Press Release

Hakuhodo and Hakuhodo DY Media Partners launch a content matching service that allows businesses to maximize content efficiency

- **Advice based on cross-category analysis that covers 605 content units in 11 categories**
- **Unique indicators: "Baseball" number one in "reach", "Tokyo Disneyland & Sea" number one in "ability to drive spending"**

The Content Business Lab[1] provides businesses with a content matching service that helps them make the most efficient use of content. It is a joint project led by Hakuhodo DY Media Partners (HDYMP) and Hakuhodo Incorporated (Hakuhodo), which are both headquartered in the Minato ward of Tokyo. Hakuhodo is headed by Hirokazu Toda, while HDYMP operates under president and CEO Hisao Omori.

This content matching service offers rankings based on "reach" (the ability to reach a wide audience) and "ability to drive spending". Content profiling sheets employ unique analytical tools developed by the Content Business Lab to assess the power of different forms of content, and can help businesses determine how they can best use content to achieve advertising and service development goals.

By identifying the potential of content to connect businesses with *sei-katsu-sha* from a variety of perspectives, we are able to advise our clients on selecting the optimum content, most effective tie-ups, and other means of achieving their specific goals.

◆**Content matching service tools (examples)**

(1) Ranking "reach" and "ability to drive spending"
"Reach" and "ability to drive spending" are assessment indicators developed exclusively by the Content Business Lab as a way of ranking the power of different forms of content. Specific values are calculated along with reach and ability to drive spending for 605 content items across 11 categories, based on the national Content Fan Consumer Behavior Survey[2] conducted each year. Because content potential can be compared across multiple categories, the results allow businesses to consider content applications from a broad perspective.

Reach : This indicator identifies the number of people that the content item can reach over the course of one year. Companies need this information when they want to use content to inform a wide range of *sei-katsu-sha* about their products and services. The highest reach is achieved through strategies like character tie-ups, TV commercials, and PR campaigns. Reach is measured in numbers of people.

Ability to drive spending: This indicator identifies the size of the market generated by brand loyalists (core fans) over the course of a year, and is used to estimate future sales. Companies need this information when they develop an original plan to incorporate content into the products and services themselves, with the aim of driving fans of the content to make actual purchases. Ability to drive spending is measured in currency (yen).

	Reach			Ability to drive spending	
1	Baseball	20.23 million	1	Tokyo Disneyland & Sea	301.9 billion yen
2	Soccer	20.11 million	2	Horse track	170.3 billion yen
3	Olympics	12.54 million	3	Baseball	120.1 billion yen
4	Figure skating	11.45 million	4	Golf	69.8 billion yen
5	Tokyo Disneyland & Sea	10.85 million	5	USJ	62.7 billion yen
6	ONE PIECE	10.31 million	6	Soccer	60.5 billion yen
7	AKB48	8.51 million	7	Shiki Theatre Company	39.7 billion yen
8	Ikimono-gakari	8.25 million	8	ONE PIECE	28.9 billion yen
9	THERMAE ROMAE	8.14 million	9	Arashi	22.9 billion yen
10	Volleyball	8.03 million	10	Toho musicals	21.8 billion yen

Combining the "reach" and "ability to drive spending" totals for all categories in the 2013 survey results (see table above) put "baseball" and "Tokyo Disneyland & Sea" in the top position for each indicator. When a company is actually looking to provide services, this analysis allows us to calculate rankings within a variety of parameters (such as the gender, age, or life stage of target fans), depending on the client's individual needs.

(2) Content profiling sheet

Content profiling sheets provide an information overview that includes detailed data on reach and ability to drive spending as well as specific characteristics of target fans (age, gender, life stage), number of people, and so on. The analysis incorporates several types of target fan information beyond content usage, including durable goods and services purchased in the last year, devices owned, online services used, frequently engaged media channels, and shops visited at least once a week. Companies can then use this data in conjunction with reach and spending rankings to identify content potential and specific application methods.

The Content Business Lab uses this service to effectively link three poles: content, content fans, and corporate activity, and as such is designed to help invigorate the content business. Since last year, we have also been offering content holders trend analysis reports for each content category (available for purchase), additional analysis services, study sessions, and more.

Hakuhodo and Hakuhodo DY Media Partners aim to continue using their Content Business Lab to effectively support corporate business activities, providing data and insights related to content consumption among *sei-katsu-sha* through a wide variety of activities.

Hakuhodo and Hakuhodo DY Media Partners[1] present:

content business lab

We are a team of experts dedicated to supporting advertising communications and business design in a world where companies increasingly rely on content to meet their goals. Our marketing support makes use of the data and insights gained from our exclusive, nationwide Content Fan Consumer Behavior Survey, conducted every year since 2011. Our knowledgeable, dedicated content specialists—including the marketing planners and R&D professionals at Hakuhodo and the content business experts at HDYMP—are here to help take your business to the next level.

Press inquiries:
Hakuhodo DY Media Partners Public Relations Group
c/o Nishihara/Yamasaki TEL: +81-3-6441-9347
Hakuhodo Public Relations Group
c/o Fujii TEL: +81-3-6441-6161

Inquiries regarding reports and business consultations should be sent directly to the Content Business Lab (contact information provided on the last page)

Reference material

■ Content Fan Consumer Behavior Survey[2]

Designed exclusively by the Content Business Lab, the Content Fan Consumer Behavior Survey is a national survey targeting 5000 men and women between the ages of 15 and 69 in order to identify actual content-related consumption behavior across eleven categories (entertainment, sports, etc.). Conducted every year since 2011, the survey results have been used by companies and content holders in a variety of fields as a way of fully grasping the realities of content consumption among *sei-katsu-sha*—information that cannot be obtained through conventional content studies that only look at shipment or sales data in a particular industry.

- Method: Internet survey
- Target region/population: Men and women age 15–69 across Japan (distributed in seven areas according to national gender/age composition)
- Sample size (valid responses): 5000
- Timeframe: February 9–11, 2013 (Saturday through Monday (holiday))
- Eleven categories: Variety/drama, anime/special effects, graphic novels/young-adult fiction, fiction, movies, music, video games, art galleries and exhibitions, sports, specific people/celebrities, leisure facilities and events
  Survey features:
- Content fan behavior identified in four action categories: interested, user, fan, spender
- Real-life spending data analyzes *who*, *what* and *when*
- Survey distributed in seven areas according to national gender/age composition, making it possible to estimate market size
- Collects spending information that goes beyond that of conventional shipment or sales data in a particular industry
- Single data source makes it possible to clearly analyze fan behavior across content genres
- Enables data calculation across content usage environments (e.g. devices/services used)
- Goes beyond content fan behavior to collect information on intentions/values as well as purchasing/interests of non-content goods and services

■ To request Content Business Lab survey data or a consultation

Sample report (free)
We offer free samples of our 2013 Content Fan Consumer Behavior Survey report.

Go to the Hakuhodo Consulaction[(R)] website at http://consulaction.hakuhodo.co.jp/ and click 資料ダウ

ンロード [Downloads]→その他[Other] and click on the sample report.

Category-specific reports (paid)
Existing clients: Please contact your Hakuhodo sales representative to order your category-specific report
New clients: Please register through our WizBiz business information portal site at
http://contents.wizbiz.org/

Additional analytical services or study teams

We also offer a wide variety of other analytical products based on survey data, including demographic information on content fans (gender, age, etc.), detailed information on what fans buy and the devices they use, compatibility between the consumer goods and services that serve as a basis for decision-making around information sources and content tie-ups, and other detailed scenarios. Clients who would like to take advantage of our extensive analytical services can order them as additional products or set up a study team. Speak with your existing sales representative or contact us using the information below for more details.

For more information, contact:

Hakuhodo Research & Development Division
c/o Yamashita (TEL: +81-3-6441-9063), Sato/Amano (TEL: +81-3-6441-6483),
or Koezuka (TEL: +81-3-6441-6486)

Hakuhodo DY Media Partners Institute of Media Environment
c/o Kato (TEL: +81-3-6441-9713)