

**LY Ads**

# **Supplementary Explanation on the Ad Delivery Guidelines**

**Revision scheduled to take effect in Spring 2026**

**LY Corporation**

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**LINEヤフー**

# Introduction

As announced in “Renaming of Partner Services Accompanying the Integration of Advertising Platforms” in September 2025, LINE Ads and Yahoo! JAPAN Ads Display Ads are scheduled to be integrated and provided as a new platform, “LY Ads,” around spring 2026. Accordingly, we are introducing three new ad guidelines.

This document supplements the Ad Delivery Guidelines by providing delivery examples.

Until the platform integration is complete, the current criteria will continue to apply.

Details regarding the specific timing of the integration planned for spring 2026 will be announced later.

## Guidelines

1. Ad Implementation Guidelines

2. Ad Delivery Guidelines

Supplementary Explanation on the Ad Delivery Guidelines  
(This Document)

3. Ad Traffic Quality Guidelines

# Supplementary Information on “3. Policies on Configurations”

Regarding “2. Clear indication of Publisher”

To clarify the locus of responsibility, the following information must be clearly indicated on Advertising places.

- (1) Company of the Publisher
- (2) Address or contact information

For apps, please provide the information either within the application or on the app store.  
For websites, please ensure the information is placed where it can be easily accessed from the top page.

# Review Process for UGC Websites/Applications

For websites and applications whose main content consists of user-generated content (UGC), we have established a separate review standard to prevent ads from being served alongside inappropriate content prohibited under “4. Policies on Contents.”

If your website or application falls under the UGC category, we will need to confirm the following information in advance:

- Whether a reporting form is available and handling of reports
- Content monitoring system of user posts
- Posting policy that is publicly shared with users

## **Live Streaming Content**

Ads cannot be placed on user-generated live streaming websites or applications. If such content is only part of the platform, advertising may still be allowed on other sections that do not involve live streaming.

## **Anonymous Chat Content**

As a rule, advertising is not permitted on anonymous chat websites or applications.

# Pre-Launch Review and Post-Launch Monitoring

All websites and applications are reviewed before ads are launched through LY Ads.

In addition to this pre-launch review, we also conduct continuous post-launch monitoring to ensure that ads are not displayed on inappropriate platforms.

We may suspend delivery to part or all of a website or application under the following circumstances:

- The website/application violates our guidelines
- The website/application is linked to the IHC list (\*1) or CODA list (\*2)
- The application has been removed from the app store

\*1: A list of illegal or harmful websites published by the National Police Agency/Internet Hotline Center (IHC).

\*2: A list of copyright-infringing websites published by the Content Overseas Distribution Association (CODA).

We do not provide advance notice when ad placements are suspended for any of the above reasons. If you would like to inquire about a suspended placement, please contact your sales representative.

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