

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 18, 2006**

## **Dentsu and cyber communications Announce the Launch of an Audio Advertisement Delivery Service via Podcasts**

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) and cyber communications inc. (CEO: Hideyuki Nagasawa; Head Office: Tokyo) jointly announced today that they will launch a new service for the delivery of audio advertisements via podcasts (see Note 1) on September 1, 2006. This service aims to take advantage of the exceptional growth of podcasting as a new content medium, creating excellent opportunities for advertisers to freely mix and match a wide variety of advertisements with podcast content.

Until now, the inclusion of advertisements within podcast programs has generally been done by combining the advertisement and program into a single data file for distribution. This has meant that when an advertisement is replaced or the advertising period expires, it has been necessary to re-edit the podcast program data file. However, under the new service, by utilizing the Auto Editing CM Bank Server system (see Note 2: AECBS; an automated matching system for downloaded content) provided by SYON Communications Ltd. (Head Office: Uruma-shi, Okinawa; CEO: David Shen), specific delivery periods and advertisements can be pre-determined, and multiple advertisements can be mixed and matched with the podcast program content. This system means that when advertisements are replaced, there is no need to re-edit the program data file, and period-specific campaigns can be conducted.

For the new service, through cooperation with SYON Communications, Dentsu will build a fully featured system for delivering audio advertisements that can be handled flexibly, covering the ability to assign specific advertisements. cyber communications will provide expertise in the area of Internet advertising product development and undertake support functions for the system's introduction.

The new service will also receive the full cooperation of TBS Radio & Communications, Inc. (TBS R&C; Head Office: Tokyo; President: Yoji Shimizu) through the delivery of audio advertisements within TBS R&C's popular TBS RADIO 954kHz Podcasting954 program lineup during September. The programs in which advertisements will be delivered include JUNK, JUNK2, STREAM and Day Catch, while advertising space will be sold on an exclusive basis by Dentsu.

In the future, Dentsu and cyber communications plan to jointly develop further new advertising services and promotions that utilize the fresh appeal of podcasting as an effective advertising medium.

### **Planned List of Podcast Programs for Advertisement Delivery (13 Programs)**

Audio advertisements are planned for delivery during the following programs from TBS RADIO 954kHz Podcasting954's program lineup. These programs all occupy high places in the iTunes podcasting rankings.

JUNK Hikaru Ijuin's Late Night Show  
JUNK Bakusyomondai's Car Boy  
JUNK Ameagari Keshitai's Beshari Burin!  
JUNK Untouchable's Chicago Mango  
JUNK2 Waraimeshi's Transistor Radio  
JUNK2 Speedwagon's Caramel on the Beach  
JUNK2 Cunning Takeyama's Live -NG Radio  
JUNK2 Elekata's Konto-Taro  
Kyoeki Arakawa's Day Catch  
X-Radio Fumie Wakabayashi's Stock Talk  
Batsu-Radio  
STREAM

### **Note 1: Podcasts**

Podcasting refers to the method of distributing audio files over the Internet using Rich Site Summary (RSS) technology—often used by blogs and other Web sites—for playback on mobile devices and personal computers. A podcast is distinguished by its ability to be

downloaded automatically using software capable of reading RSS feeds. Users can automatically receive programs of their choice by subscribing to a program's RSS feed.

**Note 2: AECBS**

Auto Editing CM Bank Server (AECBS) is an automated matching system for downloaded content, which was developed by SYON Communications. This system realizes what was previously impossible under conventional podcasting methods—the delivery of content using a mix and match of several specific advertisements and programs over a pre-specified period of time.

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