

PTP Launches “Madison”, Japan’s First System Which Enables Nationwide Measurement of TV Advertising Effectiveness

Established nationwide CM database, which can be analyzed by audience ratings (GRP) from Video Research

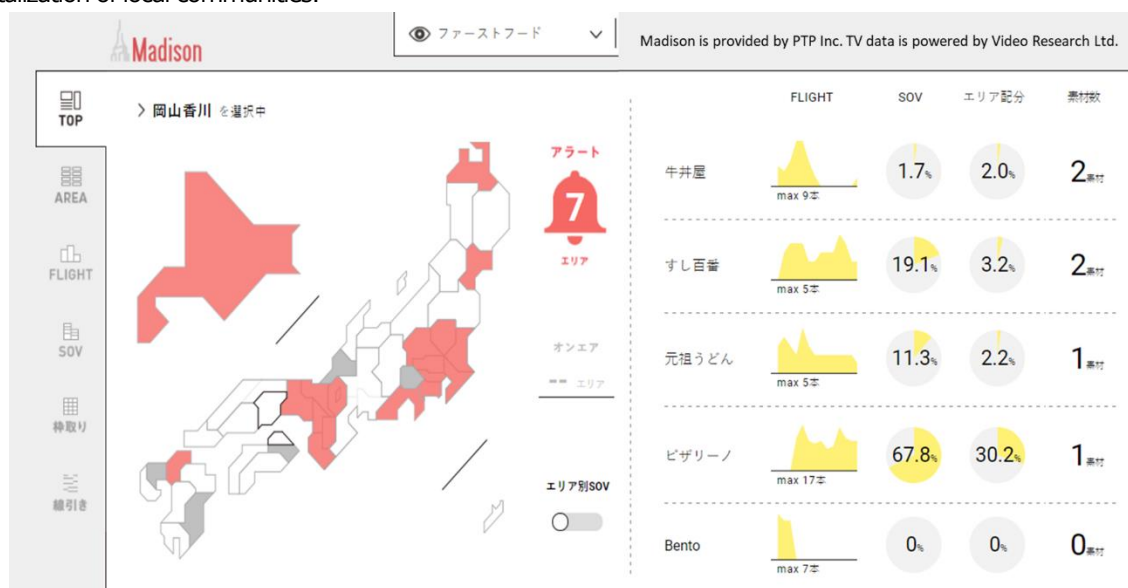
PTP Inc, (headquartered in Shinjuku-ku, Tokyo; Masayoshi Ariyoshi, CEO) announced today that on April 2, 2018, it will officially launch its “Madison” service, which for the first time in Japan enables the nationwide measurement of television advertising effectiveness by area to optimize marketing performance. The service utilizes Japan’s first nationwide television commercial database which was developed with PTP’s technology in conjunction with Video Research Ltd. (headquartered in Chiyoda-ku, Tokyo; President Yuzuru Kato).

At the same time, the company is launching a “Marketing Innovation Project (MIP)”, which is a project team for researching new marketing methodologies to take advantage of the “visualization” of new data enabled by Madison, and is accepting participation from advertisers starting today.

1) What is Madison?

Madison is a service which utilizes Japan’s first nationwide television commercial database to monitor advertisers’ commercial performance on GRP basis by area, as well as to capture competitors’ moves in real time.

- As marketing activities and customer data become more diverse and detailed, in order for companies to utilize the data they have collected to consolidate various media initiatives and optimize marketing performance, Madison is the ultimate solution and the missing piece.
- Madison brings innovation to marketing activities by integration with digital marketing data to enable scientific effectiveness evaluation and data-driven PDCA cycles.
- By the visualization of area-wise data, companies can deploy finely-targeted area marketing, which can lead to the vitalization of local communities.



Madison URL : <http://www.madison.jp/>

※Sample image

2) Background

Digital marketing today is becoming visualized and automated, requiring real time response. This trend toward a more speedy and scientific marketing has also spread to television commercials, with the strong demand for a more speedy, nationwide commercial database in order to integrate effectiveness measurement with digital media. With that in mind, PTP has taken its television commercial database which it has developed in more than 10 years of its SPIDER business*, and expanded it to a nationwide level to launch Madison, Japan's first marketing service which enables the nationwide monitoring of television commercial data by area as early as the next day.

*SPIDER business: SPIDER allows for the searching of television programs like the web, and supports the public relations and advertising activities of over 500 corporations and government agencies as well as production and marketing activities of more than 70% of Japan's broadcasters.

3) Characteristics

- ① Developed in conjunction with Video Research, Japan's first database which allows for the GRP-based analysis of nationwide commercials by area (including competitors')
- ② Can monitor actual aired commercial data on a nationwide basis, as early as next day. Can integrate with digital marketing by area on a real time basis.
- ③ A database of over 100 million commercials in 300,000 categories, archived for 4 years to allow for historical analysis
- ④ Can provide data for commercials only aired locally to support fine area marketing.

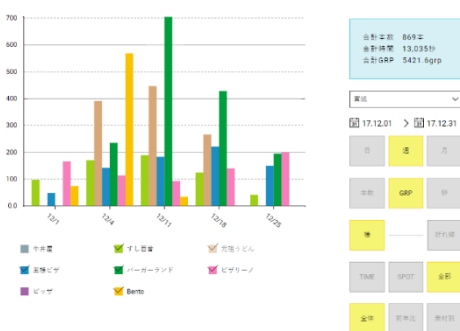
4) Overview of Key Features



● Nationwide Map

Early detection of sudden increase in ad placements in each area.

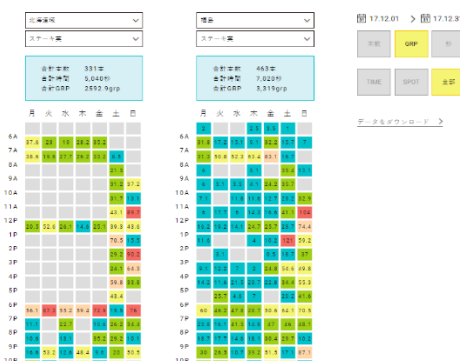
Can view each area's Share of Voice (SOV) on the map like a heatmap representing the competitive situation.



● Flight Pattern

Can compare the commercial placements with competitors by area by time chronologically.

One-button comparison with previous year.



● Graphic Representation of Media Buying Patterns

Can compare ad placements by day/time among brands or by area.

5) Enlisting Advertisers to Participate in Project

Madison enables the “visualization” of data which could not be seen before, which calls for new marketing methodologies. PTP has established the “Marketing Innovation Project (MIP)”, and is enlisting three advertiser companies (on a first-come-first served basis) to work with PTP to study new marketing methodologies. By getting a deeper understanding of the problems and challenges that advertisers are facing, PTP wishes to contribute to improving the productivity of marketers.

【Project Theme Examples (tentative)】

- Measurement of effectiveness for various marketing initiatives and the establishment of a PDCA cycle
- The integration of nationwide television commercial actual air data and digital marketing data
- Automation of routine tasks for improving productivity of the marketing staff

【Application】

- Please enroll from the following website (we be directed to the entry form)
- URL : <http://www.madison.jp/mip/>

6) Partner Information

●Video Research, Ltd.

President	: Yuzuru Kato
Location	: 6-17 Sanbancho, Chiyoda-ku, Tokyo
Founded	: September 1962
Businesses	: Television ratings, advertising statistics, market research, etc.
URL	: https://www.videor.co.jp/

For more information please contact:

PTP Inc. Public Relations: Takemoto, Shirai
 Tel : 03-5465-1626 E-mail : pr@ptp.co.jp