

TNL Mediagene group Co-Hosts First Taiwan-Japan Joint Retail Media Network (RMN) Forum, Exploring the Third Wave of Digital Advertising Transformation in the Asia-Pacific Region

Digiday Japan, operated by Mediagene Inc. of TNL Mediagene's group company, together with INSIDE, also part of TNL Mediagene group, will co-host the forum 'INSIDE FUTURE DAY - RMN INSIGHT: The Innovative Transformation of the Retail Media Network in the Asia-Pacific Advertising Ecosystem' on Friday, September 27, 2024, at the GIS MOTC Convention Center in Taipei.

Prominent leaders from the retail media network ecosystem in both Taiwan and Japan are invited to the forum. It brings together different perspectives from the supply and demand sides of the industry, enabling advertisers and agency partners to quickly grasp the latest trends and developments in RMN, refining a new landscape for brand marketing investments.



TNL Mediagene group's two major media brands, the technology media 'INSIDE' and the marketing media 'Digiday Japan' announced the joint hosting event 'INSIDE FUTURE DAY' RMN INSIGHT Forum, which will take place on September 27, 2024, at the GIS MOTC Convention Center. This forum will bring together retail and e-commerce leaders from Taiwan and Japan, including executives from FamilyMart Co., FamilyMart Taiwan, foodpanda, and 91APP, to discuss how the Retail Media Network (RMN) is reshaping the advertising

ecosystem in the Asia-Pacific region.

The boundaries between retail business and media are rapidly dissolving, and the [Retail Media Network \(RMN\)](#), as the driving force behind the third wave of advertising, is profoundly transforming the advertising ecosystem in the Asia-Pacific region. From RMN 1.0 to 2.0, data-driven strategies have not only enhanced the closed-loop effects of omnichannel marketing but also supported brands in achieving digital transformation. With the active participation of companies like [FamilyMart](#), and [foodpanda](#), the integration of online and offline platforms is delivering precise marketing and high-quality data applications, significantly boosting advertising efficiency and becoming a focal point for the industry.

At this international event, you will experience:

- Gain comprehensive insights into RMN operating models and explore how retail media is revolutionizing the advertising ecosystem.
- Discuss data-driven strategies to understand how to create closed-loop effects in omnichannel marketing.
- Anticipate the development trends of RMN in the Asia-Pacific region and seize innovative opportunities to build new brand values.

Whether you are a brand advertiser or an agency professional, this event will open up new perspectives for you. You will have the opportunity to engage in face-to-face discussions with industry pioneers, gaining first-hand practical experience to stay ahead in the RMN wave.

Together, let us explore how retail media is reshaping the advertising ecosystem and leading the new digital marketing landscape in the Asia-Pacific region. In this new era where data, technology, and creativity intertwine, we will uncover the limitless possibilities for brand growth.

Event Information

Event Name: [INSIDE FUTURE DAY] RMN INSIGHT – The Innovative Transformation of the Retail Media Network in the Asia-Pacific Advertising Ecosystem

Event Date: Friday, September 27, 2024, 10:00 AM - 4:00 PM

Event Location: GIS MOTC Convention Center, International Conference Hall, Zhongzheng District, Taipei

Event Registration: [Accupass Online Registration](#)

Event Agenda

Time	Theme	Speaker
10:00 - 10:20	The First Year of RMN in Taiwan: Overview & Landscape of the Taiwan RMN Market	INSIDE, Chief Editor, Chris Chung
10:20 - 10:45	Both a Platform and a Media, foodpanda Strengthens Brand Relationships through Data	foodpanda, CMO, Andy Chen
10:45 - 11:10	Retail Data Leads the New Era: RMN 3.0 Revolutionizes Future Marketing Strategies	91APP, CPO, Happy Lee
11:10 - 11:35	AI + RMN: The Key to Driving Retail Digital Transformation	Bridgewell, Chairman, Pei-Lin Chou
11:35 - 12:00	From Foundational Data to Traffic Pool Integration: Creating a New Paradigm for RMNetworks	AviviD.ai, Project Executive Director, Hester Yang
12:00 - 13:30	Luncheon	
13:30 - 13:40	Overview of the Japanese RMN Market	Digiday Japan, Co-Chief Editor, Yoshiko Toda
13:40 - 14:05	FamilyMart as Media	FamilyMart Co., Executive Director, Chief Marketing Officer, Chief Creative Officer, Hikaru Adachi
14:05 - 14:30	FamilyADS - Retail as Media, Establishing a New Relationship Between Retail Channels and Brands	FamilyMart Taiwan, Deputy General Manager of the Product Division and Head of Integrated Marketing Department, One-Young Chen
14:30 - 14:50	Break	
14:50 - 15:15	From User Insights to Personalized Marketing in RMN	JS ADWAYS, COO, Elynn Liu
15:15 - 15:40	Building the Marketing Closed-Loop Effect of RMN 2.0	TNL Mediagene BD Director, Edward Hsu

15:40 -		
16:00	Q&A and Closing	INSIDE Chief Editor, Chris Chung

TNL Mediagene looks forward to exploring the new digital marketing landscape led by RMN with you.

About TNL Mediagene

TNL Mediagene is Asia’s next-generation media company built around a portfolio of diverse and trusted digital media brands and a suite of AI-powered advertising and data analytics solutions. TNL Mediagene offers a wide-range of trusted digital media content in Japanese, Chinese and English to audiences primarily in Japan and Taiwan, with a vision to expand into other key East and Southeast Asian markets, and provides a suite of AI-powered advertising and data analytics technology tools and digital studio solutions that allow advertisers to connect with Millennials and Gen Zers in Asia. Its market-leading mobile ad network, data analytics and AI-powered advertising services allow the group to adeptly capture and offer advertisers and marketing customers deep user insights through zero-, first- and second-party databases and higher ROAS.

At the end of February 2024, TNL Mediagene’s 22 media brands in Japan and Taiwan deliver high-quality, independent digital media content on subjects ranging from news and business, B2B media, technology and lifestyle and food to sports and entertainment. The company has offices in Japan, Taiwan and Hong Kong. Its investors include North Base Media; YouTube co-founder Steve Chen; Twitch co-founder Kevin Lin; Silicon Valley investor Tim Draper; Japanese digital advertising agency D.A. Consortium Inc.; and Yasuyoshi Yanagisawa, CEO of FAN Communications Inc. It has announced plans to go public on Nasdaq via a merger with Blue Ocean Acquisition Corp. (Nasdaq: BOCN).

<https://www.tnlmediagene.com/>

About Mediagene

Mediagene operates a total of 17 brands, including 14 media tailored for specific target communities and 3 commerce services. Our portfolio features Business Insider Japan, offering economic news for millennials; Gizmodo Japan, which covers tech and new products; Mashing Up, a community-driven media focused on fostering an inclusive future; and Machi-ya, a crowdfunding service specializing in gadgets.

<https://www.mediagene.co.jp/en/>

For further information, please contact

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<https://www.mediagene.co.jp/about#contact>