

Hakuhodo DY ONE Conducts Demonstration Experiment of Premium Video Advertising Delivery Utilizing Google's "Buyer Direct"

– Verifying that Cross-CTV/OTT Delivery for Food Manufacturer Products Results in a 20% Increase in Reach to New Users through Unified Frequency Management –

Tokyo, July 28, 2026 – Hakuhodo DY ONE Inc. (Headquarters: Minato-ku, Tokyo; President and CEO: Hiroaki Kitazume; hereinafter "Hakuhodo DY ONE"), in collaboration with Fuji Television Network, Inc. (hereinafter "Fuji TV"), Kansai Television Co., Ltd. (hereinafter "Kansai TV"), and Kibun Foods Inc. (hereinafter "Kibun Foods"), conducted a demonstration experiment using video advertising inventory including Connected TV (hereinafter "CTV") with Google's next-generation advertising transaction model "Buyer Direct"^{*1}.

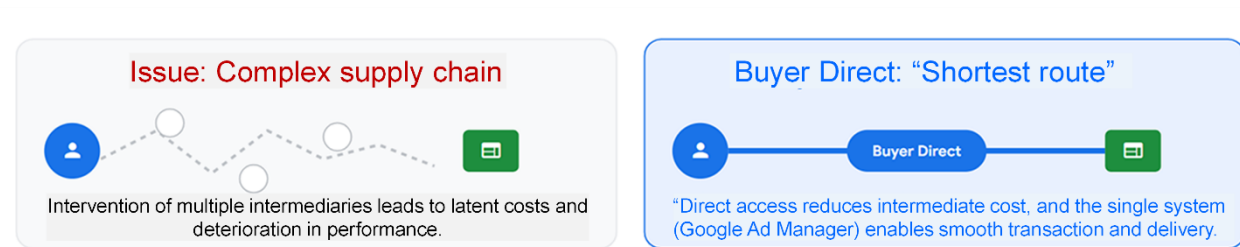
In this demonstration experiment, CM creatives for Kibun Foods' "The SURIMI" brand were used, and unified frequency control was performed on the ad server side across video advertising inventory held by Fuji TV and Kansai TV. As a result, compared to conventional delivery methods, excessive duplicate contact with the same users was suppressed, and the number of unique reaches to new users increased by approximately 20%.

■ Background

In recent years, along with the rapid expansion of over-the-top (OTT) video streaming services and the spread of CTV, consumers' video viewing experiences have diversified. As streaming on large-screen TVs becomes commonplace in addition to smartphones, tablets, and PCs, the importance of video advertising delivery across broadcasters and platforms is increasing dramatically.

On the other hand, with conventional video delivery via pure advertising, since ad delivery is optimized individually for each broadcaster and device, unified frequency (ad contact frequency) management across multiple media is difficult, creating the issue of duplicate exposure of the same ad to the same user. This not only impairs the consumer's brand experience but also hinders the optimal utilization of advertising budget.

In response to these challenges, Hakuhodo DY ONE integrated Buyer Direct, a direct transaction infrastructure developed by Google, and has been working on shortening transaction paths and optimizing cross-frequency control on premium video placement screens. In this demonstration experiment, Hakuhodo DY ONE verified the efficiency and effectiveness of Buyer Direct by combining video inventory from Fuji TV and Kansai TV with brand creatives from Kibun Foods.



■ Overview of the Demonstration Experiment

In this demonstration experiment, the “The SURIMI” brand CM from Kibun Foods was delivered to the video advertising inventory of Fuji TV and Kansai TV through Buyer Direct, which connects directly with Google’s ad server, Google Ad Manager.

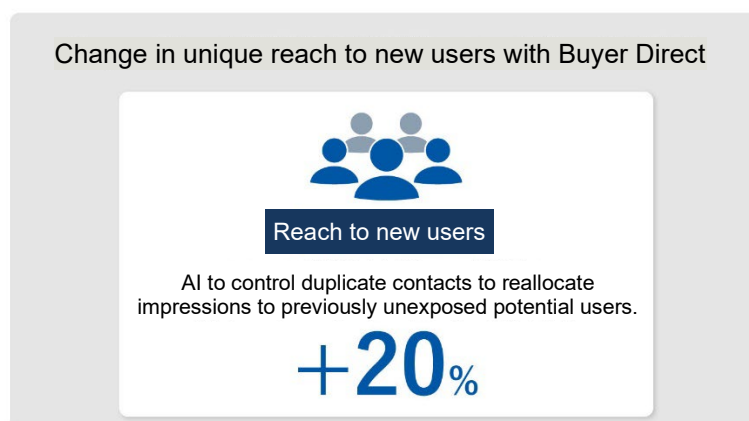
Overview of Implementation

- Implementation Period: June 16, 2026 – June 25, 2026
- Target Media: Video advertising inventory held by Fuji TV and Kansai TV (including TVer placements)
- Verification Method: Comparison between a group applying cross-frequency optimization and a control group without it
- Delivery Environments: CTV, PC, smartphones, tablets

Main Verification Results

1. Approximately 20% Increase in Unique Reach to New Users

By automatically controlling and suppressing duplicate contacts with the same user on the ad server side—which typically tend to occur for each medium—impressions generated by duplicate suppression were automatically allocated to potential users who have not yet been contacted. As a result, the number of unique reaches to overall new users increased by approximately 20%.



2. Establishment of a Cross-Device Delivery Foundation Centered on CTV

Multi-device delivery was executed across CTV, PC, smartphones, and tablets. Particularly in CTV, where a high-attention environment is expected, the CTV ratio out of total impressions

accounted for approximately 40% on Fuji TV and approximately 47% on Kansai TV, confirming the effectiveness of cross-device optimization centered on CTV.

3. Realization of Efficient Ad Delivery through Unified Management of Integrated Frequency

By utilizing Buyer Direct, unified management of frequency was implemented across Fuji TV, Kansai TV, and all devices. While securing delivery volume, duplication of existing exposure was suppressed, realizing a more efficient approach to uncontacted new users.

This verification was conducted in a premium video viewing environment including TVer placements, and the results demonstrated the effectiveness of Buyer Direct in aiming for maximum unique reach while appropriately controlling frequency. It provides insights as a new means to balance budget efficiency and cognitive expansion in the “TV-Digital” domain that crosses TV and digital.

■ Comments from Each Company

Takashi Tsuchiya, Director, Digital Media Team, Digital Strategy Division, Fuji Television Network, Inc.

As the diversification of consumer viewing styles progresses due to the spread of technologies such as Connected TV, delivering high-quality content—unique to television and ensuring brand safety—in an optimal environment is more important than ever. In this demonstration experiment, it was proven that through Google’s Buyer Direct, excessive duplicate contact spanning multiple stations can be prevented, providing a noise-free and comfortable brand experience for both advertisers and consumers. To deliver the inherent value of media in its proper form and sustain a highly reliable video ecosystem, we will continue to promote the provision of optimal advertising experiences and technical verifications.

Shuhei Tomimatsu, Sales Promotion Division, Sales Department, Kansai Television Co., Ltd.

In conventional video delivery, “data siloing” for each delivery platform and device has been a structural issue hindering the optimization of ad delivery. In this demonstration experiment, by utilizing infrastructure directly connected to the ad server, we were able to derive excellent performance that minimizes duplication in CTV environments including large screens and efficiently delivers ads to uncontacted potential users. Looking ahead to the future era of agentic advertising, we will continue to contribute to building a next-generation direct transaction infrastructure that does not depend on devices.

Shinya Horiuchi, Department Manager, Communication Planning Department, Sales & Category Development Division, Kibun Foods Inc.

Our company aims to widely deliver new values of food to consumers through “The SURIMI” product commercials. We are very pleased to have participated in this advanced demonstration

experiment. Within a high-quality viewing environment centered on large-screen TVs, being able to deliver our message to many new customers while avoiding excessive duplication was an excellent result in expanding brand awareness. We hope to continue building better communication with consumers through such technological innovations.

Kazuhiro Sunada, Senior Executive, Head of Media Solution Division, Hakuhodo DY ONE Inc.

This demonstration experiment showed the potential to efficiently maximize reach while improving the quality of the advertising experience by delivering brand messages with appropriate contact frequency to each consumer in highly reliable, premium advertising touchpoints held by broadcasters. Connections through the shortest path via Buyer Direct are also effective from the perspectives of cost efficiency and maximizing new reach, and we believe it will become one of the solid infrastructure foundations for the era of agentic advertising, where AI agents autonomously evaluate advertiser intent and media value to conduct transactions in the future.

■ Future Developments

Based on the knowledge gained from this demonstration experiment, Hakuhodo DY ONE will further expand connection alliances with broadcasters and premium publishers in the future to advance the development of next-generation direct transaction infrastructure in the CTV/OTT video advertising domain. In addition, as part of the activities of HCAI Professionals, a cross-functional AI expert group of the Hakuhodo DY Group, we will continuously promote advanced technical development in collaboration with Google and support for media companies toward the social implementation of agentic advertising, where AI autonomously understands the business requirements of advertisers and media companies to perform real-time delivery optimization.

*1 From the release dated March 24, 2026: "Hakuhodo DY ONE Launches Full-Scale Demonstration Experiments as a Partner for Google's 'Buyer Direct'"

~ Accelerating Social Implementation of Agentic Advertising via AI Agent Utilization ~"

https://global.hakuhodody-one.co.jp/en/news/news-releases_202603245748/

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< Corporate Information >

■ 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 : Hiroaki Kitazume, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : 3,290 (April 1, 2026, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
related to all aspects of digital marketing

For inquiries regarding this News Release

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