

Hakuhodo DY ONE and HAKUHODO I-STUDIO Launch AI-Friendly Owned Media Solution

Comprehensive Support From Analysis to Website Building to Help Brands Succeed
in AI-Powered Search

Tokyo, June 17, 2025 — Hakuhodo DY ONE and HAKUHODO I-STUDIO announce the launch of a one-stop AI-friendly owned media solution.



Visual promoting the launch of the AI-friendly owned-media solution by
Hakuhodo DY ONE and HAKUHODO I-STUDIO

The search behavior of *sei-katsu-sha*—a Japanese term referring to individuals as whole people with unique values and lifestyles—has evolved rapidly with the rise of generative AI. Since the release of ChatGPT in November 2022, the emergence of AI-powered search engines has diversified the ways people gather information. At the 2025 Google I/O, for example, large-scale updates to AI Mode were unveiled. In this new landscape, companies are expected to create and manage owned media that is optimized for AI-powered search, allowing them to communicate more effectively with *sei-katsu-sha* in a relevant and understandable way. However, designing AI-friendly owned media requires technical expertise and up-to-date knowledge of AI and websites development—areas where many businesses face challenges.

In response, Hakuhodo DY ONE and HAKUHODO I-STUDIO decided to combine their knowledge and expertise to develop an AI-friendly owned media solution. This offering is designed to support corporate AI strategies and optimize communication in the AI era. By providing seamless, end-to-end support—from initial analysis through to website development and ongoing enhancement—we help ensure that information selected by AI-powered search is effectively communicated.

Overview of the AI-Friendly Owned Media Solution

Our solution offers end-to-end support—from analyzing how a brand's owned media appears in AI-powered search results to building and improving the website itself. Based on insights gained from AI search engine analysis, we help businesses develop AI-friendly websites that align with the evolving digital environment.

Key Support Services

- Situational Analysis and Action Planning: Hakuhodo DY ONE
 - Analyze how the client's brand is displayed in AI-powered search results
 - Support for content production optimization for AI-powered search results
 - AIO (AI Optimization), AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), LLMO (Large Language Model Optimization), etc.
 - *Note: Service names and terminology may vary depending on the provider.
- Website Building and Improvement: HAKUHODO I-STUDIO
 - Design websites structured for easy understanding by AI
 - Build and manage AI-friendly websites
 - Transform CMS into an MCP server and implement structured data for JSON-LD

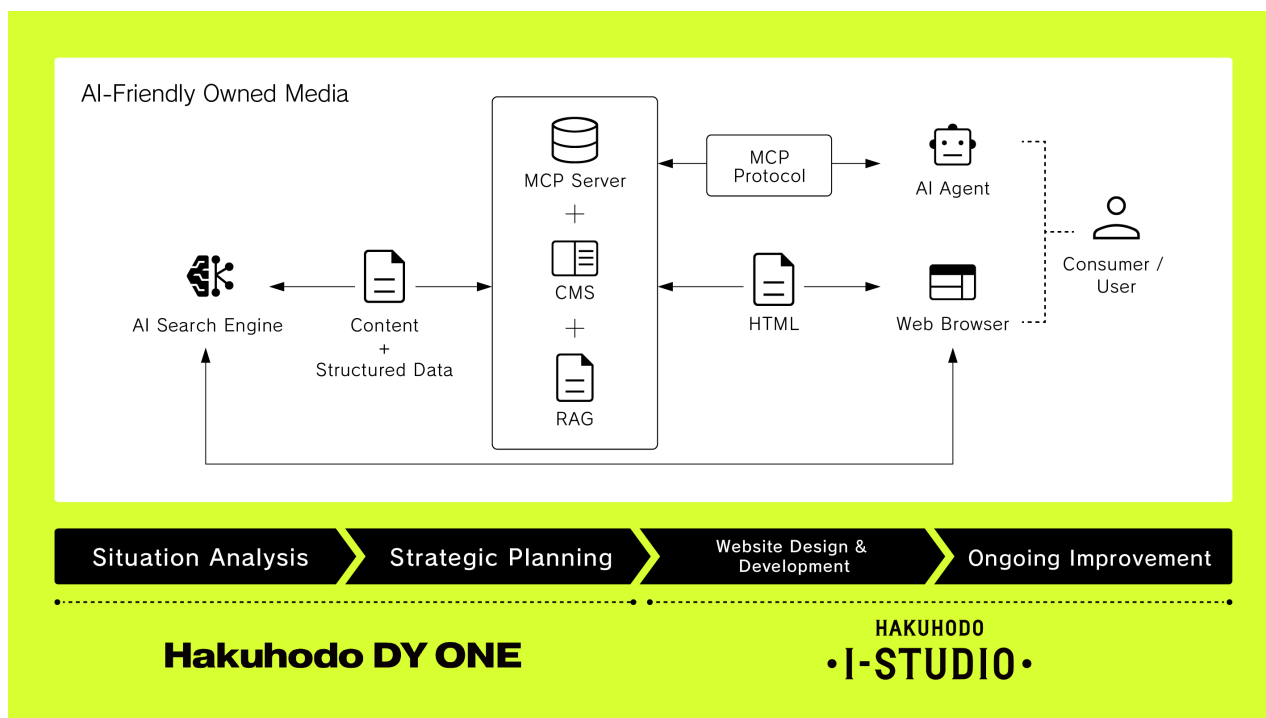


Diagram outlining the structure and process of an AI-friendly owned media solution, From planning and development to delivery to the end user via AI-powered systems.

Features

- **Integration of AI Expertise and Website Development Know-How**

We combine Hakuhodo DY ONE's deep expertise in AI with HAKUHODO I-STUDIO's proven strengths in website development to deliver owned media solutions optimized for AI-powered search.

- **One-Stop Total Support**

We provide a one-stop solution covering every stage—from analysis and planning to website design and implementation. By minimizing costs and streamlining the process, we ensure a smooth and effective rollout for clients.

Next steps

With this solution, Hakuhodo DY ONE and HAKUHODO I-STUDIO will support clients in enhancing their AI strategy and communication in the AI era. Building on this foundation, we also plan to develop new offerings in the future, including collaborations with AI agents and additional AI-powered service upgrades to improve customer experiences.

Corporate Information

HAKUHODO I-STUDIO Inc.

<https://www.i-studio.co.jp/>

Hakuhodo I-STUDIO is a group of specialists in the digital domain that contributes to “brand creation” and “customer creation” for our clients by providing cross-border services ranging from customer experience (CX) design, UI design, planning and production, tech utilization, system development, and PDCA management operations at multi-touch points, with a focus on owned media and data as a starting point. We are also actively engaged in research and development to provide optimal creativity by infusing innovation from our accumulated know-how, and in our own business to generate new business.

Location: 5th Floor, Shin-Kokusai Building, 3-4-1 Marunouchi, Chiyoda-ku, 100-0005 Tokyo

Representative: Masahiro Kawamata, President, CEO and CCO

Established: June 2000

Business: Interactive creative services, system development, CRM services

Hakuhodo DY ONE Inc.

<https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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