



April 1st 2021

Establishment of JICDAQ

JICDAQ

JAA, JAAA and JIAA have established JICDAQ to qualify the process of Digital Advertising business.

JICDAQ was established with the aim of certifying efforts to ensure the quality of digital advertising, supporting quality improvement and improvement, and fair advertising activities, thereby contributing to the sound development of the digital advertising market.

JICDAQ has established standards for business processes related to "exclusion of invalid traffic including ad fraud" and "ensuring brand safety according to the quality of advertising destinations", and certifies businesses that properly perform business in accordance with them. We will show the name of the company registered and certified.

In addition, by disclosing the company name of the advertiser who agrees with the philosophy, the advertiser and the people involved in the advertising industry will work together to improve the quality of the advertisement.

JICDAQ has partnered with the US-UK-based TAG (Trustworthy Accountability Group) to introduce a mechanism for businesses that have received quality certification overseas through TAG to receive JICDAQ certification in a simple process.

JICDAQ completed its registration in March 2021, and its office will be set up in JAA in Ginza, Tokyo. Many advertisers have already agreed with the initiative and are preparing to register.

In the future, it is assumed that business companies participating in the eco-cycle of digital advertising business, such as advertising companies, platform companies, media companies, media representatives, and ad technology companies, will be registered and certified, and this certification will be used widely in the advertising market.

We will continue our activities with the aim of becoming a standard, ensuring a healthy advertising business as a result, and creating a beneficial environment for consumers who receive advertisements.

The three organizations will continue to work for the sound development of digital advertising from the standpoint of each organization, but we will work to further improve the quality of digital advertising centered on the newly established JICDAQ.

“Digital advertising has become an indispensable part of marketing activities, and it is essential to improve the "quality" of advertising for further development. In particular, "ad fraud" and "brand safety" are themes that cannot be left unattended and must be addressed by the entire industry. We look forward to your participation in JICDAQ.”

-Shinji Suzuki Representative Director, JICDAQ /Executive Director JAA

“Accelerating the digitization of society is a global trend, and Internet advertising is an important means that is indispensable as the basis for planning proposals by advertising companies. We are very reassured and glad that "JICDAQ" was launched with the cooperation and understanding of many people involved in the digital advertising business. In the future, we will solicit the support and participation of many advertising companies, and will promote this activity more strongly and enhance its effectiveness.”

-Kojiro Hshizume Director, JICDAQ /Executive Director JAAA

“Companies involved in the Internet advertising business, such as media companies and advertising companies that belong to JIAA, are the main companies that receive JICDAQ certification. A healthy online advertising industry that is loved and trusted by both advertisers and users by having these companies control themselves with high aspirations and obtain certification, and by earnestly working to improve advertising quality. We are confident that we can build and develop.”

-Hironori Hshimoto Director, JICDAQ /Executive Director JIAA

“TAG has been working with the Japanese advertising trade bodies to ensure that it’s international standards to tackle ad fraud and promote brand safety are integrated within the new JICDAQ system. This is another milestone for TAG in ensuring consistency is implemented across markets to prevent ad fraud and promote brand safety. We look forward to working with JICDAQ to continue our mission to help companies in Japan and around the world, establish and adhere to robust requirements.”

- Mike Zaneis, President and CEO, TAG

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