

Hakuhodo DY ONE Expands the Scope of “WISE Ads for TV” Programmatic TV Commercials to Yomiuri and Chukyo Television

– Covering some 70 million viewers with the addition of the Kansai and Chukyo areas –

Tokyo, September 3, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has added Yomiuri Telecasting Corporation (“Yomiuri TV”) and Chukyo TV Broadcasting Co., Ltd. to the coverage of WISE Ads for TV, a programmatic TV commercial solution offered as part of the next-generation marketing solution WISE Ads,^{*1} thus commencing the sale of program sponsorship slots on behalf of the two stations.

■ Background

In recent years, attention has focused on maximizing unique reach per brand and material as a KPI for TV commercial campaigns. In this connection, sophisticated programmatic media buying is increasingly required for delivering TV commercials efficiently to more *sei-katsu-sha*.^{*2}

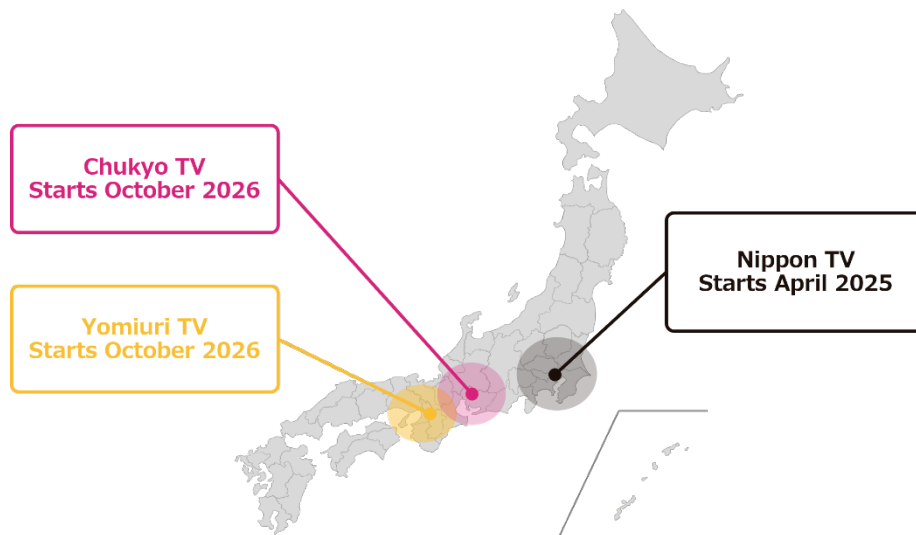
Hakuhodo DY ONE’s WISE Ads for TV is a solution that enables programmatic transactions of TV commercials in partnership with AdRM-Exchange,^{*3} an offering from Nippon Television Network Corporation. With WISE Ads, we deliver seamless, end-to-end management of the entire process, ranging from TV commercial buying to airing, measurement/analysis and operational support. We thus accelerate the PDCA cycle, support swift decision-making by clients, and provide new value for TV marketing. Furthermore, in June 2026 we introduced an analytical platform called “WISE Ads for TV Dashboard”^{*4} to build a high-speed, data-based operational optimization framework for visualizing daily performance. Advertisers can now place TV commercials more flexibly and effectively, leveraging the overwhelming reach of television.

■ Expanded scope of service and enhancement of area-specific effectiveness verification

As part of our efforts to enhance the functions of WISE Ads for TV, we added Yomiuri TV, covering the Kansai area, and Chukyo TV, covering the Chukyo area, to our scope of service. With this expansion, some 70 million viewers can now be reached with WISE Ads for TV.^{*5} By adding the two major markets of Kansai and Chukyo, advertisers can now deliver TV commercials to a wider range and variety of *sei-katsu-sha*, not limited to the Kanto area. The service expansion will be effective for commercials to be aired from October 1, 2026.

With this expansion, WISE Ads for TV Dashboard has also been enhanced to accommodate ad delivery data made available by Yomiuri and Chukyo TV. As a result, we can now compare performance indicators such as impression and conversion among the three areas of Kanto, Kansai and Chukyo, and verify effectiveness from multiple aspects, including by program, time slot and creative (material). We

also support meticulous and agile operational improvement for campaigns targeting wide areas, quickly visualizing the effectiveness of marketing by area.



■ Comments from partners

Yomiuri TV

Yomiuri TV engages with AdRM-Exchange aiming for a new advertising market by fusing the convenience of digital ads with the high reliability and wide reach of TV ads. We hope our partnership with WISE Ads for TV will provide new opportunities for more advertisers to place TV ads, effectively generating new demand for advertising and revitalizing the TV ad market.

Chukyo TV

Improving and rebuilding the value of TV ads is part of Chukyo TV's corporate strategy. We engage with AdRM-Exchange with the aim of creating new transaction opportunities for TV ads and delivering value to more advertisers. We expect that WISE Ads for TV will enable efficient ad transactions at a higher level across the boundaries of TV and digital. We hope to encourage new advertisers to leverage TV ads through data-driven visualization and optimization of their values, further stimulating the entire advertising market.

■Next steps

Hakuhodo DY ONE remains determined to help advertisers create new values in their marketing activities by integrating the brand-shaping potential of TV commercials and our expertise in the operation and optimization of digital ads through WISE Ads for TV.

*1 WISE Ads is a next-generation marketing solution capable of placing ads at every touchpoint with *sei-katsu-sha* both online and offline, leveraging a wide variety of datasets.

*2 "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own

lifestyles, aspirations and dreams.

<https://www.hakuhodody-one.co.jp/service/marketing/media-solution/wise-ads/>

*3 AdRM-Exchange is a programmatic transaction platform for TV commercial slots offered by Ad Reach MAX, an ad platform of Nippon Television Network Corporation.

*4 WISE Ads for TV Dashboard is a specialized analytical dashboard to enable the monitoring of daily performance and rapid operational optimization by seamlessly integrating the process ranging from TV commercial buying to the analysis of effectiveness. <https://www.hakuhodody-one.co.jp/news/detail/?id=98lwvtijmky>

*5 As of October 2025, with coverage including the Kanto (Nippon TV), Kansai (Yomiuri TV) and Chukyo (Chukyo TV) areas.

< 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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