



As of July, 2020

# Details

## What is "ad:chan" ?

Providing opportunities for marketers to learn how to quickly respond to the rapid changes in society and consumers to achieve further growth

1. Get the latest information on featured trends and key words

We provide cutting-edge content on what marketers need to know today, such as major news and trending words in the industry.

2. Expand your perspective through the views and opinions of leading experts

Main speakers will be influential marketers who are active in the industry, such as advisory board members and speakers of various conferences. The speakers will be from a wide range of industries including advertisers, advertising agencies, solution providers, and creators.

3. We accept questions actively to increase interactivity during the live stream

The content will be streamed live and questions from viewers will be proactively answered, making it easier to resolve questions about the content on the spot.



## Custom Sponsored Live Streams

By leveraging our extensive network and the ability to deliver your message attractively to the Brand Advertisers, we can help enhance your company brand and create business networking opportunities. (It will take approximately 1.5 months to arrange your webinar content)

3,500,000 JPY ~

\*Please consult details with our sales team



1. Consulting your session theme and content

We will give support for arranging 1 or 2 speakers from the brands you wish to connect with.

\*We will inform the brand company that it is a sponsored content at the time of the request

2. Meetings to determine your session

We will discuss and determine content details through online meetings.

3. Promotion

We will promote your session through our email newsletter (40,000+ registrations), social media, ad:chan website etc.

Your company name will be credited as "supported by" in the announcement.

4. Live streaming on ad:chan (30 mins)

The entire session will take about 60 mins (30 mins for preparation/rehearsal, 30 mins for live streaming).

Speakers will join the session remotely via Zoom.

(Please contact us if you wish to have a temporary studio set up at your office)

5. Archive of your live stream

Videos and articles will be posted on ad:chan's archive page.

Depending on the speaker company, archive videos may not be available. Articles will be posted after confirming with you and the other speaker companies in advance.

## ad:tech tokyo Official Channel - "ad:chan" Outline

Launched in April 2020 as the official channel of ad:tech tokyo. Once a week, active marketers in the industry will be invited to provide the latest information on marketing and communications, as well as live streaming sessions on topics of interest to the industry.

Launched	April 8 <sup>th</sup> , 2020
Update Frequency	Once a Week (30 mins per content)
URL	<a href="http://comexposium-jp.com/live/">http://comexposium-jp.com/live/</a>
How to Watch	Free Access through YouTube, Facebook, Zoom, etc.
Estimated number of viewers at the time of live streaming	200 ~ 300 Viewers
Organizer	ad:tech tokyo Show Office

## Archiving content to increase access

- 1 We will create an introduction page in advance and share it on our official Facebook and other social media to attract more viewers.
- 2 Live streaming video will be archived.
- 3 Articles will also be uploaded to the ad:chan page to increase traffic.



## Sponsored Content Examples

- 1 **Increase your company awareness at the time of a new service release**

We will plan and conduct sessions on topics related to the service with 1 or 2 Brand Advertiser invited to participate in the session. The session is not just an introduction to the service, but is themed around the effects and benefits of the service. The session will include links to the new service in the overview section on the website.



- 2 **Arrange a discussion on specific marketing key words**

Organize a panel discussion to talk about the trending marketing keywords that your company is related to.

Invite a brand company of your choice to speak as a guest speaker. You can reinforce the image that those trending words equate to your company.



- 3 **Share a case study of an implementation experiment**

As you launch a new service or solution, we will look for brand companies to help us with the demonstration. Live streaming will be conducted in a series of 2~3 sessions, including report from pre-trial, mid-trial and the result. This will allow the participants to experience the effectiveness of your service and also build connections with the brand companies that are willing to participate in the experiment.



●● The ad:chan “Connect” series: Theme-specific Online Events

ad:chan takes advantage of the light-weight nature of live streaming to quickly compile content on issues of interest to ad:tech tokyo and other SUMMIT attendees. At the same time, ad:chan will also incorporate information from Comexposium's conferences around the world to reflect global trends and topics.

●● Sponsorship Packages

**Gold Sponsor**  
2,500,000 JPY~

- Be the moderator of a session
- 3-minute pitch slot within the online event
- The event will be promoted through our e-mail magazine (40,000+ registrations) and official social medias
- Participant information will be provided after the event (some restrictions apply)
- Your company logo will be listed as sponsor of ad:tech tokyo 2020 (We can also include your inquiry form link to the official website)

**Sponsor**  
1,500,000 JPY~

- 3-minute pitch slot within the online event
- The event will be promoted through our e-mail magazine (40,000+ registrations) and official social medias
- Participant information will be provided after the event (some restrictions apply)
- Your company logo will be listed as sponsor of ad:tech tokyo 2020 (We can also include your inquiry form link to the official website)

●● Past Archives

COMMERCE SUMMIT Connect



Sponsored by Amazon Japan, ZETA Inc.

“Commerce in the New Normal - Moving from Prediction to Practice” - Yusaku Tanaka (Retail AI Institute Representative Director), Kojiro Henmi (Omni-channel Consultant), Noriyuki Yamazaki (CEO, ZETA INC)

“A must for D-to-C companies! Learning from Case Studies: Connecting with Customers with Amazon Pay” - Takuya Inokawa (Head of Japan, Amazon Pay Division, Amazon Japan G.K.)

“Building an Organization with a Digital Core and its Challenges” - Hitomi Iba (President of IBA Company, Inc.), Takashi Kawazoe (VISIONARYHOLDINGS CO.,LTD. Operating officer/Digital-Experience Division General Manager), Toru Koyama (Executive Advisor, Retail & Consumer PwC Japan Group)

<https://comexposium-jp.com/live/commerce-summit-connect/>

ELT SUMMIT Connect



Sponsored by Accenture Japan Ltd, IMJ Corporation, WOVN Technologies, Inc.

Speakers:

Shinichi Nakamura (Executive Officer and General Manager, Business Design Strategy Department, Sompo Japan Nipponkoa)

Yukio Saegusa (Digital Transformation Officer, Idemitsu Kosan Co.,)

Keisuke Kato (Accenture Japan Ltd Managing Director, IMJ Corporation Member of the Board)

Hisayuki Uemori (COO, WOVN Technologies, Inc.)

<https://comexposium-jp.com/live/elt-summit-connect/>

●● Themes

Content details will be updated regularly (as of Sep. 11<sup>th</sup>)

AppConnect

Scheduled:  
September 29<sup>th</sup>, 2020  
11:00~12:30

It has become imperative for companies to provide an entry point for their customers through the app. Communication in a personal space that is directly connected to the user and strongly linked to their personal preferences, so care must be taken in how they behave and the experience they deliver. Providing incentives, such as points, to encourage users to continue using the app is not the only way to increase engagement. While many events emphasize the functional aspects of the app, this time we'll tell you what it takes to build an emotional connection and achieve your goals while naturally integrating into the customer's lifecycle.

[Speaker Companies]

PARCO CO., LTD. / AKINDO SUSHIRO CO.,LTD. / YAMAP INC / Kanebo Cosmetics Inc. ...and more

SEEHERConnect

Scheduled:  
October 1<sup>st</sup>, 2020  
13:00~14:30

#SEE HER is a movement launched by the American Association of Advertisers (ANA) in 2016 to commit to an accurate portrayal of women in the media, a movement that many advertisers have endorsed and whose metrics have led to business growth. How has the COVID-19 disaster affected women, who are considered to lead trends, drive consumption and are more susceptible than men to the effects of changes in life stages such as marriage and childbirth? While sharing this, we will continue to share the importance of keeping in mind the accurate portrayal of women in media communications with companies that provide products and services for women. Our goal is to create a world where women are able to have an accurate perception of themselves through media and technology.

[Speaker Companies]

Kirin Beverage Company, Limited / Sumitomo Mitsui Card Company ...and more

Ad Verification Connect

Scheduled:  
October 8<sup>th</sup>, 2020  
15:00~16:30

As the presence of internet advertising increases, there is a growing interest in the proper recognition of "ad verification" and the use of its mechanisms. On this topic, we discuss whether our ads are being viewed (viewability), whether fraudulent impressions and clicks are being generated by bots (ad-fraud), and whether ads are being displayed on inappropriate surfaces (brand safety).At this event, we will go back to the basics and discuss how advertisers, advertising agencies, and other partner companies can work together to improve brands and consumers by moving away from the perspective of simply delivering ads to the consumer in an effective and efficient manner.

\*Please let us know if there are other topics you would like to discuss.

●● **MFT SUMMIT ONLINE**  
 新型コロナが促す「ビジネスの転換」  
 ～日本のいち早い復活と世界進出の道筋とは？

Sponsored by KPI Solutions

石田徹郎氏 (KPIソリューションズ 代表取締役 兼 CEO)



<https://comexposium-jp.com/live/live-2020-04-22-2/>

●● **popInが描くミライとは ～Vision Thinking～**

Sponsored by popIn Inc.

田中義孝氏 (日本マイクロソフト マイクロソフトニュース統括部 リー  
 ジョナルマネタイゼーションリード APAC担当)  
 渡邊真帆氏 (ハースト・デジタル・ジャパン CRM事業部 プロモーション  
 担当)  
 星野貴彦氏 (プレジデントオンライン編集長),  
 涛氏 (popIn 代表取締役) 他



<https://comexposium-jp.com/live/live-2020-06-10/>

●● **【Tech & Device TV×ad:chan】**  
 with コロナ時代のコマースとより具体的な体験価値の創造  
 第1回「購買行動変化とその本質とは？」

Sponsored by HP Japan Inc.

奥谷孝司氏 (オイシックス・ラ・大地 執行役員 Chief Omni-Channel  
 Officer 株式会社顧客時間 共同CEO 取締役)  
 甲斐博一氏 (日本HP 経営企画本部 マーケティング推進 部長)



<https://comexposium-jp.com/live/live-2020-05-22/>

●● **【CyberAgent×ad:chan】New Normal における  
 パフォーマンス広告の在り方&次の一手  
 第1回「刈り取り型マーケティングからの脱却とCTVRを  
 上げるブランディング」**

Sponsored by CyberAgent, Inc.

友澤大輔氏 (パーソルホールディングス グループデジタル変革推進本部  
 本部長)  
 原央介氏 (三井住友カード マーケティング本部 マーケティング統括部  
 グループマネージャー/エバンジェリスト)  
 羽片一人氏 (サイバーエージェント インターネット広告事業本部 統括)



<https://comexposium-jp.com/live/live-2020-06-24/>

●● **【Tech & Device TV×ad:chan】**  
 with コロナ時代のコマースとより具体的な体験価値の創造  
 第2回「今後のリアル×デジタルによる体験創造具体的手法  
 の模索」

Sponsored by HP Japan Inc.

成松岳志氏 (アスクル ロハコ事業本部 副本部長 兼 ECマーケティング  
 ディレクター)  
 竹下康介氏(電通 デジタル エクスペリエンス部門デジタルコマース事業  
 部 部長)  
 甲斐博一氏 (日本HP 経営企画本部 マーケティング推進部 部長)



<https://comexposium-jp.com/live/live-2020-06-03/>

●● **Over The Top SUMMIT**

Sponsored by AJA Inc.

塩見直輔氏 (リクルート 執行役員)  
 鈴木愛子氏(花王 コンシューマーリレーション開発部 部長)  
 大村和顕氏 (ライオン ビジネス開発センター エクスペリエンスデザイン  
 部長)  
 久保克典氏 (デルフィス コミュニケーションデザイン局局長代理)  
 大竹弘通氏 (ソニー損害保険 ダイレクトマーケティング部 メディアマー  
 ケティング課 課長) 他



<https://summit-japan.com/ott-summit/>

●● **新たな環境下、家庭内でエンゲージメントを高める体験  
 創出とは？**

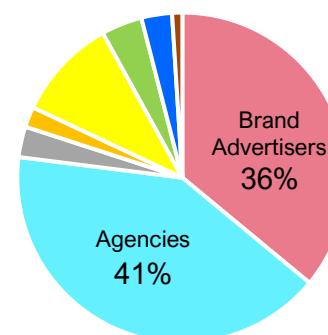
Sponsored by KidsStar Inc.

城殿努氏 (アットホーム マーケティングコミュニケーション部 プロモ  
 ーション推進室 コンシューマコミュニケーショングループ 部長)  
 渡邊靖宏氏 (サントリーコミュニケーションズ デジタルマーケティング  
 本部 部長)  
 金城永典氏 (キッズスター 取締役)

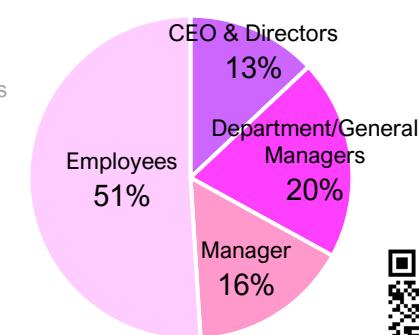


<https://comexposium-jp.com/live/live-2020-05-28/>

**Attendee's Industry Breakdown**



**Attendees Classified by Post**



Contact Us:  
 ad:tech tokyo Show Office adtech@comexposium-jp.com

