

May 14, 2019

Company Name	TV Asahi Holdings Corporation
Representative	Hiroshi Hayakawa, Chairman and CEO (Securities Code: 9409, Tokyo Stock Exchange, First Section)
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Notice Regarding Establishment of a Joint Venture Company

TV Asahi Holdings Corporation (the “Company”) hereby announces that TV Asahi Corporation (“TV Asahi”), a consolidated subsidiary of the Company; Supership Holdings Inc. (“Supership HD”), a consolidated subsidiary of KDDI Corporation; CyberAgent, Inc. (“CyberAgent”); Dentsu Inc. (“Dentsu”); and Hakuholdo DY Media Partners Inc. (“Hakuholdo DYMP”) have agreed to establish a joint venture company that will create and operate a digital video advertising distribution platform, as detailed below.

1. Reason for establishment of a joint venture company

The spread of 5G, which will make possible transmission of larger volumes of data at higher speeds, is expected to further accelerate growth of the video advertising market on the Internet. Also, programmatic advertising, the use of technology to efficiently distribute ads to target audiences, has become prevalent on the Internet, and programmatic advertising that makes full use of this approach is expected to become a promising advertising method that meets diversifying advertiser needs.

To capture revenue opportunities in the expanding video advertising market, the five companies have decided to establish a joint venture company that will create and operate an advertising distribution platform to distribute video ads. The joint venture company will be a consolidated subsidiary of TV Asahi. This will mark the first time ever for a Japanese broadcaster to embark on full-scale creation and operation of its own digital video advertising distribution platform.

TV Asahi and CyberAgent will contribute to the venture assets and knowledge cultivated in the media business, Supership HD will provide the Supership Group’s superb technology and DMP, and Dentsu and Hakuholdo DYMP will provide assistance with advertising sales. Although at first the joint venture company will engage in distribution using the commercial slots of TV Asahi Catch-up, TV Asahi’s free-of-charge ad-supported catch-up streaming service, and a portion of the commercial slots of AbemaTV, which is jointly operated by CyberAgent and TV Asahi, the plan is to actively propose use of the platform on other digital media as well.

TV Asahi has promoted generation of revenue from a 360° perspective under the TV Asahi 360° management plan. With the TV advertising market weakening and NHK expected to start constant simultaneous streaming of its television programs on the Internet, it will become even more necessary for commercial broadcasters to increase their Internet presence and secure revenue by adopting digital sales

channels. Establishment of the joint venture company has enabled TV Asahi to develop business infrastructure for the purpose of acquiring a share of the video advertising market, a market that holds future promise. TV Asahi will also develop and acquire ad technology that will become necessary in the future through the joint venture company.

2. Outline of the joint venture company to be established

1)	Company Name	To be announced	
2)	Address	6-9-1 Roppongi, Minato-ku, Tokyo	
3)	Business	Digital video advertising distribution platform creation and operation	
4)	Capital	¥400 million (legal capital surplus: ¥400 million)	
5)	Establishment Date	May 24, 2019 (planned)	
6)	Ownership Ratio	TV Asahi Corporation	54.00%
		Supership Holdings Inc.	20.00%
		CyberAgent, Inc.	10.00%
		Dentsu Inc.	8.00%
		Hakuhodo DY Media Partners Inc.	8.00%

3. Future outlook

The impact the establishment of the joint venture company will have on consolidated earnings will be negligible.