media Consortium currently has 32 prominent media companies as members.

With participating media companies, the consortium recently conducted 3 surveys in cooperation with major advertisers (Shiseido Company, Limited [Shiseido] and Daiwa House Industry Co., Ltd. [Daiwa House Industry]): 1. A media reliability survey, 2. A survey on attitude changes influenced by advertisements in media brands, and 3. An emotion analysis survey using a brain wave measuring system. The results showed that the value of media brand reliability was highly rated, and that viewers felt the posted ads were also reliable. In addition, the surveys showed that online ad campaigns in media brands have high viewability<sup>\*1</sup>, long ad display times, and brand safety<sup>\*2</sup> effects as well. These effective results influence psychological and attitude changes, which validates that advertising value is high.

The Japan Premium Media Consortium will make joint efforts to further improve the quality of online advertising and promote new advertising value standards reflecting the value of media brands.

■ Japan Premium Media Consortium member companies (no particular order)

The Asahi Shimbun Company; The Mainichi Newspapers Co., Ltd; The Yomiuri Shimbun; Nikkei Inc; Sankei Digital Inc.; The Hokkaido Shimbun Press; The Chunichi Shimbun; The Nishi-Nippon Shimbun Media Lab; Impress Corporation; Kodansha Ltd; Kobunsha Co., Ltd.; Conde Nast Japan; The Huffingtonpost Japan, Ltd.; CCC Media House Co., Ltd.; Diamond Inc.; Toyo Keizai Inc.; Japan Business Press Co., Ltd.; Hearst Fujingaho Co., Ltd.; Bungeishunju Ltd.; Magazine House Co., Ltd.; Mediagene Inc.; Nippon Television Network Corporation; Tokyo Broadcasting System Television, Inc.; Fuji Television Network, Inc.; TV Asahi Corporation; TV Tokyo Corporation; Yomiuri Telecasting Corporation; Mainichi Broadcasting System, Inc.; Kansai Telecasting Corporation.; Asahi Television Broadcasting Corporation; Television Osaka, Inc.; J-Wave Inc.

■ Survey support companies: Video Research Ltd.; Dentsu ScienceJam Inc.

■ Technology support company: Integral Ad Science Japan KK

■ Japan Premium Media Consortium Secretariat, Digital Garage Inc.

Please see following pages for details of the surveys.

#### 1. Media reliability survey

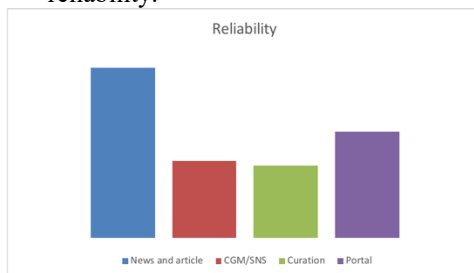
We conducted a questionnaire survey using a panel to visualize the unique features of text-based and video-based media and the levels of trust that users have in these media brands.

## <Topics>

- People give high evaluations on text-based media for its reliability, specialization, and social influence. They spend time reading articles from start to finish. The ads run on these websites are evaluated as having the same reliability as the sites.
- The respondents also highly evaluated video-based media for its reliability and sense of security. The ads are evaluated as having the same reliability.

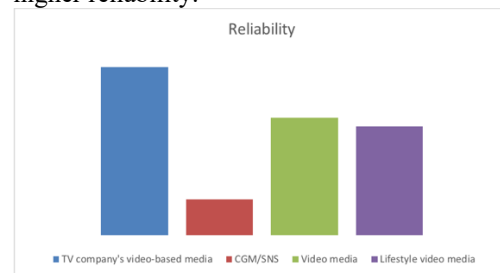
### • Text-based media

News and article content media has higher reliability.



### • Video-based media

Television company's video content media has higher reliability.



## <Survey outline>

- Method  
Media survey using a panel (Ad Value Panel from Video Research Interactive)
- Target media

Text-based media (70)		Video-based media (22)	
(1) Asahi Shimbun	(36) RETRIP	(71) Nippon Television On Demand	
(2) YOMIURI ONLINE	(37) Cookpad	(72) TV Asahi Video	
(3) Mainichi Shimbun	(38) Tabelog	(73) TBS On Demand	
(4) THE SANKEI NEWS	(39) Tokyo Calendar	(74) TV TOKYO on-demand	
(5) Nikkei Shimbun	(40) Number Web	(75) FOD	
(6) Hokkaido Shimbun	(41) @cosme	(76) NHK On Demand	
(7) CHUNICHI Web	(42) VOGUE JAPAN	(77) MBS douga ism	
(8) The Nishinippon Shimbun	(43) ELLE ONLINE	(78) ytv MyDo!	
(9) Newsweek	(44) Bteki.com	(79) TVer	
(10) Bunshun Online	(45) MAQUIA ONLINE	(80) AbemaTV	
(11) Reuters	(46) VOCE	(81) Amazon Prime	
(12) SmartNews	(47) TRILL	(82) GYAO!	
(13) antenna	(48) Ozmall	(83) Netflix	
(14) Gunosy	(49) FASHION PRESS	(84) Hulu	
(15) NewsPicks	(50) VERY	(85) C CHANNEL	
(16) Gendai Business	(51) MERY	(86) DELISH KITCHEN	
(17) Jbpress	(52) GQ JAPAN	(87) kurashiru	
(18) Diamond Online	(53) WIRED	(88) YouTube	
(19) Toyo Keizai Online	(54) Infoseek	(89) Niconico Douga	
(20) Nikkei Business Online	(55) excite	(90) Dailymotion	
(21) HUFFPOST JAPAN	(56) MSN Japan/Bing	(91) Pandora.TV	
(22) BUSINESS INSIDER JAPAN	(57) All About	(92) FC2 Video	
(23) Yahoo!News	(58) goo		
(24) LINE NEWS	(59) Google		
(25) Itmedia	(60) Yahoo!JAPAN		
(26) AV Watch	(61) livedoor		
(27) Gizmode Japan	(62) Instagram		
(28) Kakaku.com	(63) Twitter		
(29) PC Watch	(64) 5 Channel (Formerly 2 Channel)		
(30) @DIME	(65) NAVER Matome		
(31) Car Watch	(66) Other curation media		
(32) Carsensor net	(67) Hatena Blog		
(33) Famitsu.com	(68) Ameba blog		
(34) TABI LABO	(69) Other blogs		
(35) TripAdvisor	(70) Facebook		

- Survey period  
Pre-screening survey: January 5 – 8, 2018 Main survey: January 12 – 14, 2018
- Number of samples collected  
Pre-screening survey: 10,996 Main survey: 1,472

## 2. Survey on attitude changes inspired by advertisements in media brands

This survey was conducted on 19 media brands. Shiseido and Daiwa House Industry's banner ads were run for a fixed period of time. Data was obtained by measuring the dwell time<sup>\*3</sup>, percentage of text read<sup>\*3</sup>, and number of seconds the ad was displayed on the article page for each media website to verify correlations between dwell time and display time, and between percentage of read depth and display time. In addition, a questionnaire survey was conducted using a panel to verify the correlations between display time and attitude changes.

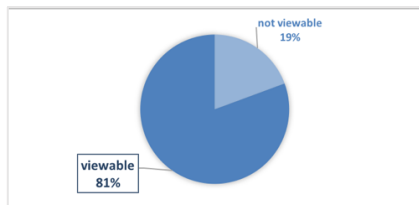
## <Topics>

- Ads displayed on media websites have viewable impression rates that are higher than the Japanese average.
- Ads have longer display times when the dwell time on the content page is longer. Ads are also displayed for more seconds when the percentage of read depth is higher.
- To gain greater advertising effects, it is better to have the display time longer than 5 seconds.

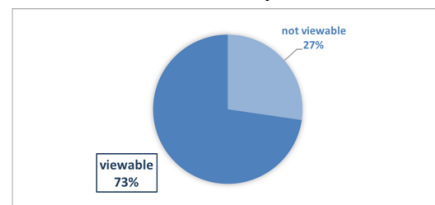
## <Survey results>

1. The average viewable impression rate for Japanese ad campaigns is 49.8%<sup>\*4</sup>. The viewable impression rate was 81% for the Shiseido campaign and 73% for the Daiwa House Industry campaign. Both of these were higher than the average.

### • Shiseido



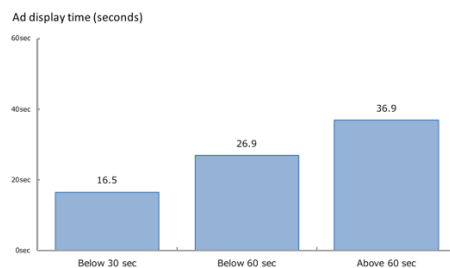
### • Daiwa House Industry



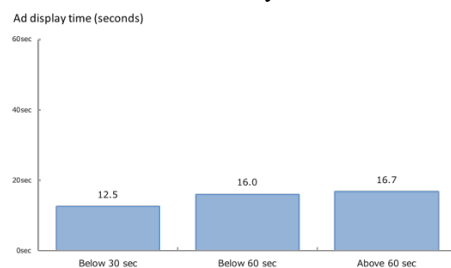
2. Ads have longer display times when the dwell time on the content page is longer. Ads are also displayed for more seconds when the percentage of read depth is higher.

### • Correlations between dwell time and display time

#### • Shiseido

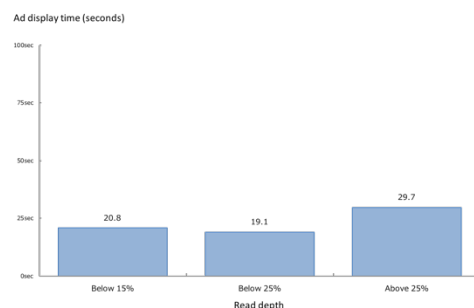


#### • Daiwa House Industry

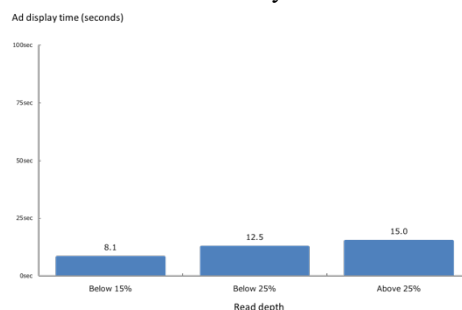


### • Correlations between percentage of read depth and display time

#### • Shiseido



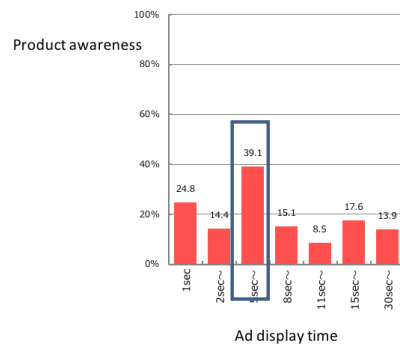
#### • Daiwa House Industry



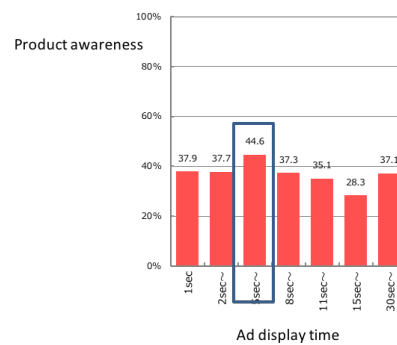
3. It is effective to have a display time longer than 5 seconds to gain the best advertising effects. When ads were displayed for 5 or more seconds, attitude changes occurred for both the Shiseido and Daiwa House Industry campaigns.

- Ad display time (seconds) and product awareness

• Shiseido

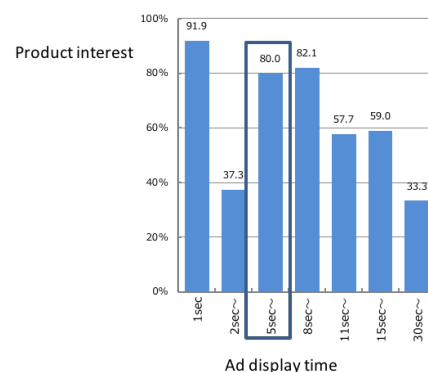


• Daiwa House Industry

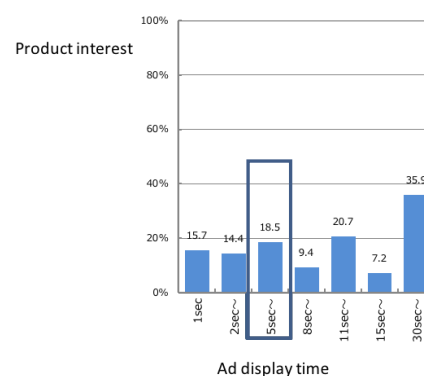


• Ad display time (seconds) and product interest

• Shiseido



• Daiwa House Industry



<Survey outline>

- Advertiser/product
  - MAQuillage; Shiseido Company, Limited
  - Residences with attached rental properties, Daiwa House Industry Co., Ltd
- Participating media websites (no particular order)
  - Asahi Shimbun
  - Impress watch
  - ELLE ONLINE
  - Cafeglobe
  - Gizmode Japan
  - Glitty
  - Gendai Business
  - JBpress
  - Number Web
  - Nikkei Shimbun
  - HUFFPOST JAPAN
  - BUSINESS INSIDER JAPAN
  - BUNSHUN ONLINE
  - VOGUE GIRL
  - Mainichi Shimbun
  - MYLOHAS
  - MadameFIGARO.jp
  - YOMIURI ONLINE
  - Lifehacker
- Data used for analysis
  - Log data
    - Provided by participating media websites: Dwell time, percentage of read depth
    - Provided by Integral Ad Science Japan KK: Viewability, ad display time
  - Provided by Video Research Interactive: Survey advertising data results of attitude change survey (using Ad Value Panel)
- Survey period
  - Advertising period: June 18 – July 1, 2018 Attitude change survey period: July 6 – 9, 2018
- Number of samples collected
  - Shiseido: 552 Daiwa House Industry: 1,020

### 3. Emotion analysis survey using a brain wave measuring system

In this survey on two media websites, a brain wave measuring system was used to obtain and analyze emotional intensity when viewing articles with different percentages of text read. Eye tracking data while reading articles was also acquired to analyze emotional intensity while viewing ads.

#### <Topics>

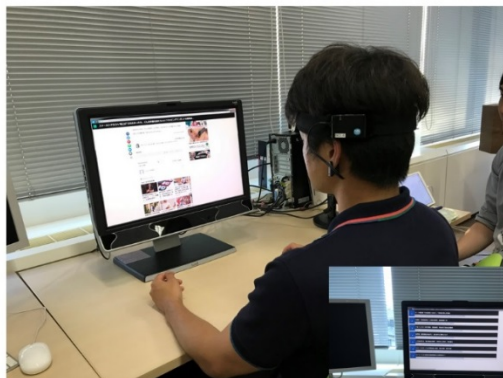
When comparing high and low percentages of text read, the following applies to articles with high percentage of read depth:

- Viewers have high levels of interest in the first 3 and 5 seconds after starting to read.
- Viewers have high average levels of like and concentration while reading the article from start to finish.
- According to the eye-tracking data verification, interest levels are high while viewing the ads.
- Regarding the emotion analysis survey using a brain wave measuring system for ads run on media websites, the European media consortium Skyline (including Le Figaro and Le Monde) has released similar research results.

#### <Survey outline>

- Participating media websites
  - HUFFPOST JAPAN
  - Mainichi Shimbun
- Devices used
  - Emotion analyzer (brain wave measuring system), eye tracking
- Data used for analysis
  - Emotion data, eye-tracking data
- Survey period
  - July 17 – 26, 2018
- Number of subjects
  - 40

#### ■ Site of the survey



\*1: Viewability

Refers to the viewability of ads.

(Source: *FY2018 Basic Online Advertising Glossary* published by the Japan Interactive Advertising Association [JIAA] Secretariat)

\*2: Brand safety

Efforts to ensure safety and protect advertisers from the risk of their online ads being run on websites with illegal or improper content, or on unsuitable pages or content that can harm brand value.

(Source: *FY2018 Basic Online Advertising Glossary* published by the Japan Interactive Advertising Association [JIAA] Secretariat)

\*3: “Dwell time” and “percentage of read depth” are determined based on definitions from the participating media companies

\*4: Value for all purchase types in the *Integral Ad Science 2017 H2 Media Quality Report*

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