

2023.01.31

TVer INC.

Z Holdings Corporation

Z Entertainment Corporation

Yahoo Japan Corporation

LINE Corporation

## TVer and the Z Holdings Group Reach a Basic Agreement for Business Alliance

To strengthen collaborations toward joint development of advertising analysis solutions and service growth

TVer INC. (Head office: Minato-ku, Tokyo; President and Representative Director: Nobuko Wako; hereinafter "TVer"), Z Holdings Corporation (hereinafter "ZHD"), and the Z Holdings Group companies: Z Entertainment Corporation (hereinafter "ZE"), Yahoo Japan Corporation (hereinafter "Yahoo Japan"), and LINE Corporation (hereinafter "LINE"), have reached a basic agreement to form a long-term business alliance through cooperation between their businesses.



Based on this basic agreement, TVer, ZHD, ZE, Yahoo Japan, and LINE will begin discussing specific measures. In addition to jointly developing advertising analysis solutions and collaborating on measures for the growth of each company's services, TVer and the ZHD Group plan to consider initiatives that will serve to strengthen collaborations, such as the development of joint advertising products in sales promotion and the implementation of joint projects among the services of both groups.

TVer, ZHD, ZE, Yahoo Japan, and LINE will take this basic agreement as an opportunity to promote various initiatives, which will contribute to the vitalization of the entertainment industry in Japan.

■ About the official commercial TV streaming service "TVer." (<https://tver.jp/>; Japanese only)

TVer is an official commercial TV streaming service offering free, ad-supported distribution of safe and secure TV content. In addition to the weekly distribution of approximately 600 programs on PCs, smartphones/tablets, and TV apps, the service also offers archived content, real-time distribution (simultaneous distribution of terrestrial broadcasting), and livestreaming. TVer launched its services in October 2015.

■ TVer INC. News: Press releases/columns/articles

<https://biz.tver.co.jp/news.html> (Japanese only)

prevail.