

Live Board

Large-Screen Display Overlooking Shibuya Scramble Crossing Mighty Vision SHIBUYA (DHC Channel) LIVE BOARD Launches Digital OOH Ad Distribution Experiment Using LIVE BOARD Network Starts April 18, 2022



On April 18, 2022, LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") will begin an impression-based digital OOH^{*1} ad distribution experiment, connecting [the Mighty Vision SHIBUYA \(DHC Channel\)](#), a large-screen display overlooking the Shibuya Scramble Crossing, to the LIVE BOARD Network^{*2}.

Impression attributes will be measured using the Mobile Spatial Statistics^{®*3} population statistics based on operational data from NTT DOCOMO's mobile network, as well as positioning and other data from the network. Connecting to the LIVE BOARD Network will enable the programmatic rollout of ad creatives, enabling ad distribution suited to a variety of lifestyles. This will be the first time that LIVE BOARD will provide SSP functionality.

^{*1}. Abbreviation for "Digital Out of Home," digital OOH refers to advertising media using digital signage installed in public transit advertising, outdoor advertising, commercial facilities, etc.

*2. A system that creates an ad distribution network consolidating multiple advertising media, and delivers ads over these media.

*3. Mobile Spatial Statistics are statistical information on populations created using NTT DOCOMO's mobile network system. Since these population statistics only represent numbers of people in specific groups, they cannot be used to personally identify any individual. NTT DOCOMO strictly protects its customers' privacy, and publishes guidelines with basic provisions for creating and providing Mobile Spatial Statistics. For more information about the Mobile Spatial Statistics Guidelines, see

(https://www.docomo.ne.jp/corporate/disclosure/mobile_spatial_statistics/guideline/index.html). Mobile Spatial Statistics is a registered trademark of NTT DOCOMO, INC.

◆ Experiment Outline

1. Experiment Name

Programmatic Digital OOH Using DSP

2. Start of Experiment

Monday, April 18, 2022

3. Media Information

Media name: Mighty Vision SHIBUYA (DHC Channel)

Location: Taiseido Shoji Building, 22-1 Udagawa-cho, Shibuya-ku, Tokyo

Display size: 10,240 x 5,760 mm (WxH) (approx. 463 inches)

Airing time: 9:00am to 12:00am

LIVE BOARD Official screen page: <https://liveboard.co.jp/en/screen/001418.html>

[Shibuya Scramble Crossing in Tokyo]

The Shibuya area in Tokyo is known as a center of cutting-edge Japanese culture. One of the main locations in this area is the Shibuya Scramble Crossing, which is often featured in films and television dramas as a symbol of Japan. While New York's Times Square is mainly frequented by tourists, the Shibuya Scramble Crossing, which is also called the "Times Square of Tokyo," is a transit network used by Japanese people actually living in Tokyo. Before COVID-19, as many as 3,000 people were said to cross this intersection in the time of a single green light. As the COVID-19 pandemic eases, and traffic levels recover, we were able to acquire this hope-giving screen.

◆ About LIVE BOARD, INC.



A digital OOH adnetwork operator achieving data driven targeting and effectiveness verification

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.

Company name	LIVE BOARD, INC.
Representative	President and CEO, Jun Sakurai
Location	7th Floor, Daiwa Aoyama Building, 3-1-30 Jingumae, Shibuya-ku, Tokyo
Capital	2.5 billion yen
Start of operation / Date of establishment	February 1, 2019
Business areas	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	https://liveboard.co.jp/en/

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