

## Integral Ad Science Reveals Japanese Digital Ad Industry's Top Priorities for 2021

**Tokyo, Japan - January 19, 2021** - The deprecation of cookies, the rise of mobile innovation, and the importance of contextual advertising are key areas of focus for Japanese marketers in 2021, according to the latest Japan Industry Pulse Report from Integral Ad Science (IAS), the global leader in digital ad verification.



Download Report : <http://integr.al/Industry-Pulse-2021-JP>

Key digital advertising priorities for Japanese advertisers are as follows:

**Navigating cookie deprecation, data privacy legislation, and contextual targeting will take precedence for Japanese advertisers:** As the effects of increasing data privacy rules have taken hold and media experts have adapted to ensure compliance, third-party cookie deprecation remains a top challenge for 61% of the industry. While last year the industry was more focused on evolving data privacy legislation, this year media experts are now concerning themselves with the effects of those legislations, including third-party cookie deprecation, accurate measurement, adapting to contextual targeting and cross-device attribution.

**Japan will see a rise of mobile innovation in 2021:** Over half of the respondents listed mobile as a high priority for the upcoming year. eMarketer predicts that mobile ad spend will reach \$12.24 billion in 2021, accounting for 73.4% of total digital ad spend in Japan. While mobile has been a widely adopted device for years, 66% of the respondents for the industry pulse survey believe increased video consumption paired with new technologies will solidify its value. 76% of respondents believe evolving technologies in contextual advertising will escalate mobile advertising innovation in 2021, while 64% point to growing 5G adoption as a key driver.

**Connected TV (CTV) takes a permanent bite out of linear TV in Japan:** Despite increases in adoption, subscriptions, and platform options, advertisers have been slow to shift linear television budgets to CTV. According to a recent eMarketer report, digital video ad spend rose an estimated 13% to \$3.45 billion in Japan. As stay-home behaviors continue, 74% of those surveyed believe the shift away from linear TV consumption will accelerate. 77% of industry experts agree that both digital video/OTT and CTV ad spend will increase with innovation.

**Japanese advertisers demand more transparency in social media:** Social media advertising will continue to play a valuable role in digital strategies; it is forecasted to reach a record \$2.75 billion in Japan this year according to eMarketer. Social media is the top media priority for 52% of Japanese advertisers. Meanwhile, 77% of respondents agree that insufficient transparency into media quality metrics will impact their social media spend in 2021. Respondents view YouTube (37%) and Facebook (34%) as the most likely platforms to see media spend adjusted due to insufficient media quality transparency. Still, both platforms provide unparalleled audience reach and engagement.

**Programmatic booms, but focus on media quality intensifies in Japan:** Programmatic continues to gain and shows unprecedented growth opportunities in the year ahead, but marketers still see a potential for risk and the need for more verification. One-in-six survey respondents said programmatic transparency will remain a concern, with one-in-seven pointing at supply path optimisation as a key challenge in 2021. With the advent of new technology and enhanced industry partnerships, IAS expects to see even greater improvements in transparency for programmatic this year.

“With an unprecedented number of people spending more time at home in 2020, social media and video streaming on mobile emerged as the most popular platforms for consumers in Japan, along with the growth of Connected TV globally. During these challenging times, Japanese marketers are also looking for reliable solutions in a post cookie era and shifting attention to contextual targeting,” said Takeshi Yamaguchi, Senior Executive IAS, Japan. “Through the Industry Pulse Report, advertisers have set a clear mandate for accurate measurement and strong media quality control across all channels to ensure confidence in 2021 and beyond.”

Based on a survey of over 170 Japanese digital media professionals, the Japan Industry Pulse Report from IAS homes in on emerging trends, priorities, opportunities, and challenges for 2021.

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### **About IAS**

Integral Ad Science (IAS) is the global leader in digital ad verification, offering technologies that drive high-quality advertising media. IAS equips advertisers and publishers with both the insight and technology to protect their advertising investments from fraud and unsafe environments as well as to capture consumer attention, and drive business outcomes. Founded in 2009, IAS is headquartered in New York with global operations in 17 offices across 12 countries. IAS is part of the Vista Equity Partners portfolio of software companies. For more on how IAS is powering great impressions for top publishers and advertisers around the world, visit [integralads.com](http://integralads.com)

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