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## **Dentsu Leverages a2x® to Launch “Premium Audio Series,” a Programmatic Audio Advertising Solution, in Japan**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) today announced the launch of its programmatic audio ad services, as one of its innovative measures to promote programmatic digital ads in Japan. The “Premium Audio Series” will be provided as one of the products in the Dentsu Private Marketplace<sup>1</sup>.

Although demand for digital audio content such as Internet radio and music streaming services is growing with increasing mobile use and better Internet connectivity, the Japanese market remains nascent with no single established or widely accepted method to serve digital audio ads.

Dentsu aims to address this issue by leveraging a2x, the leading programmatic audio advertising exchange by Triton Digital<sup>2</sup>, a prominent technology provider for the audio industry. a2x enables advertisers to deliver targeted, contextual and behavioral audio ads in real-time.

In the following months, Dentsu will be partnering with premium audio content providers, such as radio broadcasters, to create the “Premium Audio Ad Series,” which is a part of the Dentsu Private Marketplace’s offerings, to deliver meaningful results for publishing and advertising partners alike.

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<sup>1</sup> The Dentsu Private Marketplace is a large-scale invitation-only marketplace where publishers make their inventory and audience available to select buyers, and where transactions are automated. As of April 2016, around 230 publishers are participating, with a variety of premium advertising space on offer. In addition to display advertising, the “Premium Video Series” has already been launched in the marketplace.

<sup>2</sup> Launched in 2006 and currently operating in 36 countries, Triton Digital is a leading technology company providing digital audio advertising technology to the global audio industry.

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