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FOR IMMEDIATE RELEASE
March 20, 2014

Dentsu Announces the Launch of Professional Network Unit to Expand the Group's Content Business in the Global Market

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen; hereinafter "Dentsu") announced today that its new professional network unit "Dentsu media Creative Content" (hereinafter "DMCC")[1] will be launched on April 1. Established with the support of Dentsu media (Head Office: Tokyo; CEO Kazumichi Iwagami), one of the Dentsu Group's global network brands, DMCC will contribute to enhancing the content business that connects marketers, consumers and media companies in the global market.

The background to the establishment of DMCC is the fast pace of change in the communications environment in recent years. With the rapidly expanding volume of information in the global market, as well as the diversifying channels for consuming this information, advertisers are required to develop and manage content of high quality in order to communicate with consumers through media. Meanwhile, media owners and content holders continue to seek ways to maximize the value of media content.

In light of these circumstances, the Group decided to expand on a global basis the production of the entertainment and sports-related content that Dentsu has cultivated as one of its strengths in the Japanese market. DMCC will be launched with the support of the Dentsu media Network, which has 22 offices in 13 countries and territories[2], mainly in Asia, and will export both Japanese content and content developed in other countries to various markets. Through the development of new content, content management and the development of content business human resources, DMCC also aims to expand communication opportunities through media content for marketers in the respective countries as well as business opportunities for the media owners and content holders.

[1] DMCC will comprise a network of around 30 specialists selected from each of the Dentsu media Network offices.
[2] China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Russia, Singapore, Taiwan, Thailand and Vietnam (listed in alphabetical order)

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Dentsu media Creative Content (DMCC) logo



DMCC is charged with the following three missions:

1. Produce popular content of premium quality based on the culture of each country or region.

DMCC will tie up with local media entertainment companies in the respective markets where business is conducted. Both media content of the highest quality (for TV, sports, movies, music, online, personalities, games, etc.), as well as branded content rooted in the culture of each country and region, will be created to enhance the growth of the media and entertainment market and further development of consumer communications with outstanding effect and efficiency utilizing the media content.

2. Train professionals in content business production in all the countries and regions involved.

In all the regions where business is conducted, DMCC will train professionals in content business production (content business producers) that Dentsu has fostered in the Japanese market while flexibly introducing the unique characteristics of each market. This will contribute to further development and expansion of the content business in each market.

3. Contribute to expanding and diversifying the global content business centered in Asia.

Leveraging global network synergy, DMCC will train content business producers for producing popular content in all the markets where business is conducted, in addition to invigorating media/content transactions in all the countries and regions in Asia (not just the Japanese market) and expanding the content business market.

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