

March 8, 2022  
Asahi Broadcasting Group Holdings Corporation

Asahi Broadcasting Group Holdings Corporation Named DX-Certified Operator by the Ministry of Economy, Trade and Industry

Asahi Broadcasting Group Holdings Corporation (Fukushima-ku, Osaka; Susumu Okinaka, representative director and president) has become the first Japanese certified broadcasting holding company to be named a DX-Certified Operator\*<sup>1</sup> under the Digital Transformation Certification program of the Ministry of Economy, Trade and Industry.



Asahi Broadcasting Group Holdings began operating under its 2021–2025 Medium-Term Management Strategy *NEW HOPE* in 2021. Changes in the environment surrounding the ABC Group have become more disruptive and faster with every passing year. Social uncertainties represented by the COVID-19 pandemic and current global situation are increasing.

To respond to these changes, Asahi Broadcasting Group Holdings formulated a vision of Creating and Delivering New Happiness based on the Group's Business Philosophy that the ABC Group continues to evolve as a dynamic and creative corporate organization, adapting to social change and contributing to the development of society. Building a data utilization system and pursuing the use of digital technologies is one of the Group's four priority targets to continue offering these values, and the Group aims to improve overall corporate value by pursuing operational efficiencies leveraging the use of digital technologies and by using data within its businesses.

Asahi Broadcasting Group Holdings efforts in this context, including self-monitoring of digital transformation indicators, meeting certification standards for the basic matters under the Digital Governance Code, which encompasses responses demanded of managers based on social reform through digital technologies, and appropriate information disclosures to stakeholders, were highly regarded, leading to the receipt of the certification in question.

Asahi Broadcasting Group Holdings is committed to accelerating digital transformation across the entire ABC Group. The company will continue striving to grow Group businesses and transform the media environment through the use of digital technology and data, driven mainly by the company's DX and Media Design Division, which was established in April 2021.

\*1 DX-Certified Operator: List of DX-Certified Operators: [DX Promotion Portal: ipa.go.jp](https://www.ipa.go.jp/dx/promotion/) (Japanese only)