

Japan's Premium Media Consortium starts with 32 News, TV and radio companies.

- **Conducting joint research projects and market verification experiments to create the new advertising value standard for content media on digital-**

32 content media companies, which produce and provide text and news articles, video, and voice content, jointly formed Premium Media Consortium in Japan. Premium Media Consortium conducts research projects and market verification experiments to study people's assessment to content media and synergies between advertising and content media on digital environments. Premium Media Consortium publishes research findings and promotes to improve content media's business model

Premium Media Consortium's member companies are ranging from newspaper, magazine, television, radio and online media. The consortium aims to create new advertising value standards for content media with advertisers and independent research organizations. The first general meeting was held October 2017. Since then, seven general meetings were held, and now, Premium Media Consortium has 32 influential content media companies as its members.

This summer, Premium Media Consortium conducted three research projects with two major advertisers, Shiseido Company, Limited and Daiwa House Industry Co., Ltd. These research projects are 1. Media reliability survey, 2. Attitude change research by advertisements on content media, 3. Emotion analysis research with brain wave measuring system. In summary, these research show content media's high effectiveness for advertising. It tells that people have high reliability to content media and advertisements displayed, and advertisements on content media have high viewability. And coupled with content media's higher brand safety standard, content media has high effectiveness on emotion change and attitude change.

Premium Media Consortium and its member companies continue to jointly work together to improve the quality of digital advertising and to promote new advertising value standards for content media.

- **Premium Media Consortium member companies** (random 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.

- **Research supporting organizations**

Video Research Ltd., Dentsu ScienceJam Inc.

- **Technology supporting organization**

Integral Ad Science Japan

Please see following pages for details about research projects.

Premium Media Consortium's secretariat is located at Digital Garage Inc.

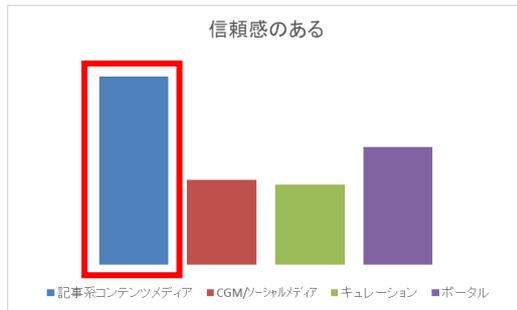
For inquiry, contact media-info@garage.co.jp

1. Media reliability survey

This is the questionnaire survey about text content media and video content media to visualize level of reliability among different media categories. According to the results of the survey, news article content media and Television company's video content media have higher reliability because of specialization and societal influence. It shows that advertisements on these content media's websites also have high reliability.

- Text content media reliability

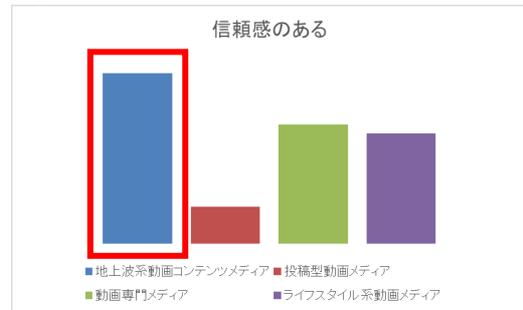
News and article content media has higher reliability.



Blue: News and article content media
 Red: CGM/Social Media
 Green: Curation
 Purple: Portal

- Video content media reliability

Television company's video content media has higher reliability.



Blue: Television company's video content media
 Red: CGM/Social media
 Green: Video media
 Purple: Lifestyle video media

About the survey

Questionnaire survey by Ad Value Panel provided by Video Research Interactive

Media subjects: 70 text content media websites and 22 video content websites.

Pre-screening survey: Jan 5th-Jan 8th 2018

Main survey: Jan 12th – Jan 14th 2018

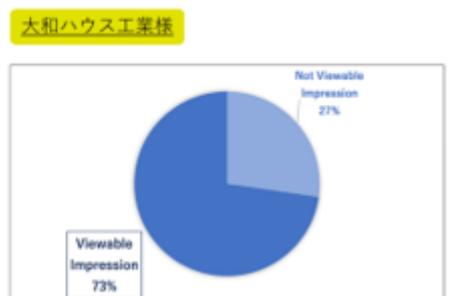
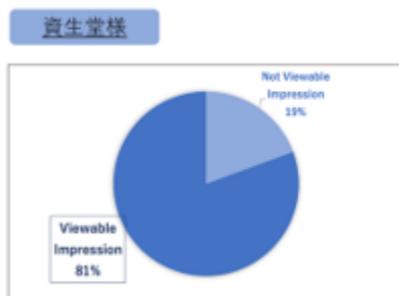
Sample data: Pre-screening survey: 10,996, Main survey: 1,472

2. Attitude change research by advertisements on content media

The research was conducted with 19 content media websites. Shiseido and Daiwa House's banner advertisements were displayed. On each website, read time, read depth, advertisement's viewable Impressions and display time were measured.

In summary, advertisements on content media websites have better viewability than Japan's average. In Japan, the average viewability is 49.8%. Shiseido's banner was 81% and Daiwa House's banner was 73% on content media websites. The longer the page viewing duration, advertisement displaying time is longer. In addition, the higher the read depth, advertisement displaying time is longer. Thus, in order to achieve advertising effectiveness, advertisements should be displayed more than 5 seconds.

- Shiseido and Daiwa House's advertisement viewability

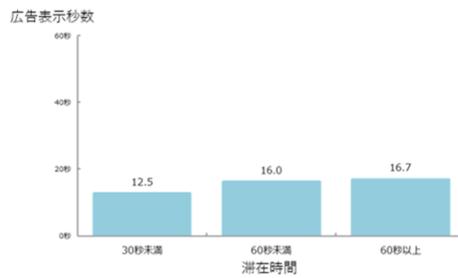
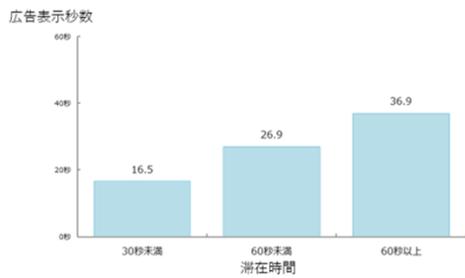


Blue: Shiseido
 Yellow: Daiwa House

- Page viewing duration and advertisement displaying time

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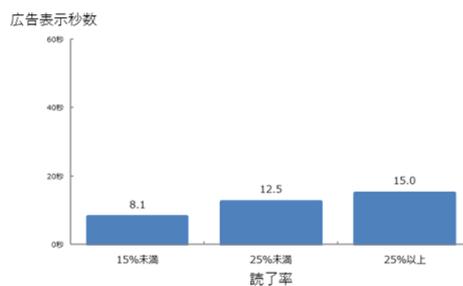
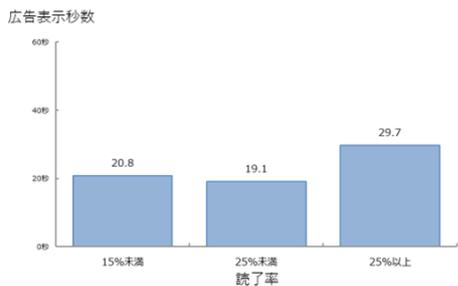


Blue: Shiseido
 Yellow: Daiwa House
 X: Page viewing duration (LtoR: Below 30 seconds, Below 60 seconds, Over 60 seconds)
 Y: Advertisement displaying time (seconds)

- Read depth and advertisement displaying time

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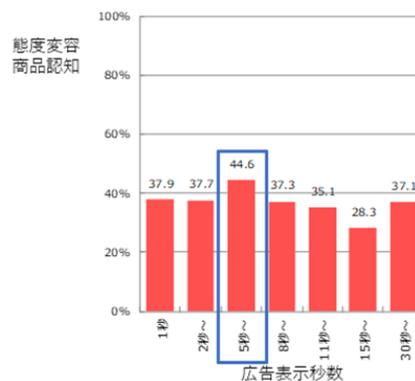
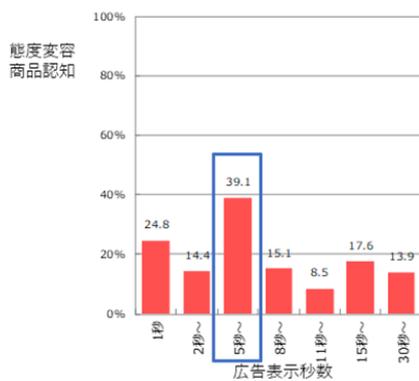


Blue: Shiseido
 Yellow: Daiwa House
 X: Read depth (LtoR: Below 15%, Below 25%, Over 25%)
 Y: Advertisement displaying time (seconds)

- Advertisement displaying time and product awareness

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Blue: Shiseido

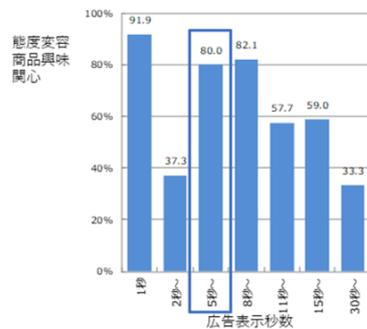
Yellow: Daiwa House

X: Advertisement displaying time (seconds)

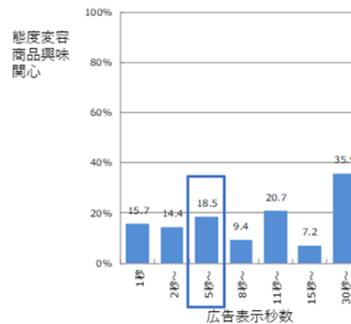
Y: Product awareness

- Advertisement displaying time and product interest

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Blue: Shiseido

Yellow: Daiwa House

X: Advertisement displaying time(seconds)

Y: Product interest

About the research

- Advertiser and product
 - ◇ Shiseido Company, Limited
 - ◇ Daiwa House Industry Co., Ltd
- Participating content media websites (random order)
Asahi Shimbun, Impress Watch, Cafeglobe, ELLE ONLINE, 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 the research
 - ◇ Read time, read depth % (provided by media websites)
 - ◇ Viewability, advertisement display time (provided by Integral Ad Science)
 - ◇ Panel survey data on attitude change and advertisement viewers/non-advertisement viewers data (provided by Video Research Interactive)
- Research period
Advertising period: June 18th – July 1st 2018
Attitude change research period: July 6th – 9th 2018
- Sample data
Shiseido: 552
Daiwa House: 1,020

3. Emotion analysis research with brain wave measuring system

For this research, the emotion analyzer designed to analyze emotional intensity in different axes and the eye-tracking device were attached subjects' head. The research shows how subjects' emotional intensity change when they look at content media's websites, portal websites and social media websites.

In summary, the research tells that articles with higher read depth have higher Interest level after 3 – 5 seconds of the reading and have steady Like and Concentration level from the beginning to the end of the reading. In addition, with the eye tracking data, Interest level is higher when viewing advertisements.

About the research

- Participating content media websites
 - ◇ HUFFPOST JAPAN
 - ◇ Mainichi Sihmbun
- Devices used
 - ◇ Emotion analyzer
 - ◇ Eye tracking
- Research period
 - July 17th – July 26th 2018
- Number of subjects
 - 40
- Look of the research



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