

LY Corporation Media Guide

LY Corporation

11 06, 2024

LINEヤフー

**LINE Corporation and Yahoo Japan Corporation
joined hands to become LY Corporation.**

LINE

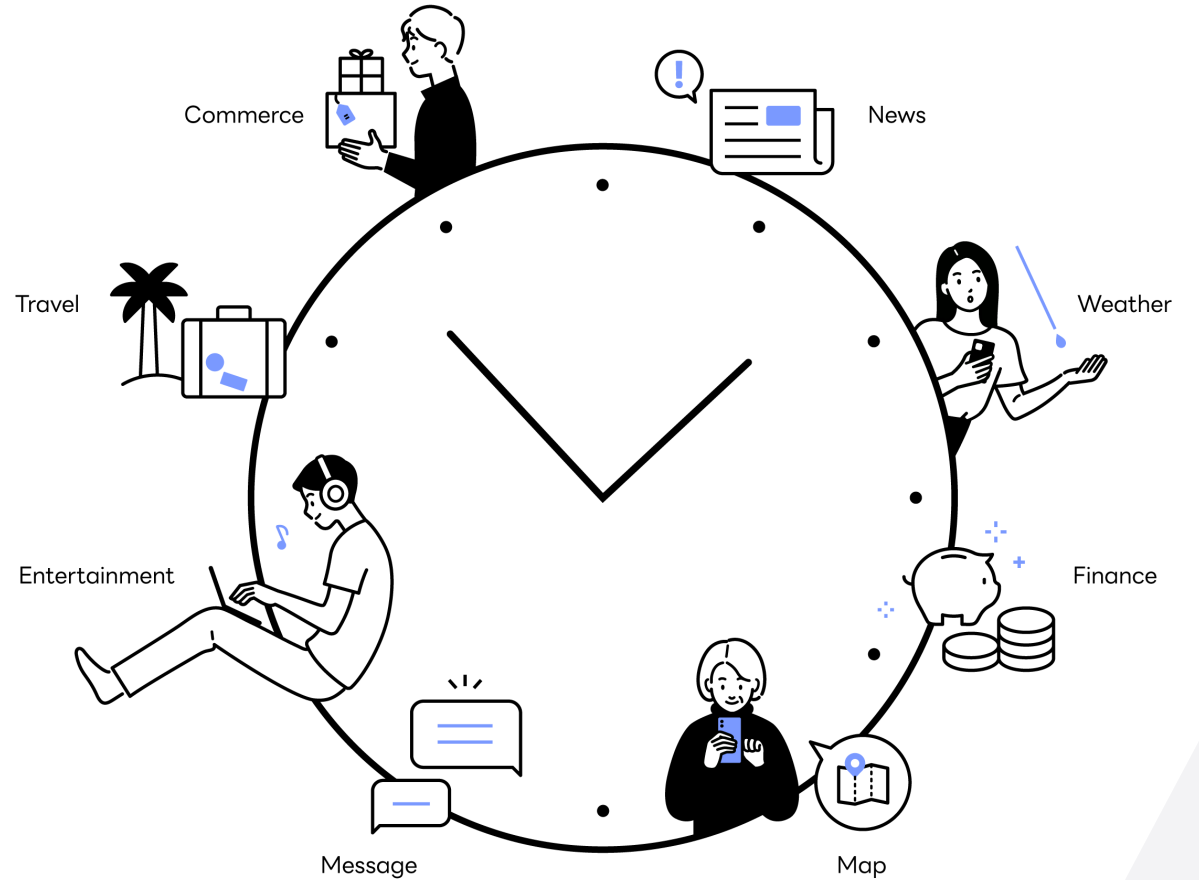
YAHOO!
JAPAN

LY

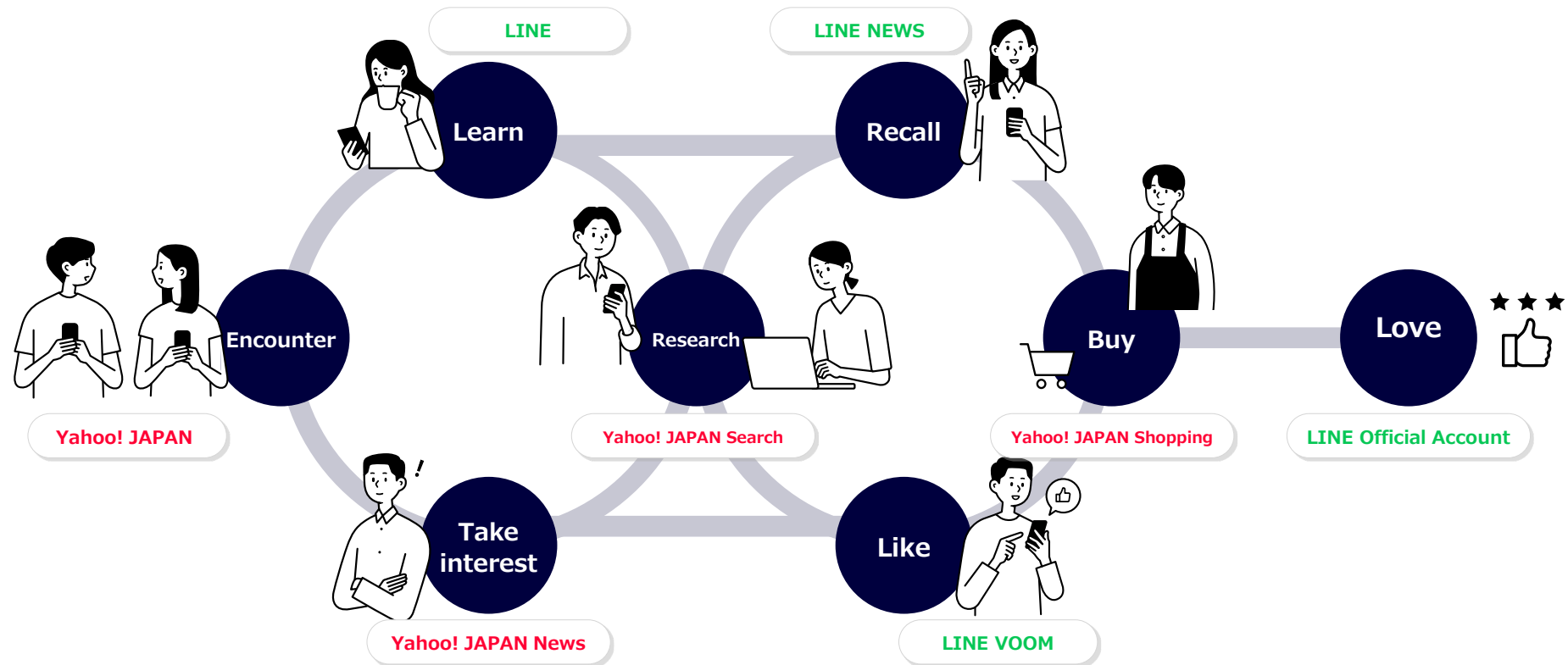
MISSION

Create an amazing life platform that brings WOW! to our users.

From when you wake up until you fall asleep, as the foundation for your daily life, we aim to surprise, inspire and make your life better, and to continue delivering convenient services.



Designing customer journeys through the integration of advertising platforms and data solution.



LY Corporation Services

About LY Corporation Services

LY Corporation provides various services, including "LINE" (communication app) and Yahoo! JAPAN (comprehensive internet service).



Communication App
LINE



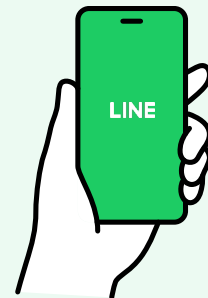
Comprehensive Internet Service
Yahoo! JAPAN



Communication App LINE

LINE is a communication app offering free voice, video, and chat communication between users across different carriers and national borders.

Since launching in June 2011, LINE is now used in over 230 countries and regions around the world.





Comprehensive Internet Service Yahoo! JAPAN

A wide range of services are provided for various devices, including the portal site 'Yahoo! JAPAN,' along with services such as search, news, weather, shopping, auction, and more.







Other Services






Media

 Yahoo! JAPAN App
 Yahoo! JAPAN Search
 Yahoo! JAPAN Realtime Search
 Yahoo! JAPAN News
 LINE NEWS
 LINE OpenChat
 Sportsnavi
 Yahoo! JAPAN Real Estate
 Yahoo! JAPAN Finance
 carview!

Commerce

 Yahoo! JAPAN Shopping
 LINE SHOPPING
 Yahoo! JAPAN Auction
 Yahoo! JAPAN Flea Market
 LINE GIFT
 Yahoo! JAPAN Quick Mart
 Yahoo! JAPAN Travel
 LYP Premium
 LYP Mileage

Entertainment

 LINE STICKERS
 LINE VOOM
 LINE GAME
 Yahoo! JAPAN Games
 LINE Fortune

Lifestyle

 Yahoo! JAPAN Mail
 Yahoo! JAPAN Calendar
 Yahoo! JAPAN Weather & Disaster
 Yahoo! JAPAN Disaster Alert
 Yahoo! JAPAN Maps
 Yahoo! JAPAN Car Navigation
 Yahoo! JAPAN Transit Information
 Yahoo! JAPAN Knowledge Search
 PayPay Gourmet
 Yahoo! JAPAN Daily Life
 Yahoo! JAPAN Partner
 Yahoo! JAPAN Kids
 Yahoo! JAPAN Job Catalog
 LINE Part Time Jobs
 LINE Sukimani
 Yahoo! JAPAN Internet Fund Raising

Business

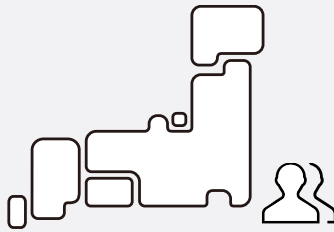
 YAHOO! JAPAN Ads
 Yahoo! JAPAN Ads
 LINE Ads
 LINE Ads
 LINE Official Account
 LINE Official Account
 DATA SOLUTION
 Yahoo! JAPAN Data Solution
 LINE リサーチ
 LINE Research

Note: Services available as of August 2024

LY Corporation — Key Features

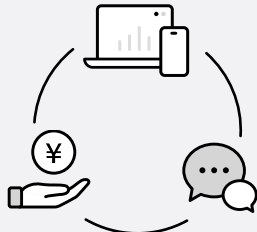
01

**Unparalleled
no. of users**



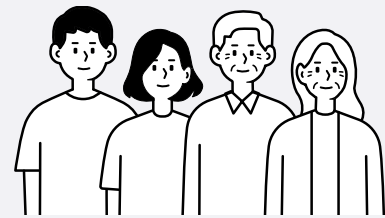
02

**Diverse
touchpoints**



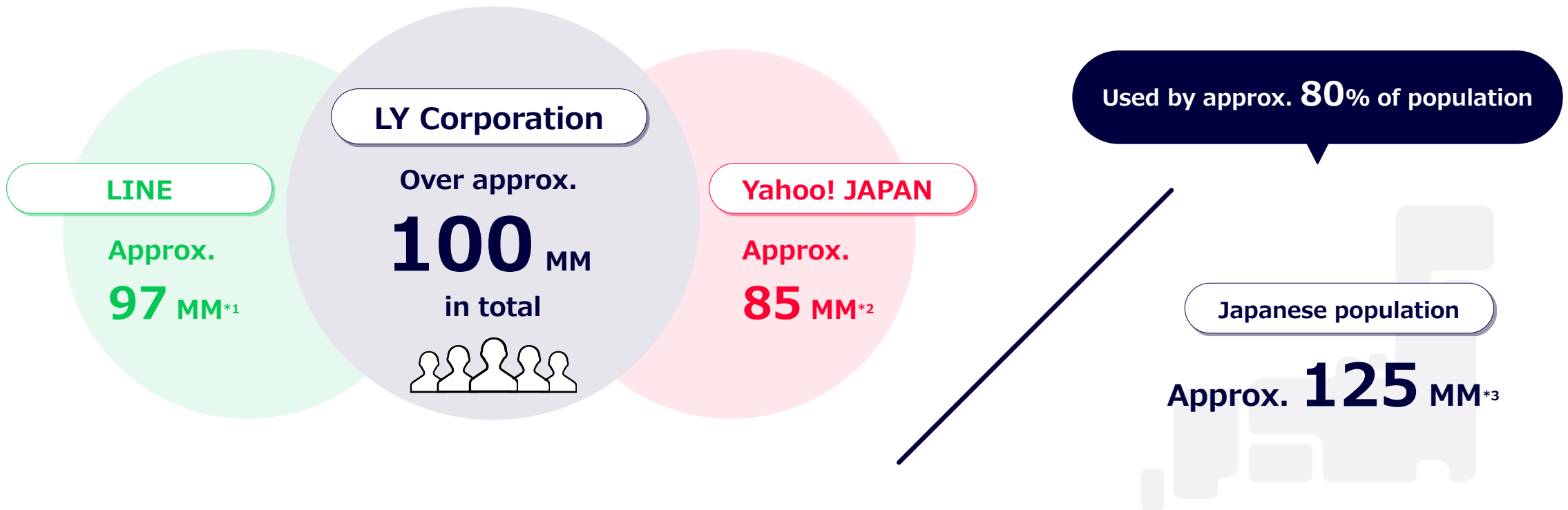
03

**A broad spectrum
of users**



Covers Over 80% of Japanese Population

No. of monthly users of LINE: 97 million, Yahoo! JAPAN: 85 million. Covers over approx. 80% of Japanese population.



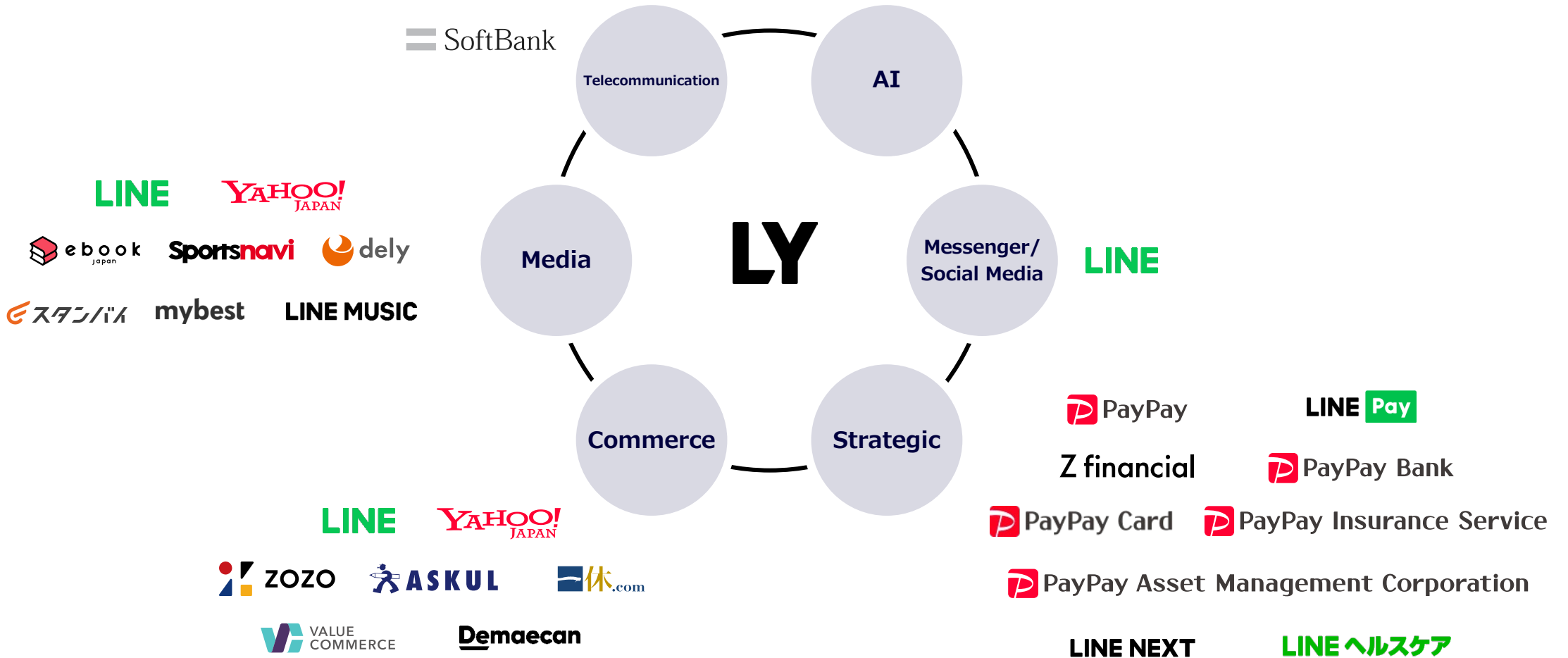
*1 Internal research on the LINE app's monthly active users (MAU) (as of March 31, 2024)

*2 "Nielsen Digital Content Viewership Ratings" (monthly average from January to November 2023). (Users [all genders over 2 years old] of Yahoo! JAPAN [brand level]. Does not include user duplication between smartphones and PCs.) Note: Rounded to two significant figures.

*3 LINE's 97 million domestic MAU divided by Japan's population of 120.792 million. (Definite figures taken from the Statistics Bureau in the Ministry of Internal Affairs and Communications [MIC], current as of March 2024)

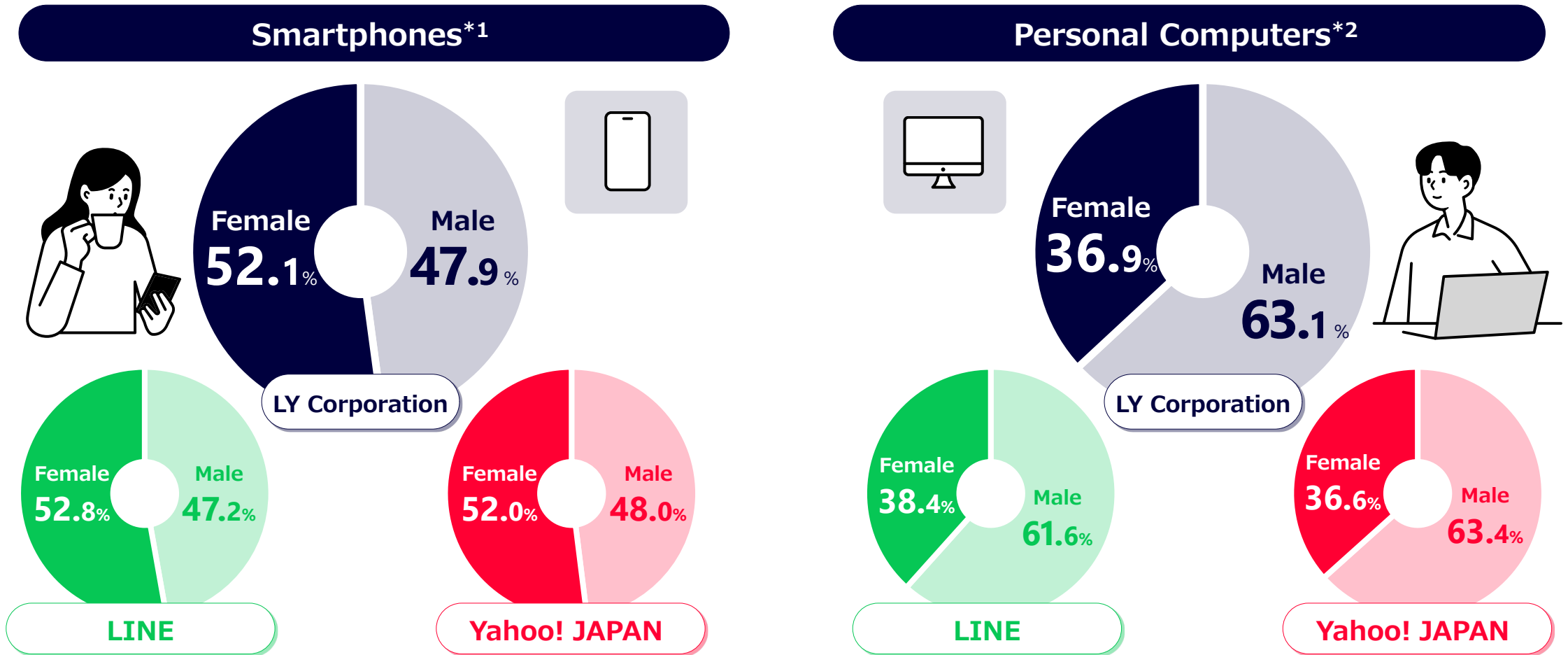
Diverse Touchpoints Close to Everyday Life

From media to telecommunications, LY Corporation has touchpoints that are closely linked to people's lives, both offline and online.



Services Available to Users of Any Gender

The services are widely used by individuals of all attributes, with little difference in gender and age distribution.

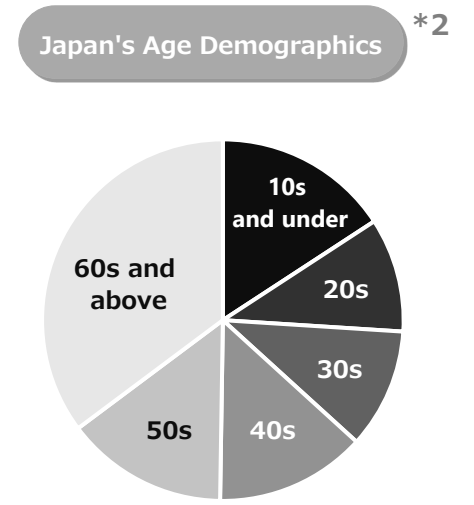
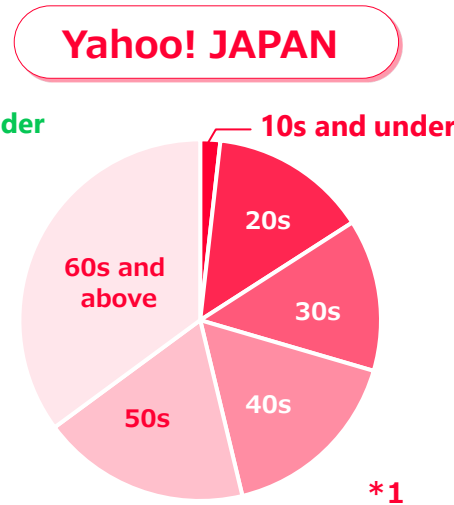
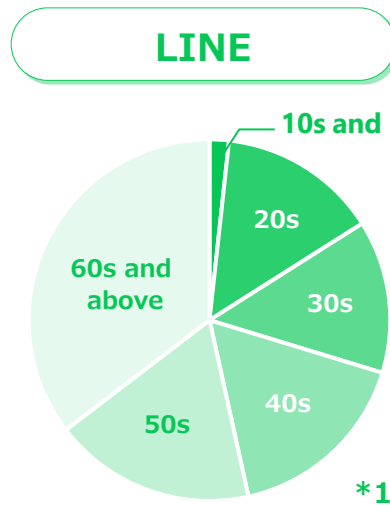
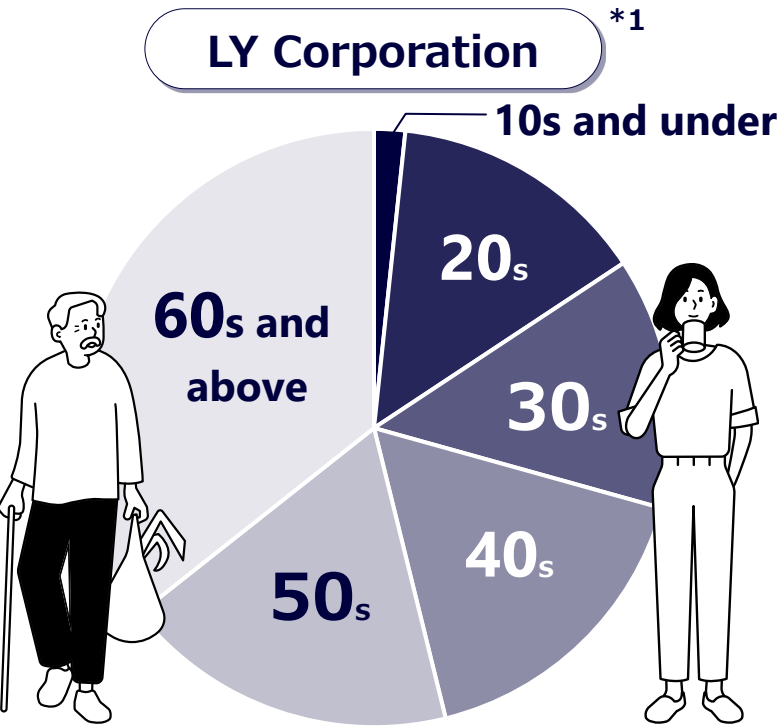


Source: Calculated by Yahoo! JAPAN based on "Nielsen NetView/Mobile NetView Custom Data Feed." Note: The total may not always add up to 100 since decimal points are rounded.

*1 Data for June 2024 from Nielsen NetView, Nielsen MobileNetView (Access from home and office via personal computers and smartphones [includes use of apps]).

Reaches Audiences Across All Age Groups, from Seniors to Youth

Age Demographics of Smartphone Users



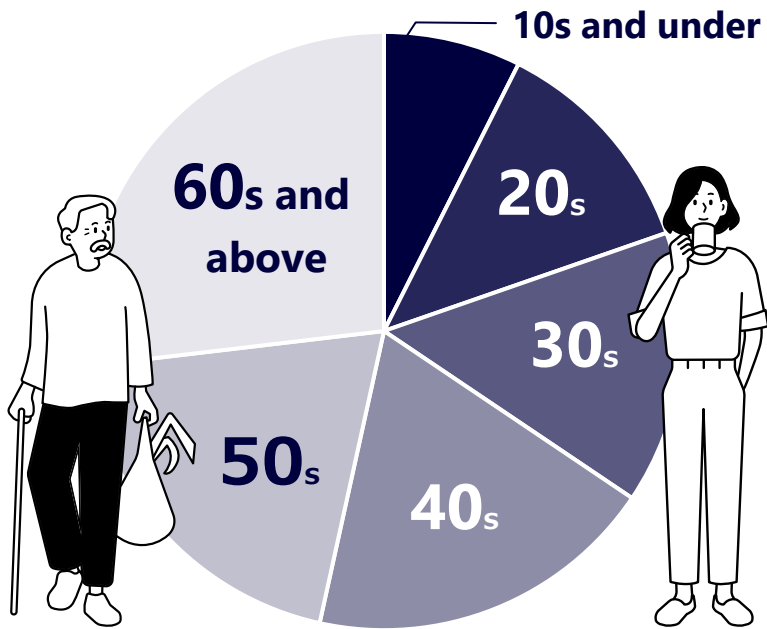
Source: Calculated by Yahoo! JAPAN based on "Nielsen Mobile NetView Custom Data Feed." Note: The total may not always add up to 100 since decimal points are rounded.
 *1 Data for June 2024 from Nielsen Mobile NetView (Brand level/Access from smartphones [includes use of apps]. Figures for LY Corporation excludes overlaps in LINE and Yahoo Japan brands.)
 *2 Estimated figures taken from the Statistics Bureau of MIC, current as of June 2024.

Reaches Audiences Across All Age Groups, from Seniors to Youth

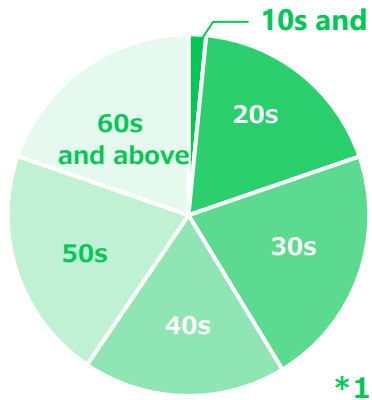
Age Demographics of Personal Computer Users



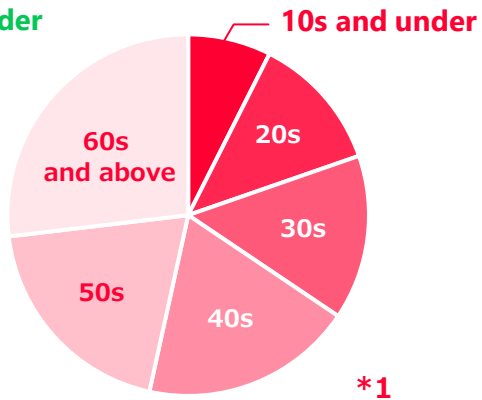
LY Corporation *1



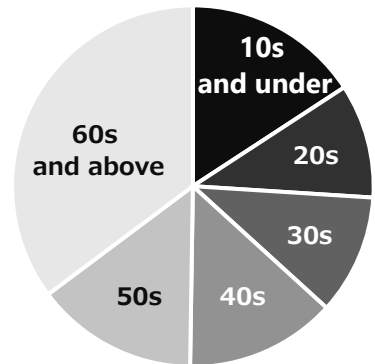
LINE



Yahoo! JAPAN



Japan's Age Demographics *2



Source: Calculated by Yahoo! JAPAN based on "Nielsen NetView Custom Data Feed." Note: The total may not always add up to 100 since decimal points are rounded.
 *1 Data for June 2024 from Nielsen NetView (Brand level)/Access from home and office via personal computers. Figures for LY Corporation excludes overlaps in LINE and Yahoo Japan brands.)
 *2 Estimated figures taken from the Statistics Bureau of MIC, current as of June 2024.

Marketing Value of LY Corporation Services

Strengths of LY Corporation's Marketing

01

Quality and safety management
that ensures a secure viewing experience for all



02

Extensive reach
that extends to users unattainable by other services



03

Outstanding usage frequency
that seamlessly integrates into users' daily lives



04

Data solutions
Accurate analysis derived from a wealth of data



Initiatives for Quality Improvement

Referring to the global standard of advertising quality, LY Corporation defines its own three values and six measures as the "Diamond of Advertising Quality" to face the issues encountered in the Japanese digital advertising industry such as ad frauds and brand safety. Additionally, to ensure that advertisers can publish their ads with assurance, LY Corporation has obtained the JICDAQ certification in the areas of ad networks and media operations.

Diamond of Advertising Quality



For details click [here](#).

Obtained JICDAQ* Certification



*JICDAQ: Japan Joint Industry Committee for Digital Advertising Quality & Quality is a certification mechanism launched by three advertising associations, Japan Advertisers Association (JAA), Japan Advertising Agencies Association (JAAA), and Japan Interactive Advertising Association (JIAA). By resolving quality issues in the digital advertising market, the Committee aims to promote the healthy growth of digital advertising to benefit both companies and society. <https://www.jicdaq.or.jp/english/>

Building Trust Through Information Disclosure

LY Corporation regularly issues the “Transparency Report on Advertising Service Quality,” which summarizes its screening results to enhance ad service quality. The goal is to maintain transparency, enabling users to use its services and advertisements with assurance.

Transparency Report on Advertising Service Quality

本レポートについて

LINEヤフー株式会社（以下「LINEヤフー」と表記）では、

広告サービス品質向上のための取り組みを実施しています。

本レポートは、広告主・広告会社・広告配信パートナー、そしてLINEヤフーをご利用のユーザーの皆様に**安心して弊社のサービスおよび広告をご利用いただける**よう、その取り組み内容をお伝えすることを目的としています。

今回より、Yahoo!広告に加えて、LINE広告の広告審査の実績もご紹介します。

今後も順次レポート内容を拡充させていく予定です。

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 - ・ 広告アカウントの審査P.7
 - ・ 広告素材の審査P.11
 - ・ 品質向上のためのその他の取り組みP.20
- Yahoo!広告の掲載面審査/広告トラフィック審査P.23
 - ・ 広告掲載面審査<ブランドセーフティの対策>P.25
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 - ・ 広告素材の審査P.42
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3

Click [here](#) to view the report.

DE&I Approach to Marketing Business

In June 2024, LY Corporation announced its "DE&I Approach to Marketing Business."

Although LY Corporation has been committed to promoting DE&I across the entire company, this statement clarifies the company's approach with a renewed focus on the marketing business.

DE&I Approach to Marketing Business

In our marketing business, LY Corporation aims to be an advertising platform that is safe and secure for everyone, including advertisers, advertising agencies, ad delivery partners, and users.

Every person is a unique individual with different characteristics and values.

In marketing activities, advertising has the power to have a significant impact on society. However, the delivery and presentation of ads may contain unconscious biases and assumptions (unconscious bias), which can unintentionally cause discomfort and alienation, or even create new prejudices and discrimination.

We believe that making everyone involved in marketing aware of unconscious bias is the first step toward creating a society where advertisements created with respect for diversity abound and everyone feels comfortable.

We will help advertisers and advertising agencies respect freedom of expression and diversity in their marketing activities by analyzing various information, including user data held by LY Corporation. We will deepen DE&I (Diversity, Equity, and Inclusion) with you while considering what we can do to provide information and improve the environment that triggers people to become aware of unconscious bias.

Diversity



Equity



Inclusion



Promoting DE&I for LY Corporation's Marketing Business

Aiming to contribute to the DE&I efforts in the advertising industry, LY Corporation is committed to promoting DE&I with all stakeholders by sharing the following DE&I-related information on its website, "Deepening DE&I in Marketing Business."

**Basic information
on DE&I**



**Results
of user survey**



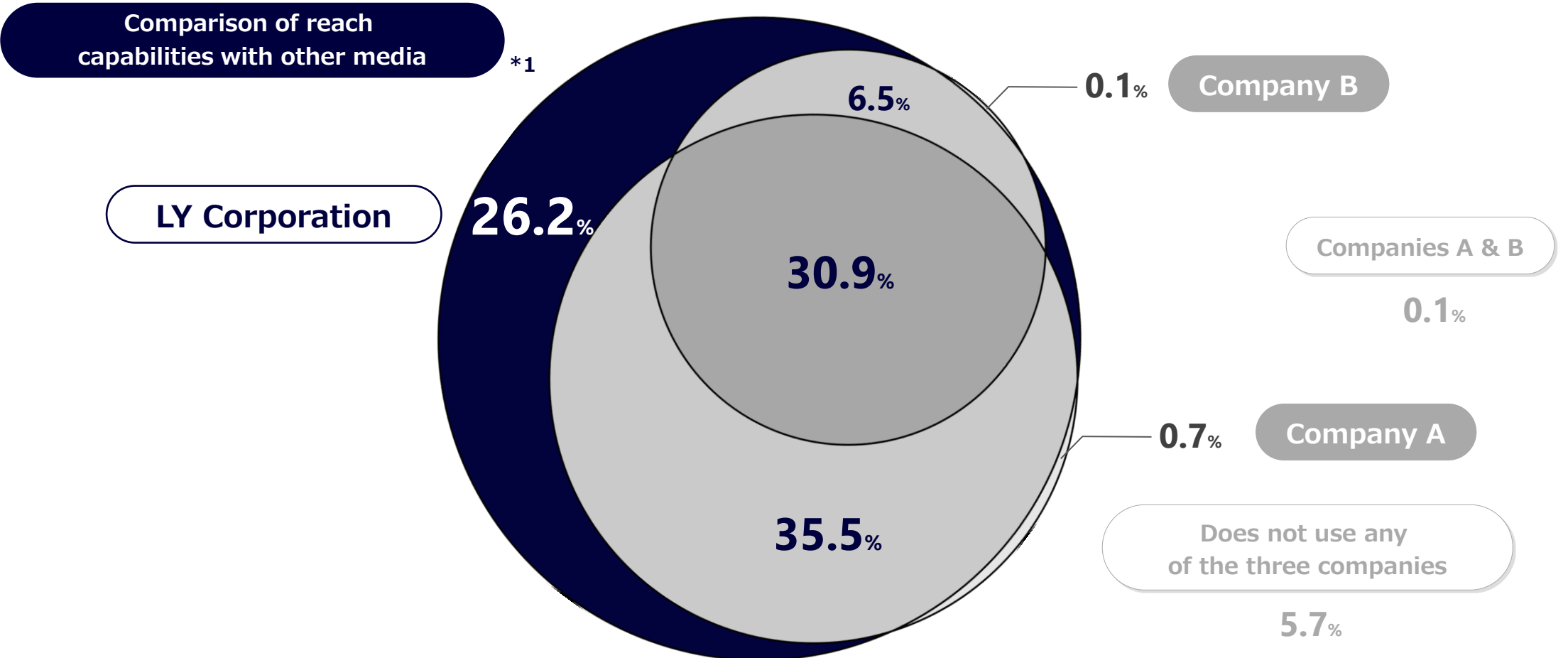
**User feedback
received for actual ads**



Please use the website as needed, as we will continue to provide information that can be useful to advertisers and ad agencies in their ad production. This does not, however, impose any DE&I-related standards for ad review or data usage restrictions across different products.

Extensive Reach That Extends to Users Unattainable By Other Media

Compared to other media outlets, LY Corporation tends to reach a larger number of users that cannot be reached through other media.



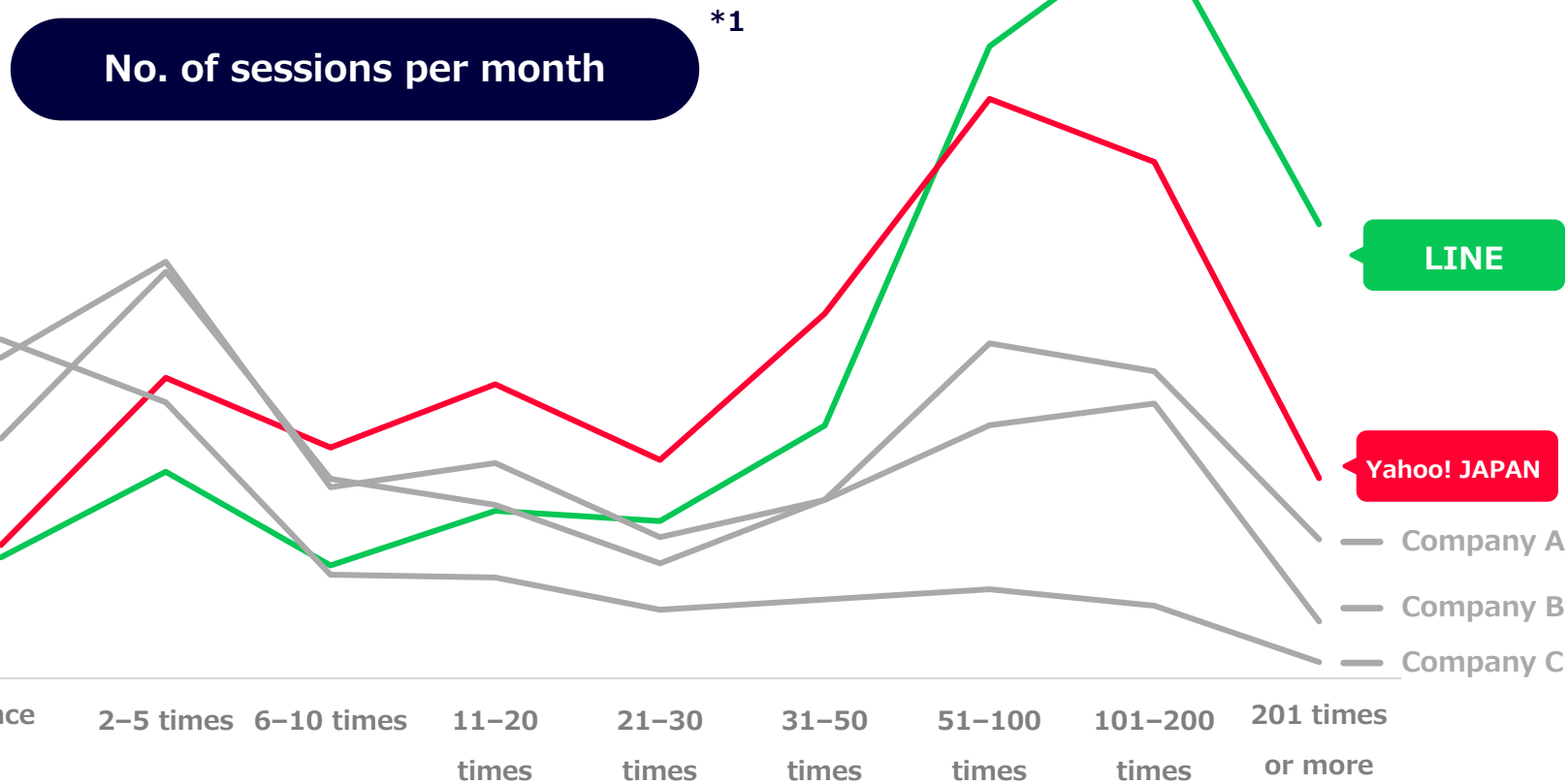
Source: Calculated by Yahoo! JAPAN based on "Nielsen Mobile NetView Custom Data Feed." Note: The total may not always add up to 100 since decimal points are rounded.

*1 Data for June 2024 from Nielsen MobileNetView (Brand level/Access from smartphones [includes use of apps]. Figures for LY Corporation excludes overlaps in LINE and Yahoo Japan brands.)

Note: Compiled at the brand level for Yahoo Japan, LINE, Twitter X, and Facebook.

Comparison With Other Media on the Frequency of Smartphone Use per Month

LINE and Yahoo! JAPAN tend to have a higher number of monthly usage sessions compared to other media outlets. This allows us to deliver information to users with an optimal frequency (number of contacts) of ad exposure.



Advantages of high use frequency

✓ **Memory retention**

Ability to ensure repeated ad exposure before ads are forgotten.

✓ **Indirect effects**

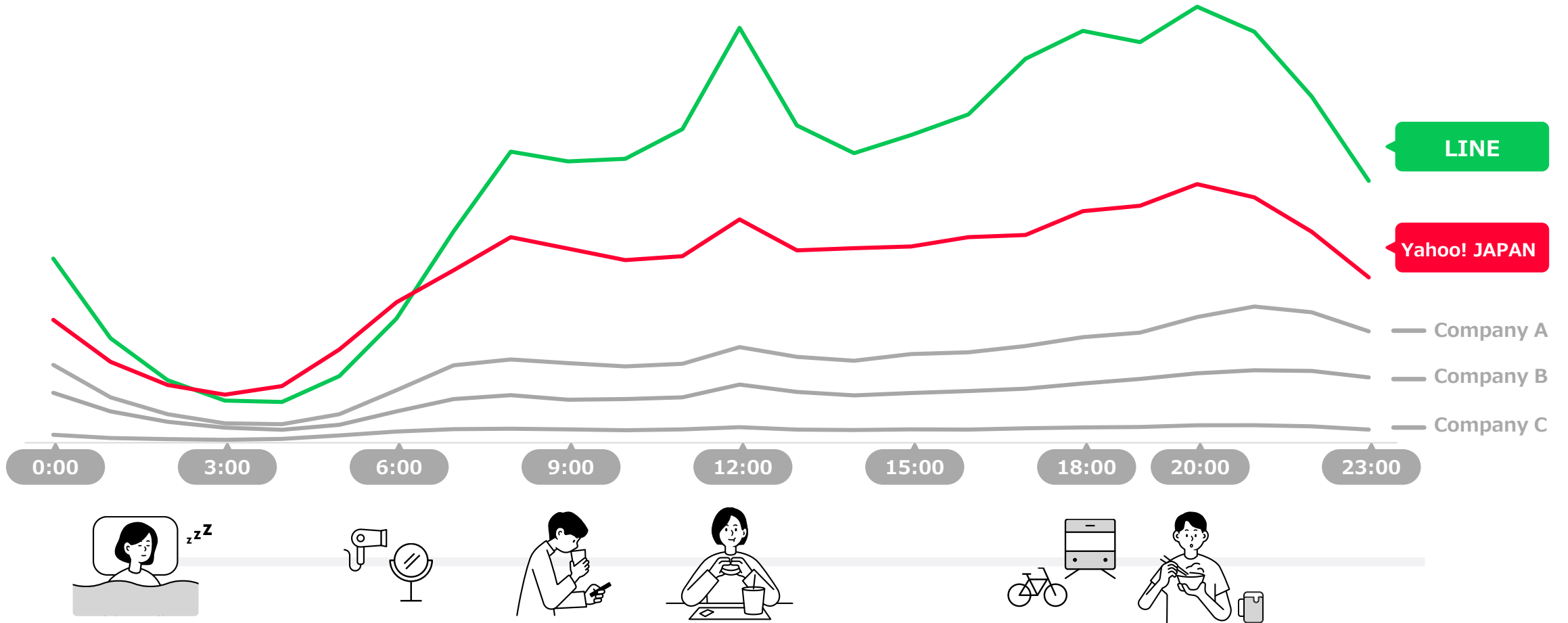
Unlike offline media such as TV, possible to provide numerical data on how much ads contributed to purchases and store visits.

Source: Calculated by Yahoo! JAPAN based on "Nielsen Mobile NetView Custom Data Feed." Note: The total may not always add up to 100 since decimal points are rounded.

*1 Data for June 2024 from Nielsen MobileNetView (Brand level/Access from smartphones [includes use of apps]). Note: Figures by brand level for Yahoo Japan, LINE, Instagram, Twitter X, and Facebook.

How Services Are Used on Smartphones by Time Zones*1

During the day, LINE and Yahoo! JAPAN are frequently used.

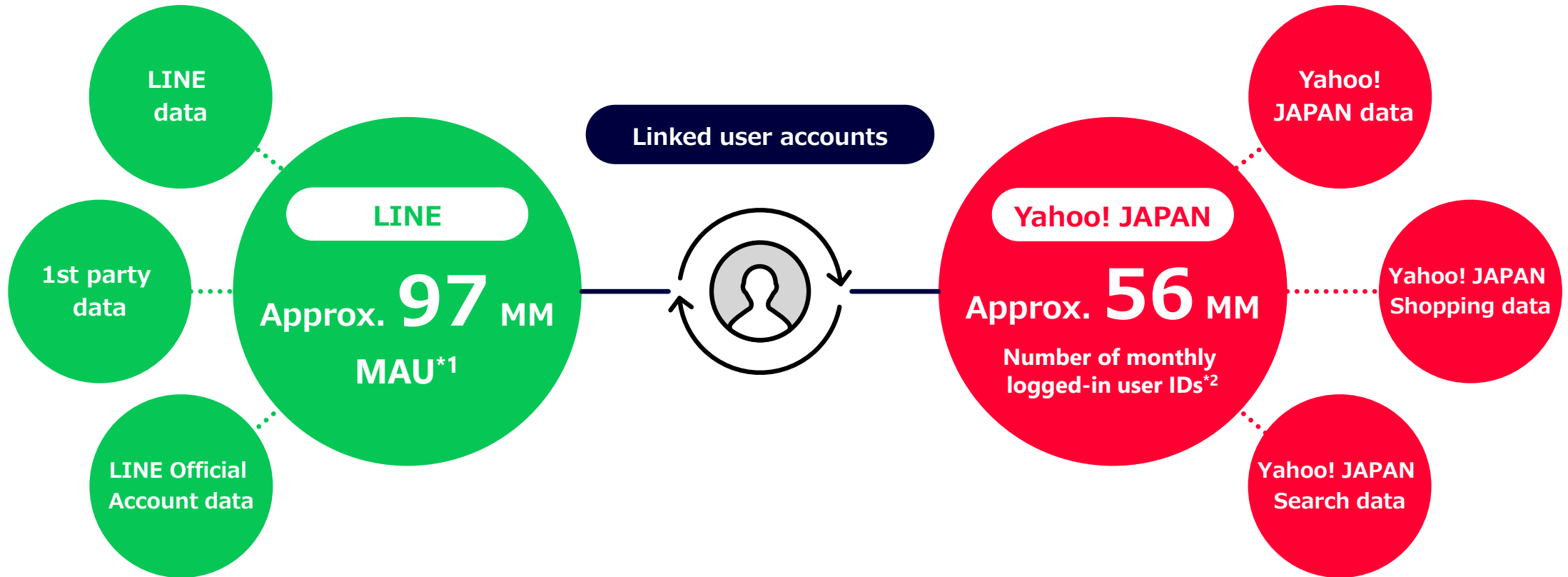


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*1 Data for June 2024 from Nielsen MobileNetView (Brand level/Access from smartphones [includes use of apps]). Note: Figures by brand level for Yahoo Japan, LINE, Instagram, Twitter X, and Facebook.

Number of Linked Accounts Increased to Approx. 25 Million

Enables further utilization of data across platforms.



Note: Only data that has been approved by users are linked.

*1 Number of monthly active users (Japan) for LINE: 97 million as of March 31, 2024

*2 Number of monthly logged-in user IDs for Yahoo! JAPAN: 55.58 million as of March 31, 2024

LY Corporation's Marketing Products

Communication

- > LINE Official Account
- > LINE MINI App
- > LINE Marketplace
- > LINE Promotion Sticker
- > LINE STAFF START

Advertising

- > Yahoo! JAPAN Ads
 - > Search Ads
 - > Display Ads (Auction)
 - > Display Ads (Guaranteed)
- > LINE Ads
 - > Talk Head View
- > Commerce Solutions

Sales Promotion

- > Yahoo! JAPAN Sales Promotion
- > LINE de Obo (Participate with LINE)
- > LINE Flyer
- > LINE POINT AD
- > LINE POP Media

Data utilization

- > Yahoo! JAPAN Data Marketing Solutions
- > LINE DATA SOLUTION

Other

- > LINE Ads Network
- > Yahoo! JAPAN Place etc....

What is Yahoo! JAPAN Ads?

Yahoo! JAPAN Ads is a service that enables distribution of ads to Yahoo! JAPAN and partner websites. The service offers two ad types: Search Ads and Display Ads.

Search Ads



Linked text ads that appear on Yahoo! JAPAN's search results

- ✓ Posts ads on the most prominent place of search results
- ✓ Delivers ads to users who are interested now
- ✓ Easy to start—just prepare the ad text

Display Ads (Auction)

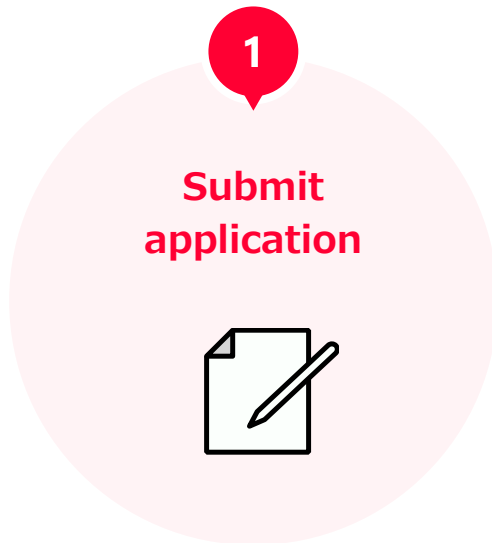


Ads with images/videos displayed on services such as Yahoo! JAPAN News

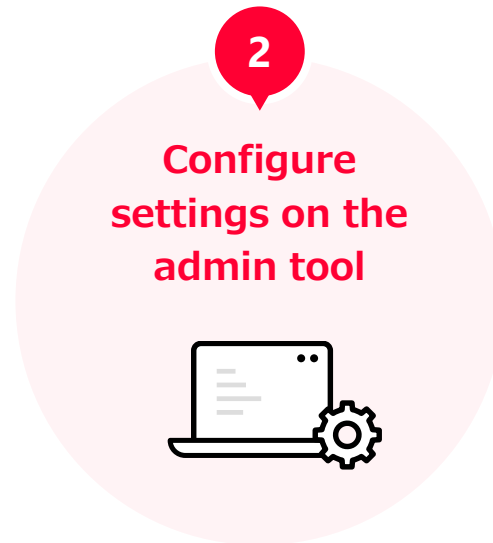
- ✓ Effective format for acquiring prospective customers
- ✓ Can visually appeal to users through images/videos
- ✓ Has feature to narrow down target users

Click [here](#) to know more about Display Ads (Guaranteed) for those who would like higher branding effectiveness.

Yahoo! JAPAN Ads: Steps to Take for Ad Distribution



Create a Yahoo! JAPAN ID and submit an application to Yahoo! JAPAN Ads.



Configure settings for creating ads and the budget limit, etc. and enter payment information at the end.

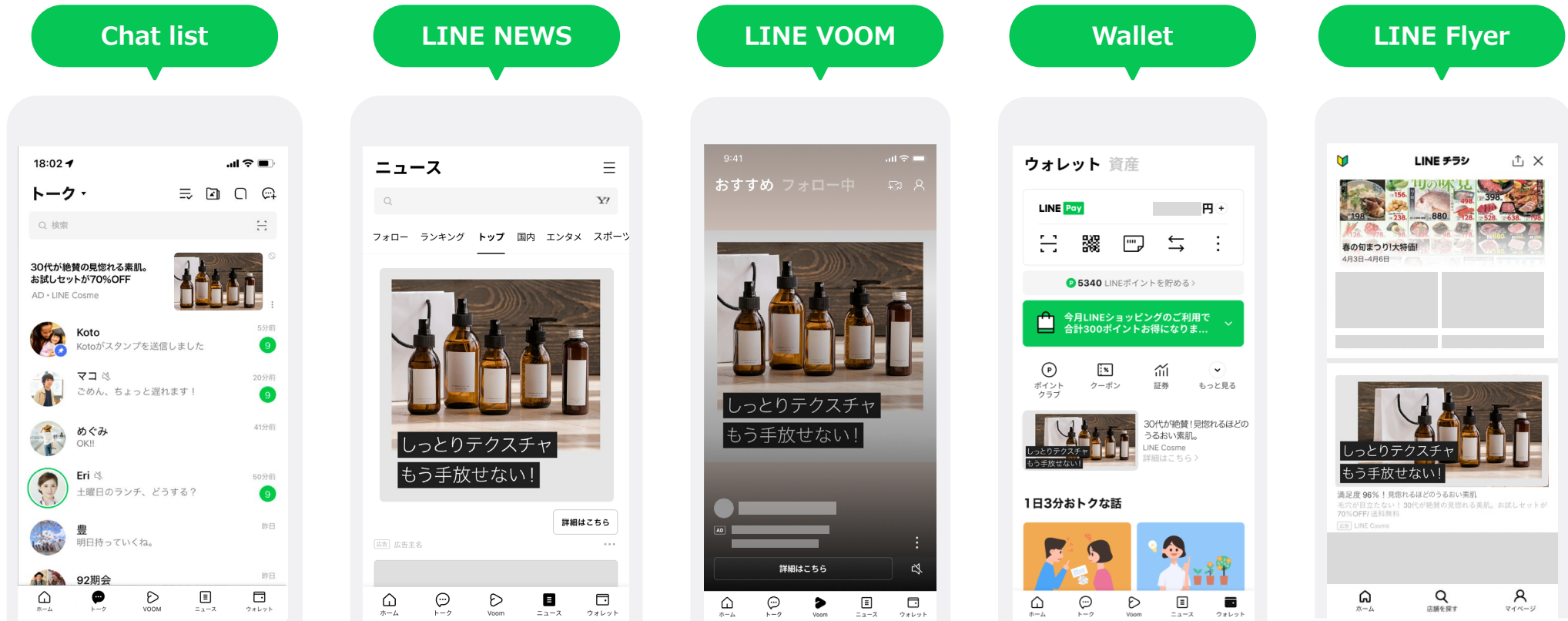
Note: Settings related to the ad content and budget amount can be changed anytime.



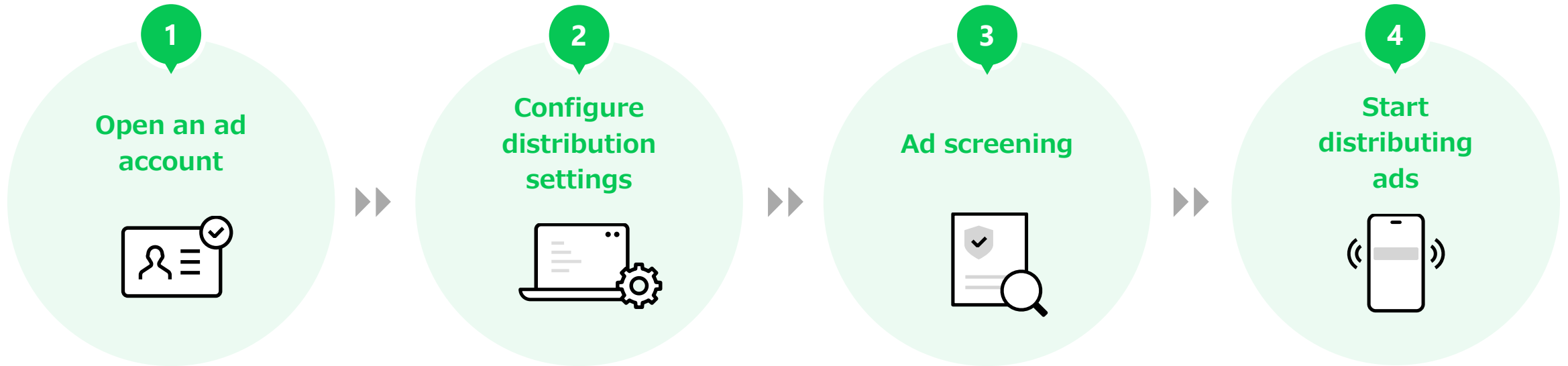
Ads will be distributed after the screening process is complete. Distribution of ads can be stopped or resumed at any time.

What is LINE Ads?

LINE Ads is an ad distribution platform for posting ads on LINE, which has around 97 million* users per month. Ads can be distributed to various locations on LINE and family services, including the LINE app's chat list, LINE NEWS, and LINE VOOM. The ad distribution settings can be easily configured online. *As of March 31, 2024



LINE Ads: Steps to Take for Ad Distribution



Create a LINE Business ID, and open a LINE ad account.

Register the media platform to distribute ads, creatives, and the landing page.

We will review applications and decide whether to publish the ad in accordance with our company regulations.

Ads will be distributed on the registered date and time.

Let's Start

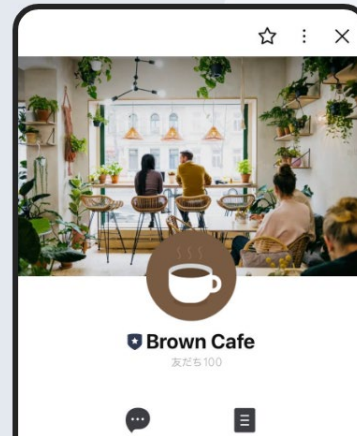
YAHOO! Ads
JAPAN



Start using Yahoo! JAPAN Ads >

Request documents here
Having trouble?

LINE Official Account



Start using LINE Official Account >

Learn how to open an account here

LINE Ads



Start using LINE Ads >

Official Website/Contact for Inquiries

**For inquiries regarding Yahoo! JAPAN Ads and LINE services,
please contact us via LY for Business.**

LY for Business official webpage



Inquiries



The logo consists of the letters 'LY' in a bold, black, sans-serif font. The 'L' is a simple vertical bar with a horizontal base. The 'Y' is composed of two diagonal strokes meeting at a point above a horizontal base. The background features a white central area with a green triangle in the top-left corner, a dark blue triangle in the bottom-left corner, and a red triangle in the bottom-right corner.

LY