
NEWS RELEASE

The Chugoku Shimbun and SHINCHOSHA Join “Quality Media Consortium,” a Group of the Leading Media Companies, and Launches Rich Creative Ad Delivery

- The Chugoku Shimbun Co., Ltd. (The Chugoku Shimbun) and SHINCHOSHA Publishing Co., Ltd. (SHINCHOSHA) newly joined “Quality Media Consortium,” jointly operated by BI.Garage, Inc. (BI.Garage), a subsidiary of Digital Garage, Inc. and other leading media companies.
- Rich creative advertisements have also been launched, positioning the platform as one of Japan’s largest and most reliable quality media PMPs (Private Marketplaces), providing a trusted advertising model.

Two New Quality Media Companies Join

It has been confirmed that two new companies, The Chugoku Shimbun Co., Ltd. (headquarters: Hiroshima, Hiroshima Prefecture; President and CEO: Tetsuya Okahata) and SHINCHOSHA Publishing Co., Ltd. (headquarters: Shinjuku, Tokyo; Representative: Takanobu Sato), will join the “Quality Media Consortium”. As a result, the consortium now comprises a total of 32 participating media companies.

“MediaString,” the quality media PMP operated by BI.Garage, has previously had the capacity to reach approximately 30% of the Internet users on PCs and about 50% on smartphones*1. With the addition of platforms such as “Chugoku Shimbun Digital” from The Chugoku Shimbun and “DAILY SHINCHO” from SHINCHOSHA, the availability of high-quality article content for ad distribution will increase significantly.

*1 Source: Special tabulation of data from April 2020 by Nielsen

■Comments

<Keiichiro Yamamoto, Owner & Managing Director, The Chugoku Shimbun>

High-quality digital advertising is essential for maintaining a healthy digital environment. The proliferation of low-quality digital ads poses a risk to the trust and brand value that the media industry has built over the years. Together with the members of this consortium, we will strive to uphold the standards of trusted digital advertising

<Yuji Goto, Executive Officer, SHINCHOSHA>

We fully support the purpose and objectives of BI.Garage and the Media Consortium in developing a high-quality advertising business, which aligns well with the goals of the web media operated by SHINCHOSHA, such as “Daily Shincho” and “ENGINE WEB.” Moving forward, we are committed to working together with other consortium members who share these objectives to achieve mutual prosperity.

NEWS RELEASE**■Companies participating in the “Content Media Consortium” (no particular order)**

TOYO KEIZAI INC. / The Asahi Shimbun Company / THE YOMIURI SHIMBUN / Nikkei Inc. /
THE NISHINIPPON SHIMBUN CO., LTD. / Kodansha Ltd. / SHUEISHA Inc. /The Mainichi Newspapers Co.,Ltd /
SANKEI DIGITAL Inc. / The Hokkaido Shimbun Press / THE CHUNICHI-SHIMBUN /Jiji Press, Ltd. /DIAMOND,Inc. /
PRESIDENT Inc./ linkties co.,ltd. / Impress Corporation / The Orangepage Inc. / Kobunsha Co., Ltd. /
BUNGEISHUNJU LTD. / Japan Business Press Co., Ltd. / Mediagene Inc. / Asahi Television Broadcasting Corporation /
J-WAVE,INC. / SHOGAKUKAN Inc./ MAGAZINE HOUSE CO.,LTD. / CCC Media House Co., Ltd. /
Fuji Television Network, Inc. / TV TOKYO Communications Corporation /
TOKYO BROADCASTING SYSTEM TELEVISION, INC. / Kyodo News / The Chugoku Shimbun Co., Ltd./
SHINCHOSHA Publishing Co., Ltd.

Launch of Rich Creative Ad Delivery

BI.Garage has begun delivering rich creative advertisements on its advertising platform “MediaString” starting in August, through the introduction of the creative solution “Cr.ED” (<https://cred.ad2iction.com/>) operated by Mediagene Inc.



“Cr.ED” is a platform that enables the easy creation of interactive creative content. By utilizing this tool, advertisers can efficiently produce visually engaging ads that enhance user interest and contribute to increased brand awareness.

With this implementation, rich creative advertisements can now be delivered alongside highly reliable and high-quality article content. In testing, this approach has achieved approximately three times the usual click-through rate (CTR), delivering significantly improved advertising effectiveness.

■About the “Quality Media Consortium”

Originally established as the “Content Media Consortium” in 2020 by BI.Garage and various media companies, the consortium was renamed the “Quality Media Consortium” in October 2023. It now focuses on delivering a high-value advertising business that leverages the premium content offered by its media members.

(Reference) News Release: October 17, 2023

<https://www.garage.co.jp/en/pr/release/20231017/>