

Japan Interactive Advertising Association



Our mission

Recognizing its social responsibility for the fact that advertising activities using the Internet constitute the economic foundation that enables all kinds of digital content and network communications, the JIAA is dedicated to improving the environment for Internet advertising business, building social trust from advertisers and consumers, and ensuring that the market continues to grow healthily.

JIAA brings together all businesses engaged in Internet advertising (media companies, advertising agencies, etc.) to develop guidelines focusing on consumer protection; to establish rules and standards to facilitate business activities; to conduct surveys and studies; to carry out education and awareness efforts both within and outside the industry; and to ensure that Internet advertising proves itself worthy of public trust and continues to evolve in a healthy manner.

About JIAA(cont.)

The JIAA Code of Conduct

June 9, 2017

- 1 We will promote the interactive advertising business that can provide useful values to society.
- 2 We will provide safe, secure and reliable interactive advertising from the consumer's perspective.
- 3 We will comply with laws and regulations, social norms and JIAA guidelines, and conduct our business with the highest ethical standards.
- 4 We will conduct our interactive advertising business, ensuring fair and transparent transaction.
- 5 We will respect creativity and diversity, and create a healthy and worker-friendly workplace.
- 6 We will reject any unreasonable demands of anti-social forces, and maintain a resolute attitude against them.

The Internet Advertising Code of Ethics

May 16, 2000

All advertisements must be worthy of public trust.

All advertisements must be fair and true.

All advertisements must comply with relevant laws, rules, and regulations.

All advertisements must in no way be offensive to public order and morals.

About JIAA(cont.)

Summary

- Name : Japan Interactive Advertising Association (JIAA)
- Established : May 1999 as a private organization; incorporated in March 2010
- Membership : 295
257 full members, 24 supporting members,
14 associate members(as of September 16, 2022)
- Leadership : Yoshimasa Watahiki, Chairperson
Hironori Hashimoto, Senior Managing Director
Satoshi Niino, Managing Director
Katsurako Yanagida, Secretary General
- Location : NREG Ginza Building 7F, 7-13-5 Ginza, Chuo-ku,
Tokyo, 104-0061

About JIAA(cont.)

History

JIAA launched as the Internet Advertising Association in May 1999 to ensure that the Internet would grow to be a trusted advertising medium and to provide a sound environment for businesses to thrive. It was legally incorporated in April 2010 as a general incorporated association, then in June 2015, rebranded as the Japan Interactive Advertising Association (JIAA). Most recently in January 2017, the JIAA partnered with the US-based Interactive Advertising Bureau (IAB) to be part of its global network as IAB Japan (JIAA) to enhance international collaboration.

Leadership

Chairperson:	Yoshimasa Watahiki (Dentsu Group Inc.)
Vice-Chairperson :	Takeshi Idezawa (Z Holdings Corporation) Kuniyuki Makie (NIKKEI Inc.) Hirotake Yajima (Hakuhodo DY Media Partners Inc.)
Senior Managing Director:	Hironori Hashimoto
Managing Director:	Satoshi Niino
Directors:	Tetsu Ishii (Amazon Japan G.K.) Masatsugu Ito (SHOGAKUKAN INC.) Masayuki Urano (Nippon Television Network Corporation) Hiroshi Oba (TV Asahi Corporation) Yasuo Okamoto (CYBER AGENT, Inc) Toru Ogawa (Impress Corporation) Hiroshi Kataoka (Yahoo Japan Corporation) Takeshi Kamiya (The Asahi Shimbun Company) Junichi Kawai (Google Japan G.K.) Kazuki Kuniya (THE YOMIURI SHIMBUN) Seiya Kurimoto (OPT Inc.) Chihiro Koga (LINE Corporation) Hirotaka Sakashita (Facebook Japan K.K.) Masaaki Sato (THE MAINICHI NEWSPAPERS) Yusuke Shimizu (SEPTENI CO., LTD.) Naohiro Seike (ADK Marketing Solutions Inc.) Yuzo Tanaka (D. A. Consortium Inc.) Nobuhiro Nagasaki (KODANSHA LTD)

Leadership (cont.)

Directors: Masato Nakano (TOKYO BROADCASTING SYSTEM TELEVISION, INC.)
Akio Niizawa (CARTA HOLDINGS, INC.)
Naoki Niimura (Nikkei Business Publications, Inc.)
Takanori Hayashi (Rakuten Group, Inc.)
Masanori Fukutake (NTT Resonant Inc.)
Munenori Honda (NIKKEI Inc.)
Ayumu Matsuyama (Twitter Japan K. K.)
Hiroshi Mizuno (FUJI TELEVISION NETWORK, INC.)
Shuji Yamaguchi (DENTSU INC.)
Satoru Yamada (Hakuhodo DY Media Partners Inc.)
Mutsumi Watanabe (TV TOKYO Corporation)

Auditors: Yoshihide Ikeda (Video Research Ltd.)
Hiroshi Miyamoto (SANKEI DIGITAL INC.)

(as of July 1, 2022)

Fiscal Year 2022 Activity Policy

As Internet advertising continues to grow and evolve, we are excited to embark on new endeavors for value creation.

As technology advances and the market grows, we begin a new stage of “autonomy”, and the JIAA has defined its activity policy for Fiscal Year 2022 as follows:

1. Safe, sound, robust market

(1) Improved quality and ethics education

- Enhanced efforts will be made to eliminate offensive advertising expressions and inappropriate advertising formats, and to protect consumers from false, deceptive, and misleading advertising. Seminars will be organized for our members to learn more about advertising ethics, marketing compliance, and corporate social responsibility.
- JIAA will join forces with JICDAQ (Japan Joint Industry Committee for Digital Advertising Quality & Quality) to eliminate invalid traffic and ensure brand safety.

(2) Protection and proper use of personal information

- Industry guidelines and guidance for data privacy will be developed or updated in line with the Amended Act on the Protection of Personal Information and other applicable laws and regulations, and we will ensure that these voluntary rules will be known and understood by all stakeholders.

Activity Policy (cont.)

Data privacy efforts will be carried out, taking into account the latest trends in user identification and new rules and regulations regarding data transfer to third-parties.

- We will speak to advertisers and consumers alike for data privacy awareness, trying to strike a balance between user protection and data utilization.

(3) Research and study initiatives

- Research and study will be conducted on the effectiveness of Internet advertising strategies, by sharing analysis, case studies and other resources on the value that consumers receive from a digital advertising content experience.
- We will get ourselves and our members ready to embrace new devices and technologies as they emerge, quickly learn and adapt to the changes in social and information environments and continue studying and exploring next-generation advertising and marketing methods.

(4) Enhanced information sharing

- We'll create a library of e-learning assets and resources; enhance educational activities and information sharing both internally and externally; keep our members up to date on developments and results of our projects and activities; and conduct assessment surveys with the results reflected in future activities.
- We'll work on a project to preserve and share the history of Internet advertising as a valuable cultural and industrial heritage.

Activity Policy (cont.)

2. User communication and education

- A user survey will be conducted on an ongoing basis to investigate consumer attitudes towards Internet advertising, and the results will be used as the basis for JIAA's activities.
- We will work to educate and communicate to consumers about the role that Internet advertising plays in the consumer society, the benefits and values it has to offer, as well as the importance of JIAA's activity.

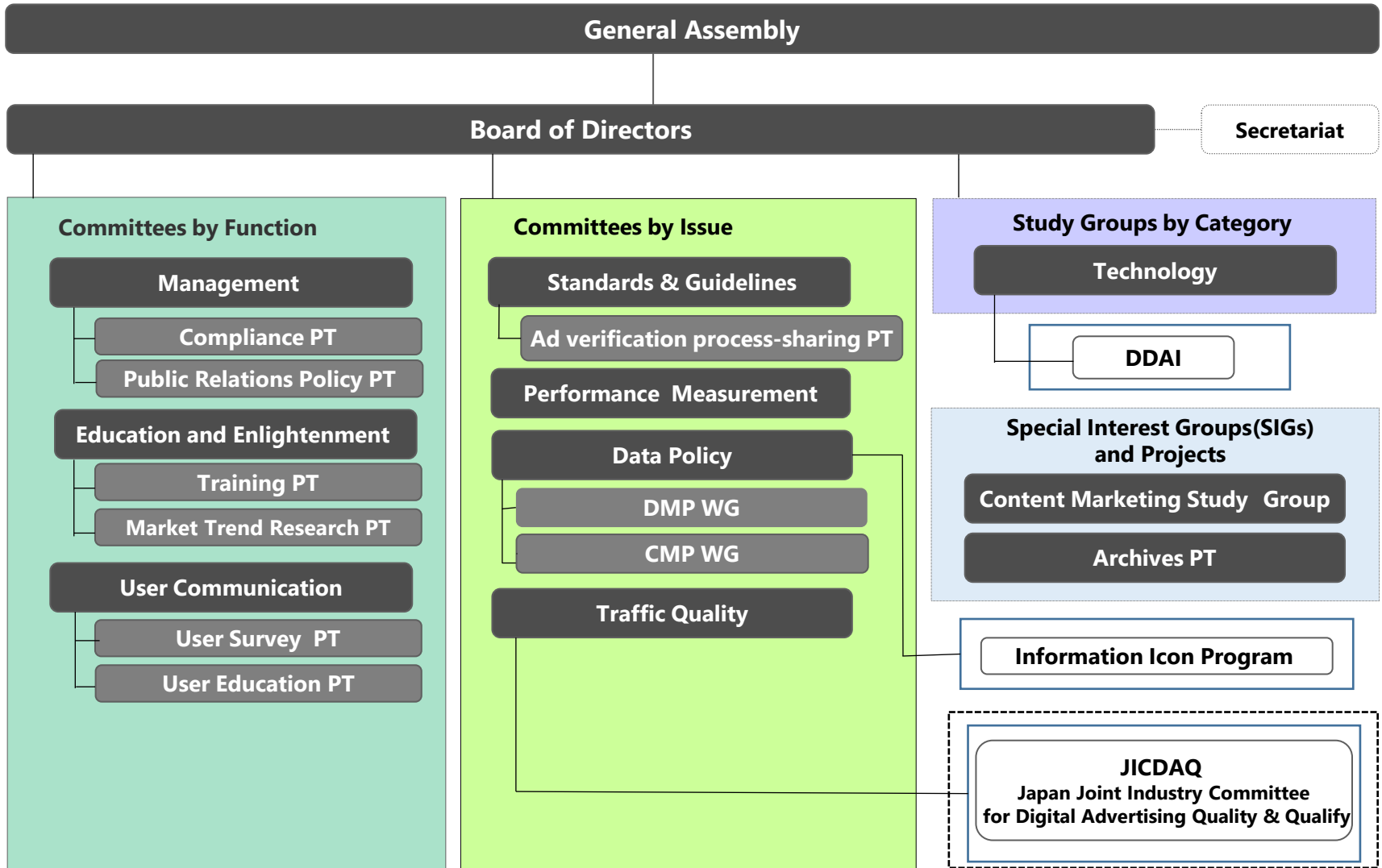
3. External collaboration

- We will strive to establish and maintain mutual understanding and trusted relationships with all stakeholders at home and abroad through close and constant dialogue.
- We remain committed to increasing the value of advertising and marketing industry as a whole, by facilitating information sharing among private sector organizations, identifying emerging issues and helping to offer viable solutions.

Our Activities

Organization

As of June 17,2022



Committees and Study Groups

Standing committees are permanent bodies with specific responsibilities, while study groups are focused on topics in their areas of expertise. Both are made up of member organizations wishing to participate. In addition, on an as-needed basis, working groups are set up to discuss specific issues, and project teams are formed to put various plans in action.

Committees by Function

Management Committee chaired by Hirotake Yajima, Hakuhodo DY Media Partners Inc.

>Compliance PT / Public Relations Policy PT

The Management Committee sets the strategic direction for the organization and its operations and works to raise and enhance compliance awareness throughout the industry. This committee is also responsible for building relationships with different stakeholders to address social issues as well as communicating to the general public.

Education and Enlightenment Committee chaired by Takanori Hayashi, Rakuten Group, Inc.

>Training PT / Market Trend Research PT

The Education and Enlightenment Committee is dedicated to education and awareness for those who are young or new to the industry, by hosting seminars/workshops and publishing textbooks. The committee also works to identify market and industry trends, and share learnings with member organizations

Committees and Study Groups (cont.)

User Communications Committee chaired by Ayumu Matsuyama, Twitter Japan K.K.

> User Survey PT / User Education PT

The User Communications Committee conducts various surveys to gain an understanding of users' attitudes toward Internet advertising, the results of which will serve as the basis for performing user-centric activities. This committee is also responsible for facilitating activities to educate and share information with users.

Committees by Issue

Standards and Guidelines Committee chaired by Munenori Honda, NIKKEI Inc.

> Ad Verification Process-Sharing PT

The Standards and Guidelines Committee is in charge of communicating the latest information and trends on ad verification in order to raise the level and knowledge of verification practices. This committee is also responsible for further updating the Internet Advertising Placement Guidelines in light of the recent market environment.

Performance Measurement Committee chaired by Satoru Yamada, Hakuodo DY Media Partners Inc.

The committee's focus is to promote the importance and understanding of measuring advertising performance; help to properly demonstrate the values and benefits of Internet advertising; and collect the information about new measuring methods and metrics as they emerge, and investigate and prepare for the future standardization.

Committees and Study Groups (cont.)

Data Policy Committee chaired by Masanori Fukutake, NTT Resonant Inc.

>DMP WG / CMP WG

In order to promote the proper handling of personal data, voluntary industry rules and guidelines will be created or updated in line with actual business practices and current technology trends, and in compliance with all applicable laws and regulations at home and abroad, including the Amended Act on the Protection of Personal Information.

▶ **Information Icon Program**

The JIAA is promoting a program to certify the services of businesses that comply with the guidelines set forth by the JIAA. Accredited services including targeted advertisements are allowed to show the program's Information Icon. (See page 26)

Traffic Quality Committee chaired by Hiroshi Kataoka, Yahoo Japan Corporation

The Traffic Quality Committee is responsible for planning and implementing specific measures to solve problems pertaining to the quality of Internet advertising. It serves as a contact within the JIAA for the JICDAQ initiative. The committee also works with copyright organizations to forge ahead with measures to stop serving ads to pirate websites.

▶ **JICDAQ (Japan Joint Industry Committee for Digital Advertising Quality & Qualify)**

JICDAQ is a certification organization jointly established by the JIAA, the Japan Advertisers Association and the Japan Advertising Agencies Association. JICDAQ certifies the business processes of businesses in compliance with its standards for eliminating invalid traffic and ensuring brand safety.

Committees and Study Groups (cont.)

Study groups by category

Study Group for Technology chaired by Akihiko Tokuhisa, D.A.Consortium Inc.

The Technology group studies and investigates technical trends and issues, shares learnings, and helps to solve technical challenges. The group is also responsible for promoting the Data-Driven Advertising Initiative (DDAI).

▶ **DDAI (Data-Driven Advertising Initiative)**

The DDAI is a membership organization of advertising platforms. It operates an integrated opt-out website where consumers can easily choose whether or not to share data by platform. Additionally, the DDAI is taking the lead on educating consumers on targeting practices.

Study Groups, Special Interest Groups(SIGs) and Projects

▶ **Content Marketing Study Group**

Case studies will be presented through seminars on advertising content delivered by publishers and advertisers.

▶ **Archives project**

The goal is to collect, preserve and share the information, knowledge, resources, and assets regarding the history of Internet advertising.

- Organize and co-organize seminars
- Facilitate information sharing and communication through the JIAA website

Committees and Study Groups (cont.)

- Publish a newsletter for members
- Provide information on illegal and harmful websites, pirate websites and applications, as well as e-commerce companies allegedly causing problems with consumers.
- Conduct various public awareness initiatives to make Internet advertising safe and sound for everyone (including advertising monitoring surveys)

Current Members

The JIAA has currently 295 members in total including 257 Full, 24 Supporting and 14 Associate Members as of September 16, 2022.

Full Members (257)

A1 Media Group Co., Ltd.

AbemaTV, Inc.

Accenture Japan Ltd

ADK Digital Communications Inc.

ADK Marketing Solutions Inc.

Adways Inc.

agito, Inc.

AIM CREATE CO.,LTD.

All About, Inc.

Amazon Japan G.K.

AnalyzeLog Inc

andotokyo.inc

AppBank Inc.

Appier Japan K.K.

Asahi Advertising Inc.

The Asahi Shimbun Company

Asahi Shimbun Publications Inc.

Asahi Television Broadcasting Corporation

ASIRO Inc.

BI.Garage, Inc.

BIGLOBE Inc.

Bleach. Inc

Boundless Inc.

Break Field Co.,Ltd.

BUNGEISHUNJU LTD.

Bunt Inc.

BuzzFeed Japan Corporation

Bytedance KK

CARTA COMMUNICATIONS Inc.

CARTA HOLDINGS, INC.

Catalina Marketing Japan K.K.

CCC Media House Co., Ltd.

CERES. inc

CFP Consulting, inc.

THE CHUNICHI SHIMBUN

Cinarra Systems Japan K.K.

CINEMATODAY, Inc.

CMerTV INC.

CONDE NAST JAPAN

COOKPAD Inc.

CRITEO K.K.

CrushOn. Inc

CYBER AGENT, Inc

CyberBuzz, Inc.

D.A.Consortium Inc.

D2C Inc.

Dai-Ichi Tsushinsha Inc.

DAIKO ADVERTISING INC.

Days.inc

dely, inc.

Dentsu Digital Inc.

DENTSU DIRECT INC.

DENTSU EAST JAPAN INC

DENTSU INC.

DENTSU MEITETSU COMMUNICATIONS INC.

Dentsu Runway Inc.

Deqwas Inc.

DG Communications Co.,Ltd.

DIAMOND, INC.

Digital Garage,Inc.

DIGITALIFT Inc.

DomiNatorZ,inc

Dream Nexus

E-GRAPHICS COMMUNICATIONS CO.,LTD

Current Members

every, Inc.
Excite Japan Co.,Ltd.
F@N Communications, Inc.
Facebook Japan K.K.
For it Inc.
FourM Inc.
FreakOut, inc.
FRONTAGE.INC
FRONTIER INTERNATIONAL INC.
FUJI TELEVISION NETWORK, INC.
Full Speed Inc.
FUSOSHA Publishing Inc.
Geniee, Inc.
GeoLogic, Inc.
Glad Cube Inc.
GLIDER associates, INC.
Glossom, Inc.
GMO AD Marketing Inc.
GMO Media ,Inc.
GMO NIKKO Inc.
GONDOLA CO.,LTD.
Google Japan G.K.
grape Co., Ltd
graphtone note Co.Ltd.
GREE,Inc.
GroupM Japan K.K.
GumGum Japan K.K.
Gunosy Inc.
Gurunavi, Inc.
Hakuhodo DY Media Partners Inc.
HAKUHODO Inc.
HAKUHODO PRODUCT'S INCORPORATED
Hatena Co.
Heart Full Inc.
High Score, Inc.

THE HOKKAIDO SHIMBUN PRESS
I&C PARTNERS ., Ltd.
IID, Inc.
i-mobile Co., Ltd.
Impress Corporation
INCLUSIVE Inc.
Index Exchange Japan
Interspace Co.,Ltd.
Intimate Merger, Inc.
IPG inc.
iPLANET Incorporated
iProspect Japan K.K.
IREP CO.,LTD.
IRIS inc
istyle, Inc
ITmedia Inc.
Japan Business Press Co., Ltd.
jeki interactive communications
JR EAST JAPAN MARKETING & COMMUNICATIONS, INC.
JR TOKAI AGENCY CO.,LTD.
J-Stream Inc.
J-WAVE, INC.
KADOKAWA ASCII Research Laboratories, Inc.
Kakaku.com, Inc.
Keio Agency,INC.
Kinesso Japan Inc.
Kobunsha Co., Ltd.
KODANSHA LTD
Kokokusha Co.,Ltd.
KOYOSHA CO.,LTD.
Lifunext inc.
LINE Corporation
Logly, Inc.
MAGAZINE HOUSE, LTD.
Magmag,Inc.

Current Members

Magnite, Inc.
MAINICHI ADVERTISING INC.
Mainichi Broadcasting System, Inc.
THE MAINICHI NEWSPAPERS
MANTAN Inc.
McCann Erickson Japan Inc.
Mediagene. Inc
mediba inc.
Medix Inc.
MEMBERS Co.,Ltd
MERY Co., Ltd.
Metro Ad Agency Co., Ltd.
MicroAd, Inc.
Mode Media Japan Corporation
Money Forward, Inc.
Mynavi Corporation
NDPMarketing Inc.
Netnative Inc.
NEW STANDARD
NewsPicks, Inc
NewsTV Inc.
Nihon Keizai Advertising Co.,Ltd.
THE NIKKAN SPORTS NEWS
Nikkei Business Publications, Inc.
NIKKEI Inc.
NIKKEISHA, Inc.
NIPPON BROADCASTING SYSTEM, INC.
Nippon Television Network Corporation
NKB INC.
NTT ADVERTISING, INC.
NTT Resonant Inc.
Odakyu Agency Inc.
Ogury Japan K.K.
Omnibus co.,ltd
ONE PUBLISHING

OPT Inc.
Oracle Corporation Japan
ORICOM CO.,LTD.
Oricon ME inc.
Osa Mayor Co.,Ltd.
Otonal Inc.
Outbrain Japan K.K.
PIANO Japan Co., LTD.
Pinterest Japan G.K.
pixiv Inc.
popIn Inc.
PR Consulting Dentsu Inc.
PRESIDENT Inc.
PRIME NUMBERS INC.
Proud Engine.inc.
PubMatic KK
Quaras Inc.
radiko Co.,Ltd
Rakuten Group, Inc.
Recruit Co., Ltd.
RFA digital brains Inc.
RTB HOUSE JAPAN K.K.
SAN-EI CORPORATION
SANKEI DIGITAL INC.
SANKEI EYE INC.
SC Digital Media K.K.
SEM Agency Co.,Ltd.
SEPTENI CO., LTD.
Shinchosha Publishing Co., Ltd.
Shinto Tsushin Co.,Ltd
SHOGAKUKAN INC.
Showcase Inc.
SHUEISHA INC.
SHUFU-TO-SEIKATSU-SHA CO.,LTD.
Silver Egg Technology Co., Ltd.

Current Members

SmartNews, Inc.
SMBC Digital Marketing, Ltd.
SMN Corporation
SoftBank Corp.
SoldOut,Inc
Speee, Inc.
spicebox,inc.
SPOTIFY JAPAN K.K.
STANDARD ADVERTISING, INC.
Stitch Co., Ltd.
Supership inc.
Taboola Japan K.K.
TANGLE Inc.
TBS Radio,Inc.
TBWA\HAKUHODO Inc.
Teads Japan K.K.
Toko-Ai.Inc
TOKYO AD AGENCY CO., LTD.
TOKYO BROADCASTING SYSTEM TELEVISION, INC.
TOKYO FM BROADCASTING CO.,LTD.
TOKYU AGENCY INC.
toridori inc.
TOYO KEIZAI INC.
The Trade Desk Japan K.K.
transcosmos inc.
TripAdvisor K.K.
TRUSTRIDGE, Inc.
TV Asahi Corporation
TV TOKYO Corporation
TVer INC.
TWIN PLANET Co., Ltd.
TWITCH JAPAN
Twitter Japan K. K.
UltraImpression Inc.
United Marketing Technologies, Inc.
Unruly Media K.K.

Ureru Net Advertising Co.,Ltd.
UUUM Co., Ltd.
VALUE CREATION CO.,LTD.
ValueCommerce Co., Ltd.
VECTOR INC.
VIDEO PROMOTIONS INC.
Vpon JAPAN K.K.
WEDDING PARK CO., LTD.
West Japan Marketing Communications Inc.
X-LISTING Co., Ltd.
Yahoo Japan Corporation
YOMIKO ADVERTISING INC.
YOMIURI AGENCY CO.,LTD
THE YOMIURI SHIMBUN
YOMIURI TELECASTING CORPORATION
YRGLM Inc.
Zucks, Inc.

Supporting Members (24)

Adobe Inc.
ADPRO inc.
BILCOM,Inc
Communication Compass, Inc.
crusoe co.,ltd.
DataSign Inc.
DENTSU PROMOTION PLUS INC.
DoubleVerify Japan KK
E-Guardian Inc.
Five Media Marketing Limited
Flux inc.
HAKUHODO I-STUDIO Inc.
INTAGE Inc.
Integral Ad Science Japan K.K
LIVE BOARD,INC.
LiveRamp Japan

Current Members

Macromill, Inc
Momentum K.K.
Nielsen Digital Co., Ltd.
Pole To Win, Inc.
SPICE CO.,LTD
Spider Labs, Ltd.
Video Research Interactive Inc.
Video Research Ltd.

Associate Members (14)

CBC TELEVISION CO.,LTD.
CHUKYO TV. BROADCASTING CO.,LTD.
DENTSU HOKKAIDO INC.
DENTSU KYUSHU INC.
Dentsu Okinawa Inc.
DENTSU WEST JAPAN inc.
Discovery
KANSAI TELECASTING CORPORATION
THE KOBE SHIMBUN
Nishinippon Shimbun Media Lab inc.
QUARTET COMMUNICATIONS Co., Ltd.
Shift Inc.
Television Yamanashi Co.,Ltd
TOKAI TELEVISION BROADCASTING CO., LTD.

How to Join

JIAA Membership

The JIAA membership is comprised of corporate entities and other organizations generating revenue primarily by operating Internet advertising business and other related services in Japan on a continuing basis. All members are deemed to have agreed to the association's aims, its Code of Conduct and the Code of Ethics for Internet advertising upon joining the JIAA.

*The JIAA is not offering membership as IAB Japan.

Membership Categories

The JIAA offers three categories of membership including Full, Supporting, and Associate Membership.

Full Members may vote at General Meetings. Supporting and Associate Members do not have voting rights but are welcomed to attend General Meetings as observers.

Corporations and other organizations having their principal places of business outside Tokyo may elect to become Associate Members instead of Full or Supporting Members.

Membership definitions, dues, benefits and services by category are provided on the following pages.

How to Join (cont.)

Membership Categories and Dues

Category	Definition	Annual Dues
Full Membership	Full membership is offered to companies and organizations primarily engaged in Internet advertising including but not limited to publishers, media owners, ad networks, ad serving platforms, media reps, and/or advertising agencies.	JPY350,000
Supporting Membership	Supporting Membership is offered to companies and organizations engaged in Internet advertising services (other than described above) as deemed necessary by the Board of Directors to perform its responsibilities, including but not limited to ad servers, data services, research and measurement firms, creative and production companies and/or ad operations support services. Agency holding companies are also eligible for Supporting Membership.	JPY300,000
Type A Associate	Corporations and other organizations who are eligible for Full Membership may elect to become Type A Associate Members, if they have their principal places of business outside Tokyo.	JPY175,000
Type B Associate	Corporations and other organizations who are eligible for Supporting Membership may elect to become Type B Associate Members, if they have their principal places of business outside Tokyo.	JPY150,000

Note: The annual dues listed above cover the period from April of the current year through March of the following year. New members joining between October and March pay one-half of the above amounts. Membership dues are not subject to taxation.

How to Join (cont.)

Member benefits and services

Category	Access to JIAA Activities	Website and Publications
Full & Supporting Membership	<ul style="list-style-type: none">• Participation in committee/study group activities and access to the results of such activities• Participation in events and seminars for free or at member price• Participation in the Information Icon Program	<ul style="list-style-type: none">• Access to the Member Portal and subscription to email newsletters• Free download of publications in pdf• Printed materials delivered via regular mail
Associate Membership	<ul style="list-style-type: none">• Participation in committee/study group activities and access to the results of such activities• Participation in events and seminars for free or at member price(only limited seats available, depending on events)	<ul style="list-style-type: none">• Access to the Member Portal and subscription to email newsletters• Free download of publications in pdf

Member Benefits and Services

Use of JIAA's logo mark to express your willingness to engage in appropriate Internet advertising

The JIAA is recognized both within and outside the industry for its socially responsible activities such as the development of guidelines, and has received recognition from government agencies and other organizations as an industry group for Internet advertising.

Becoming a member of the JIAA by agreeing to the charter of conduct and the code of ethics for Internet advertising set forth by the JIAA is an expression of your willingness to engage in appropriate advertising activities.

Upon application and approval, you will be allowed to a certain extent to use the JIAA's logo mark to identify yourself as a member.

Participation in guidelines development and research activities

You can participate in various JIAA activities, such as guidelines development and research activities, through committees, study groups, and/or working groups, or via calls for comments and surveys.

As a member, you have access to the resulted guidelines, research findings, and members-only internal reports. These resources can be used in your business as soon as they become available.

Member Benefits and Services (cont.)

Events, Awareness, and Professional Development

Members are welcomed to participate in JIAA-hosted or co-sponsored events including seminars, onboarding/training programs, and/or debriefings free of charge or at members-only discounted rates.

Additionally, you may be given opportunities to be part of different networking events and awareness programs as a planner, speaker, or author. Your professional experience, knowledge and insights are hugely valuable to vitalize the industry.

Annual report on the Internet advertising market

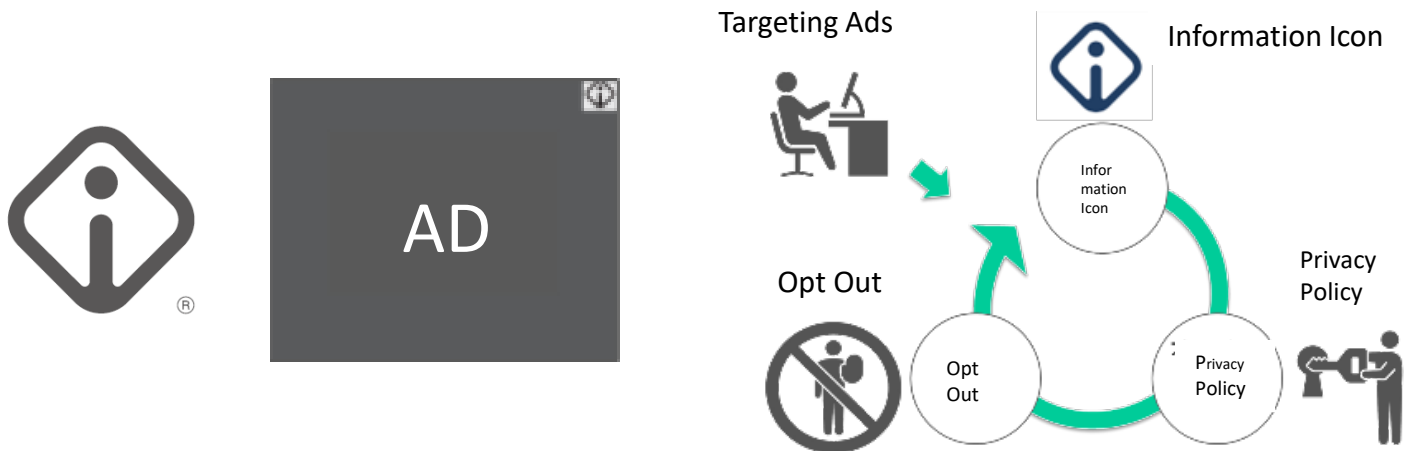
The survey on trends in the Internet advertising market is conducted annually, and the findings are published as an Insight Report, which is accessible exclusively by JIAA members.

Member Benefits and Services (cont.)

Participation in the Information Icon Program

Information Icons are a mechanism to inform users of the use of information in targeted and other Internet advertising.

Services that apply to participate in the Information Icon Program and are certified according to the guidelines may display the industry-wide information icon designated by the JIAA. By providing opportunities for user involvement and transparency, these common icons help provide safer and more secure advertising services.



Member Benefits and Services (cont.)

Access to the member portal and publications

Through the members-only website and the email newsletters including “JIAA NEWS”, “JIAA NEWS International” and “JIAA INFO”, the JIAA provides its members with exclusive information on the status of major activities, guidelines, reports, seminars and events as well as overseas trends in Internet advertising.

Members can download a collection of “Guidelines, Business Practices and Glossary” in pdf free of charge.

Printed copies can be purchased at a discounted price for members.

Membership Application Process

Membership Application Process

To become a member, you'll be asked to submit the JIAA Membership Application Form. Your application will be reviewed by the JIAA Board of Directors. When approved by the Board, membership will be granted upon payment of dues.

If you would like to join the JIAA as a foreign corporation, please ask your Japanese subsidiary or branch to help you with your application including the submission of the required documents.

Membership Application Process

The membership application process involves several steps including the following:

- To obtain a copy of the membership application form, contact the JIAA Secretariat by completing the inquiry form on our website at <https://www.jiaa.org/> or by email to sec@jiaa.org. Where appropriate, we'll be happy to visit your office to discuss in detail.
- Complete the application form, affix your company stamp and return it to the JIAA Secretariat by mail.
- Your application will be presented to and reviewed by the Board of Directors. Board meetings are held seven times each year.
- Once the application has been approved, you will be notified of the acceptance to the JIAA and receive an invoice for the annual membership dues for the first year of your membership. Please pay the full amount due as indicated on the invoice into the JIAA designated bank account.
- Upon receipt of your payment, the JIAA will send out a formal letter of acceptance to the address indicated in your application form.

Contact Information

For more information about the JIAA

Contact the JIAA Secretariat by

Phone to: 03. 6278. 8051

Facsimile to: 03. 6278. 8052

Email to: sec@jiaa.org

Visiting to: <https://www.jiaa.org/>

Mail to: NREG Ginza Building 7F, 7-13-5 Ginza, Chuo-ku,
Tokyo, 104-0061

Map and Directions



Higashi-Ginza Station, Tokyo Metro Hibiya Line / Toei Asakusa Line (4 min walk)

Ginza Station, Tokyo Metro Ginza Line (6 min walk)

Shimbashi Station, JR / Tokyo Metro Ginza Line / Toei Asakusa Line (8 min walk)

Tsukijishijo Station, Toei Oedo Line (6 min walk)