

To members of the press

Press release



May 31, 2022

Metro Ad Agency Co., Ltd.

LIVE BOARD, Inc.

LIVE BOARD Launches Demonstration Experiment for Digital OOH Ad Delivery Using LIVE BOARD Marketplace and “M Station Vision” on Tokyo Metro Marunouchi Line, with 72 Screens Across 6 Stations



Metro Ad Agency Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Kenichi Higo; hereinafter, “Metro Ad Agency”) and LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) jointly launched a demonstration experiment to connect and link a total of 72 screens of “M Station Vision” (hereinafter “MSV”) installed on the walls across the platforms in six stations (Tokyo, Ginza, Akasaka-mitsuke, Shinjuku-sanchome, Shinjuku, and Nakano-sakaue) on the Tokyo Metro Marunouchi Line to LIVE BOARD Marketplace from May 2, 2022. This experiment will enable MSV advertising screens to be sold for impressions (numbers of viewers) based on the number of people estimated to have actually seen the advertisement, in addition to the conventional sales method of specifying the time period and frequency for ad delivery.

Metro Ad Agency and LIVE BOARD will continue to create new value for the growth of the digital OOH market by effectively and efficiently managing public transit advertising and will further advance ad delivery suited to diverse lifestyles.

◆ Media Information

Media name: M Station Vision (MSV)

Installed stations: 6 stations on Marunouchi Line (Tokyo, Ginza, Akasaka-mitsuke, Shinjuku-sanhome, Shinjuku, and Nakano-sakaue); 12 screens at each station (72 screens total)

Screen size: 70 inches

Airing time: 6:00 to 23:00

Media details: <https://www.metro-ad.co.jp/en/media/>

◆ Company Profile



About Metro Ad Agency Co., Ltd.

A communication partner that continuously resolves customer issues through its deep knowledge of Tokyo

Metro Ad Agency manages and sells media for Tokyo Metro's fleet of trains and stations that connect business and shopping areas in central Tokyo, such as Ginza, Omotesando, and Otemachi.

Metro Ad Agency offers transportation media with high visibility that effectively leads to purchasing behavior through strong information-dissemination capability and efficient advertising appeal.

Company name	Metro Ad Agency Co., Ltd.
Representative	Representative Director, President Kenichi Higo
Address	NBF Toranomom Bldg. 4F, 1-6-21, Nishishimbashi, Minato-ku, Tokyo
Capital	50 million yen
Start of operation / date of establishment	April 1, 2007
Business description	General sales, operation, and development related to Tokyo Metro transportation advertising media and various advertising services
Website	Corporate site: https://www.metro-ad.co.jp/en/

◆ 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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(excluding Saturdays, Sundays, holidays and year end and new-year holidays))

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