

September 8, 2022

Dentsu Japan Network Launches the web3 club™, an Organization Supporting Web3-Related Businesses Across the Group

— Providing integrated support for clients' Web3-related businesses —

Dentsu Innovation Initiative (hereinafter "DII"), the organization that promotes R&D for Dentsu Japan Network*¹ (President & CEO: Norihiro Kuretani; Head Office: Tokyo; hereinafter referred to as "DJN"), which oversees and supports the Dentsu Group's business in Japan, and three DJN companies*², announced today the launch of the web3 club™, an organization supporting Web3-related businesses across the Group.



Web3 has been called the next generation of the internet, following the current Web2. One of its defining characteristics is the use of blockchain technology. NFTs (Non-Fungible Tokens), which are built upon blockchain technology, and cryptocurrencies have been the subject of ever-increasing attention, with the Web3 market projected to exceed 81.5 billion USD by 2030*³. Web3 technology has seen a wide range of applications, including decentralized autonomous organizations (DAOs), decentralized identifiers (DIDs), decentralized finance (DeFi), and decentralized applications (dApps), and markets have already begun to form in a broad range of business domains.

However, newcomers attempting to establish businesses in the Web3 space often experience difficulties due to the complicated technologies, difficult to understand legal and financial frameworks, and unfamiliar cultures and business practices.

To assist with overcoming these difficulties, the web3 club™ will utilize the skills of business designers, creators, content directors, data scientists, engineers, and other professional human resources from DII and three DJN companies to comprehensively tackle these complexly intertwined issues and support customers and partners as it promotes the growth of Web3 businesses. By welcoming Souta Watanabe, the CEO of Stake Technologies Pte. Ltd.*⁴, the company behind the Japanese public blockchain Astar Network, as an advisor and participating in external organizations which research and document Web3 technology such as the Astar Japan Lab, we will accelerate the initiatives of the web3 club™.

The initiatives will mainly be centered around the following four activities.

1. Planning and executing the NFT policy (and cultural creation)
2. Designing the new Web3-based economy
3. Developing relevant modules for the NFT policy
4. Researching Web3 and promoting the formation of a sound market

Going forward, the web3 club™ will collaborate with various business partners and advance toward a Web3 future. By continuing to provide services and solutions with high added value across the Group, DJN will contribute to the resolution of social issues and business growth.

※1 : Dentsu Japan Network (DJN) is an in-house company within the pure holding company Dentsu Group Inc., and supports approximately 160 Dentsu Group companies operating in Japan. DJN also refers to the network itself consisting of those Group companies. URL: <https://www.japan.dentsu.com/en/>

※2 : web3 club™ comprises DII and three companies:

Dentsu Innovation Initiative <https://innovation.dentsu.com/> (Japanese language only)

Dentsu Inc. <https://www.dentsu.co.jp/en/>

Information Services International-Dentsu Ltd. <https://www.isid.co.jp/english/>

Septeni Incubate, Inc. <https://www.septeni-incubate.co.jp/> (Japanese language only)

※3 : Source: "Web 3.0 Market Size, Share, Trends, By Type, Blockchain Type (Public, Private, Hybrid, and Others), By Organization Size (Small and Medium-Sized Enterprises, Large Enterprises), By Application, By Vertical, and By Region Forecast to 2030," Emergen Research, May 2022

<https://www.emergenresearch.com/industry-report/web-3-market>

※4 : Stake Technologies Pte. Ltd. <https://stake.co.jp/en/>

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