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**NEWS RELEASE**

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**TBS and Kyodo News Join “Content Media Consortium”  
Operated by BI.Garage and 28 Leading Media Companies**  
~Developing a Secure and Reliable Advertising Model as One of Japan’s  
Largest Premium Content Media Networks~

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- **TOKYO BROADCASTING SYSTEM TELEVISION, INC. (TBS) and Kyodo News newly joined “Content Media Consortium,” jointly operated by BI.Garage, Inc., a subsidiary of Digital Garage, Inc. and other leading media companies.**
- **Also, the various advertising products developed by “Content Media Consortium” is now rebranded to “MediaString.”**

BI.Garage established the “Content Media Consortium” in 2019 with media companies’ major article content holders in Japan and is developing a high-value-added advertising business unique to premium content media\*1. In 2021, through a capital and business alliance with 1plusX\*2, a leading European data platform, the Consortium will develop and provide “contextual advertising” that captures users’ interests by analyzing and utilizing the context of published articles by participating media companies and delivering ads that match the context. The ad has achieved significant results in the placement of contextually targeted ads in ESG areas, which DG conducted as part of its corporate branding in 2022, with a click rate approximately 30% higher than the normal average. Compared to targeted ad delivery in other media, it is attracting attention as a next-generation type of advertising, with great results in video view completion rates, attitudinal change efficiency, and other indicators. In addition, 1plusX and its parent company TripleLift, a top company in the ad tech area, are working together to develop new ad formats and are expected to provide even more effective ad products.

With the addition of “TBS NEWS DIG Powered by JNN” from TBS and “47NEWS” from Kyodo News, which unifies news from 52 newspapers nationwide, the number of quality article contents to which ads are distributed has increased significantly. BI.Garage’s capital and business partners, two Dentsu Group companies, two Hakuodo DY Group companies\*3, and ADK Marketing Solutions, will work with the 30 participating media companies to accelerate the expansion of the business of “Content Media Consortium.”

**■About the new brand name “MediaString”**

The brand name of various ad products, including “contextual advertising,” is rebranded to “MediaString,” reflecting the goal since the founding of the “Content Media Consortium” to be a “link” between valuable media and valuable ads. The strings express how valuable communication is created through the high-quality content produced by the participating media companies and the high-quality ads.



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**NEWS RELEASE****■Companies participating in the “Content Media Consortium” (no particular order)**

TOYO KEIZAI INC. The Asahi Shimbun Company  
THE YOMIURI SHIMBUN Nikkei Inc.  
THE NISHINIPPON SHIMBUN CO., LTD. Kodansha Ltd.  
SHUEISHA Inc. The Mainichi Newspapers Co.,Ltd  
SANKEI DIGITAL Inc. The Hokkaido Shimbun Press  
THE CHUNICHI-SHIMBUN Jiji Press, Ltd.  
DIAMOND,Inc. PRESIDENT Inc.  
linkties co.,Ltd. Impress Corporation  
The Orangepage Inc. Kobunsha Co., Ltd.  
BUNGEISHUNJU LTD. Japan Business Press Co., Ltd.  
Mediagene Inc. Asahi Television Broadcasting Corporation  
J-WAVE,INC. SHOGAKUKAN Inc.  
MAGAZINE HOUSE CO.,LTD. CCC Media House Co., Ltd.  
Fuji Television Network, Inc. TV TOKYO Communications Corporation  
TOKYO BROADCASTING SYSTEM TELEVISION, INC., Kyodo News

**■Comment from Hajime Uno, General Manager, JNN Next Media Preparation Office, News Department, TBS Television, Inc.**

“TBS NEWS DIG Powered by JNN” launched in April last year, is a new news media integrating 28 JNN affiliates. We hope to pursue the “optimal solution for media” in the digital age together with BI.Garage and the media participating in “Content Media Consortium.”

**■Comment from Kazuaki Otsuji, Managing Director, Business Dept, Kyodo News**

“47NEWS” provides a wide range of articles, photos, and videos, from world news to local events. The site was renewed last November to make it more user-friendly. We would like to explore a new way of online advertising together with the participants of “Content Media Consortium.”

\*1 Related release: [“28 Prominent Media Companies Establish the Content Media Consortium”](#) (June 22, 2020)

\*2 Related release: [“Digital Garage Partners with 1plusX on Capital and Business Alliance, Powering Development of Post-cookie Advertising across Japan and Asia”](#) (February 3, 2021)

\*3 Related release: [“BI.Garage which Develops “Contextual Advertisement” Forms Capital and Business Alliance with 2 Hakuodo DY Group Companies”](#) (June 27, 2022)