



**motionBEAT joins hands with GoldSpot Media
for smartphone specialized DSP “Bypass”**

~Rich media advertisement is now available in RTB on smartphones for the first time in Japan~

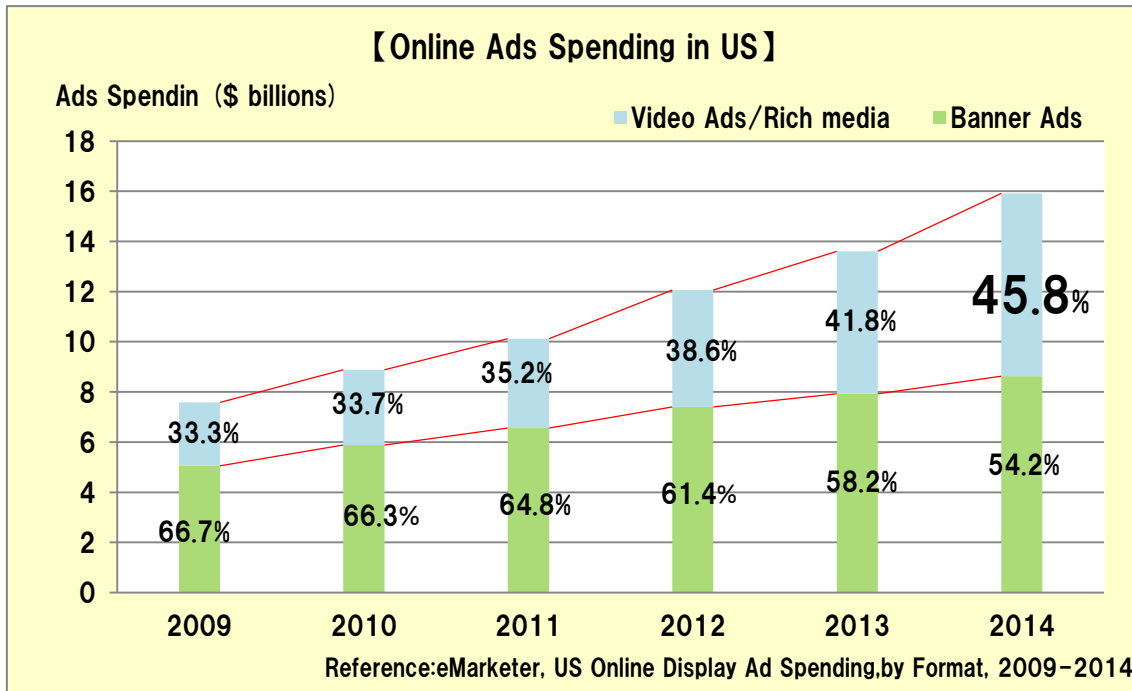
motionBEAT links its product “Bypass” (<http://www.bypass.jp/ja/>), an smartphone-specialized advertisement distribution system, with the rich media advertising service of GoldSpot Media, Inc. (Headquarter: California, USA, CEO: Srinu Dharmaji, hereafter GoldSpot).

The current smartphone ownership in Japan has reached almost 30 percent, and smartphones are becoming rapidly popular. The spread of smartphones has encouraged people to spend more time online and has made a great impact on users’ daily life and activities.

In smartphone advertising, advertising management through advertisement distribution platforms such as SSP (*1) and DSP (*2) has become the mainstream, and rich media advertising/video advertising, which can produce highly creative depiction with HTML5, have attracted a significant attention.

Rich media advertising/Video advertising are expected to increase advertising effectiveness, as they can create a totally new kind of advertisement such as linked advertisement to TV commercials. In fact, they are expected to take up nearly a half of online display advertising market in 2014, according to a data gathered by eMarketer, an American digital marketing

research firm, and those advertising market is growing very quickly in the US.



With the tie-up with GoldSpot, Bypass can now deliver expressive rich media advertisements and video advertisements that are provided by GoldSpot through Bypass's third-party delivery function.

As a RTB supported DSP for smartphone, Bypass is the very first service in Japan to cater rich media advertising and video advertising.

While enhancing Bypass's functions such as comprehensive targeting and reporting, motionBEAT will extend its Bypass service by connecting overseas smartphone SSP and Ad Exchange with RTB, and aggressively expand its business globally.

-Main functions of Bypass-

1, RTB (Real Time Bidding)

RTB is a way to bid to advertise per impression and allows advertisers to deliver their ads to their targeted users.

2, Self-optimization for advertisement effectiveness

Self-optimization estimates advertisement effectiveness per impression and optimizes the advertisement effectiveness by bidding for advertising at a matching price to each advertiser's CPA.

3, Retargeting advertising

Retargeting advertising allows advertisers to re-deliver their ads to people who have accessed to their sites, based on the visitors' previous online activities.

(*1) SSP (Supply Side Platform, Sell Side Platform)

Platform for media and publisher that can manage their revenue from its website ads through one interface

(*2) DSP (Demand Side Platform)

Platform for advertisers that can deliver the most appropriate ads to their targeted users with own logics through one interface.

-Company's information-

Company Name : motionBEAT Inc.

URL : <http://www.motionbeat.com/en/> (English)

<http://www.motionbeat.com/> (Japanese)

Stock Exchange : TSE Mothers (Code:2497)

Representative Executive Officer :Yozo Kaneko

Main Office : RENAI AOYAMA Bldg 6F, 3-3-11 Kitaaooyama, Minatoku, Tokyo, 107-0061, Japan

Established : February 20, 1998

Capital : 1,840,969,000 yen ※as of the end of March 2012

Business : Internet business company

Our Services for abroad : <http://www.bypass.jp/en/> (Mobile DSP "Bypass")

<http://ad-stir.com/> (Mobile SSP "adstir")

Inquiries and information :

-Gold Spot Media-

Gold Spot Media Japan office

URL:<http://www.facebook.com/GoldSpotMediaJapan>

Email:sales_jp@goldspotmedia.com

-Bypass-

Kenji Okabe, Makiko Nagasawa TEL:+81-3-6821-0006

E-mail: sales_bypass@motionbeat.com

-About this press release-

Mika Sekihashi, TEL:+81-3-6821-0008

PR Division E-mail: press@motionbeat.com

facebook : <http://www.facebook.com/MotionbeatUsInc>