

## Hakuhodo DY ONE wins Bronze IAS Award 2023

～Recognition from a global leader in ad verification～

Tokyo, April 25, 2024 –Hakuhodo DY ONE, Inc. is pleased to announce that it has won the Bronze IAS Award 2023 from Integral Ad Science Japan K.K. (IAS), a global leader in ad verification.\*



Now in its second year, the IAS Award recognizes partner companies that significantly contribute to the popularization of ad verification in Japan, as well as advertisers that actively promote safe and relevant digital advertising through the use of ad verification. Companies are selected based on a comprehensive evaluation of IAS sales, usage performance and the number of new implementations during IAS's fiscal 2023 (January to December 2023).



Utilizing our wealth of knowledge and experience in digital advertising, Hakuhodo DY ONE has been promoting ad verification and providing operational support to its client companies. We analyze deliveries using a number of different indices to help client companies deliver safe ads in terms of brand safety and ad fraud.

Hakuhodo DY ONE will continue to provide a diverse range of solutions and further promote ad verification to contribute to our client companies' digital marketing activities.

\*Verifying online ads in terms of viewability, ad fraud and brand safety. We measure whether or not ads are being placed on a safe delivery platform as intended by the advertiser, and if necessary, remove the ad or take other measures. Ad fraud is malicious method of illegally generating ad revenue through the use of bots and the mass generation of spam content to earn impressions and clicks.

■About Integral Ad Science (IAS) <https://integralads.com/>

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit [integralads.com](https://integralads.com).

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< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Head Office : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director  
Hiroto Kosaka, President, Representative Director  
Shareholders : 100% owned by the Hakuhodo DY Group  
Employees : Approx. 3,000 (April 1, 2024, forecast)  
Start of integration : April 1, 2024  
Business : Planning, consulting, agency operations and investment activities  
related to all aspects of digital marketing

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and IREP Co., Ltd. (IREP) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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For inquiries regarding this News Release

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