



LIVE BOARD Partners with MediaMath Japan to Launch Impression-Based Programmatic DOOH Advertising Linked with LIVE BOARD Marketplace

LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") has partnered with MediaMath Japan KK (Head Office: Shinagawa-ku, Tokyo; Representative Director and CEO: Naoki Toyofuku; hereinafter, "MMJ") to provide digital OOH^{*1} (digital Out of Home, hereinafter, "DOOH") advertising linked^{*2} with LIVE BOARD Marketplace, which automates the entire process from planning, trading, and delivery of ad spaces.

Advertisers and advertising companies who use MMJ will be able to efficiently distribute advertisements via MMJ. The ads will be delivered to ad spaces provided by LIVE BOARD on digital signage installed outdoors, on public transport, and in retail stores nationwide. The system will also enable customers to verify the effectiveness of their advertisements.

*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. MMJ's collaboration with LIVE BOARD is part of a global partnership between the headquarters of MediaMath and Hivestack.

◆ New services enabled by the collaboration with MMJ

• DOOH targeting

Enables distribution to specific media by delivery surface and time of day to reach high concentrations of a given target audience.

Going forward, we will also provide solutions linked to a variety of targeting data provided by MMJ.

• Retargeting/Cross-targeting

Using geographic targeting provided by MMJ, planning and delivery can be tailored for smartphones and other types of screen. The technology also enables the retargeting of target viewers likely to have encountered the same DOOH advertising on other screens, for simultaneous delivery of advertising messages across a range of media and screens.

• Report

After an ad has been served, the number of people estimated to have viewed the DOOH ads (the number of impressions) is calculated and provided as a report. This clarifies the criteria for ad value and shows actual impressions delivered, providing useful data for evaluating a campaign or developing a new plan.

This partnership will enable the provision of DOOH advertising with flexible, performance-based transactions similar to those possible in online programmatic advertising. We will announce further updates in due course.



◆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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