

NEWS RELEASE**FOR IMMEDIATE RELEASE****April 26, 2007**

Dentsu to Endow New Program at The Interfaculty Initiative in Information Studies (III), The University of Tokyo

*-- Dentsu Communication Dynamics Studies to Promote
Comprehensive Research on the Effects of Rapid Structural Changes
in the "Media and Communications Ecosystem" --*

Dentsu Inc. (President & CEO: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) and The University of Tokyo (Location: Tokyo; President: Hiroshi Komiyama, Ph.D.) announced today that Dentsu will endow a new program at The Interfaculty Initiative in Information Studies (hereafter "III"; Note 1), The University of Tokyo, to be called Dentsu Communication Dynamics Studies (DCDS). The newly endowed program will support comprehensive research on the rapid changes in the media and communications environment. The program will also study the ethics of information distribution, and will examine the interactions among journalism, technology and society. The total amount of the endowment will be fifty million yen, covering a period of three years.

The research activities of DCDS will be conducted primarily by III's young researchers and are scheduled to run from the 2007 academic year through the 2009 academic year. Dentsu and the Dentsu Group will support the research of the newly endowed program, and will also play an active role in helping society to benefit from the results that are generated. In the future, the program hopes to invite a wide range of companies, including those involved in journalism, broadcasting and the Internet, as well as advertisers and related companies, to support and participate in III's program's activities.

Research Objectives

The program has adopted the term "communication dynamics" to refer to the rapid transformation in information and communications technology and in the media, together with changes in the attitudes of people towards them. On the one hand, these changes are opening up a diverse range of new possibilities in the field of communications, while on the other, conventional stakeholders are being replaced, and this is affecting the economic and social value of the media.

Against this background, the new program will reevaluate the pivotal values of the "media and communications ecosystem", and will try to clarify, from a comprehensive perspective, their new value in the age of digital media.

Research Themes

The research will attempt to analyze and design new pivotal values for media and communications, focusing on four central pillars: economic values, ethical values, cultural values, and technology. The program will support research on identifying these value systems, and will also incorporate III's expertise in this field (Note 2) into the perceptions and perspectives of younger researchers. The research will propose ways in which to integrate these value systems into a harmonized social communications structure for future society.

Four value standards on four central pillars;

1. Standards of Economic Values: Standards for evaluating media value, advertising accountability and corporate value
2. Ethical Standards: Journalism, systems and consumer-distributed contents
3. Cultural Standards: Leisure and entertainment, education, culture and other forms of communication
4. Technological Standards: Technological innovation, compatibility issues and social penetration

Potential Applications

The research is expected to provide a transdisciplinary overview of the industrial and social structures in media and communications-related fields. It is also hoped that this program will lead to the formation of a network of centers supporting a wide range of research.

Furthermore, it will facilitate the testing of a new approach to cooperation between industry and academia in its area of research. Such activity, based on reciprocal interactions, is itself one form of "communication dynamics."

The research results generated will be presented at symposia, published in academic journals, and made available on the program's website. Lectures based on these results will also be organized and frequent research forums will be held, some of which will be open to the public.

Profile of Researchers in Charge of the Program

The program will be led by Professor Junichi Hamada (Information Law and Information Policy) and Visiting Associate Professor Shoko Kiyohara, together with the staff members listed below.

Masato Ishizaki	Associate Professor, Communication Science
Hideyuki Tanaka	Associate Professor, Network Economics
Shin Mizukoshi	Associate Professor, Socio-Media Studies
Kaori Hayashi	Associate Professor, Mass Media and Journalism Studies
Itsuko Yamaguchi	Associate Professor, Freedom of Expression, Cyber Law
Akihiro Kitada	Associate Professor, Socio-Information and Communication Studies
Eiichiro Kabashima	Assistant Professor, Communication Economics, Literary property

Outline of the Program

Name:	Dentsu Communication Dynamics Studies (DCDS)
Research Institution:	The Interfaculty Initiative in Information Studies (III), The University of Tokyo
Date Established:	Academic year 2007 (April 2007) through academic year 2009 (March 2010)
Research Content:	Interfaculty comprehensive research related to the effect of the transformation of media and communications on economic values, ethical systems, cultural values, and technology.

Note 1: Profile of III

Name: The Interfaculty Initiative in Information Studies (III), Graduate School of Interdisciplinary Information Studies, The University of Tokyo

Date Established: April 2000

Purpose: The University of Tokyo established the Interfaculty Initiative in Information Studies (III) and the Graduate School of Interdisciplinary Information Studies in accordance with Article 66 of the School Education Law, which allows universities to establish “organizations other than research departments designed to play a fundamental role in education and research.” The Interfaculty Initiative in Information Studies (III) and the Graduate School of Interdisciplinary Information Studies at the University of Tokyo are two parts of one whole. Unlike conventional research departments whose fundamental focus is on specialization and stability, the Graduate School of Interdisciplinary Information Studies is designed to be a horizontally oriented organization that links in a single network all the various information-related fields of study throughout the university. Its structure allows it to use innovative and dynamic methods to promote comprehensive education and research activities in the field of Information Studies.

Note 2: History of The University of Tokyo’s research in media and communications

October 1929 Department of Journalism Research is established in the Faculty of Letters of the (then) Tokyo Imperial University.

May 1949 The Institute of Journalism and Communication Studies is formally established as an adjunct research department of the University of Tokyo.

April 1992 The Institute of Journalism and Communication Studies was reorganized and named the Institute of Socio-Information and Communication Studies, with an expanded mandate to conduct comprehensive research in fields ranging from mass communications to socio-information.

April 2000 The Interfaculty Initiative in Information Studies (III) and Graduate School of Interdisciplinary Information Studies are established.

April 2004 To build further on nearly three-quarters of a century of cumulative research at the University of Tokyo in the fields of Journalism Studies, Mass-Media Studies, and Socio-Information Studies, the Institute of Socio-Information and Communication Studies was transferred to the Graduate School, and merged on equal terms with the Interfaculty Initiative in Information Studies (III) and Graduate School of Interdisciplinary Information Studies.

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