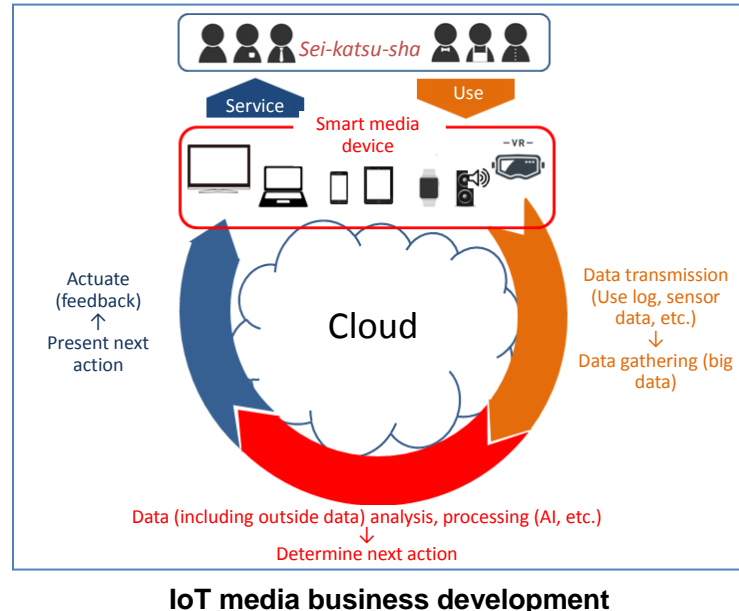


Smart Media Lab for Developing Next-generation Media Business Gets Underway

Smart Media Lab, which was established by Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hisao Omori; “Hakuhodo DY Media Partners”) to develop next-generation media businesses, will commence operations in January 2017.

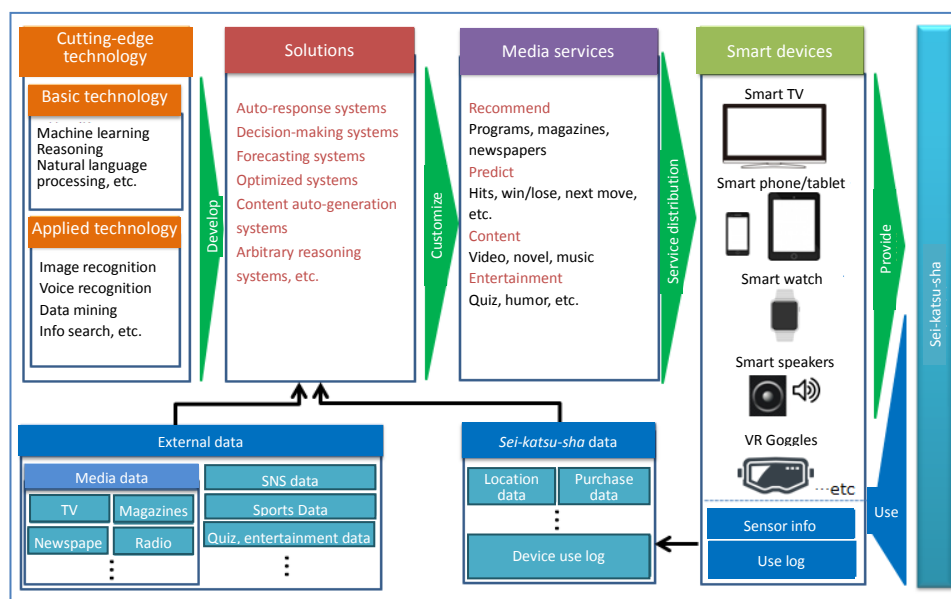
The spread of the internet in Japan has also led to the full-scale arrival of the Internet of Things (IoT) business and the emergence of diverse services based on smart devices and the like connected to the internet. Moreover, services provided through the internet make it possible to gather the data of *sei-katsu-sha* who use IoT services; in order to use this data to provide more useful feedback to services, advanced solutions that perform instant analysis and processing of vast amounts of collected data (“big data”) are essential. Currently, solutions utilizing artificial intelligence (AI) and other cutting-edge technology are being developed toward this goal.

Looking ahead to the full-scale arrival of IoT business, Smart Media Lab is developing new business with a focus on those next-generation media businesses using IoT with growth potential around smart devices.



Initially, Smart Media Lab, with the Media Business Development Center as the main player, will collaborate with sections and corporations involved with cutting-edge technology both inside and outside the company, including university research organizations, and will develop solutions aimed at creating next-generation businesses.

Additionally, all types of usable data (*sei-katsu-sha*, media, SNS, sports, etc.) possessed by the Hakuholdo DY Group will be combined with solutions and developed into next-generation businesses.



Concept of solution and media service development

Additionally, along with the launch of Smart Media Lab, media rooms will be permanently set up in Hakuholdo DY Media Partners to allow people to experience the latest media services through smart TVs and other smart devices. Media rooms will serve as venues for presentations by everyone involved in smart media development.



Media rooms

Looking ahead, Hakuholdo DY Media Partners is committed to adapting quickly to this revolutionary shift in media business by optimally leveraging the human resources, organizational know-how, and other resources of the Hakuholdo DY Group for the creation of new media businesses.

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