

Live Board

LIVE BOARD to Launch LIVE BOARD DSP (Demand-Side Platform) Specialized for Digital OOH Buying



In June 2022, LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") will begin offering a Demand-Side Platform (DSP)^{*1} specialized for digital OOH^{*2} (DOOH) buying. This enables advertisements to be delivered to the delivery surfaces and at the times best suited to the situation, based on the estimated number of viewers "at that time, in that place, and for that specific ad."

LIVE BOARD has grown to more than 16,000 screens and 20 million MAUs nationwide as it has expanded beyond outdoor advertising to include trains, stations, taxis, and other transportation media, as well as in-store signage. We will continue to expand the LIVE BOARD Network to accommodate every moment.

*1. This refers to a platform for advertisers (the entity wanting to deliver ads).

*2. An abbreviation for "Digital Out of Home." This refers to advertising media using digital signage installed in public transit advertising, outdoor advertising, commercial facilities, etc.

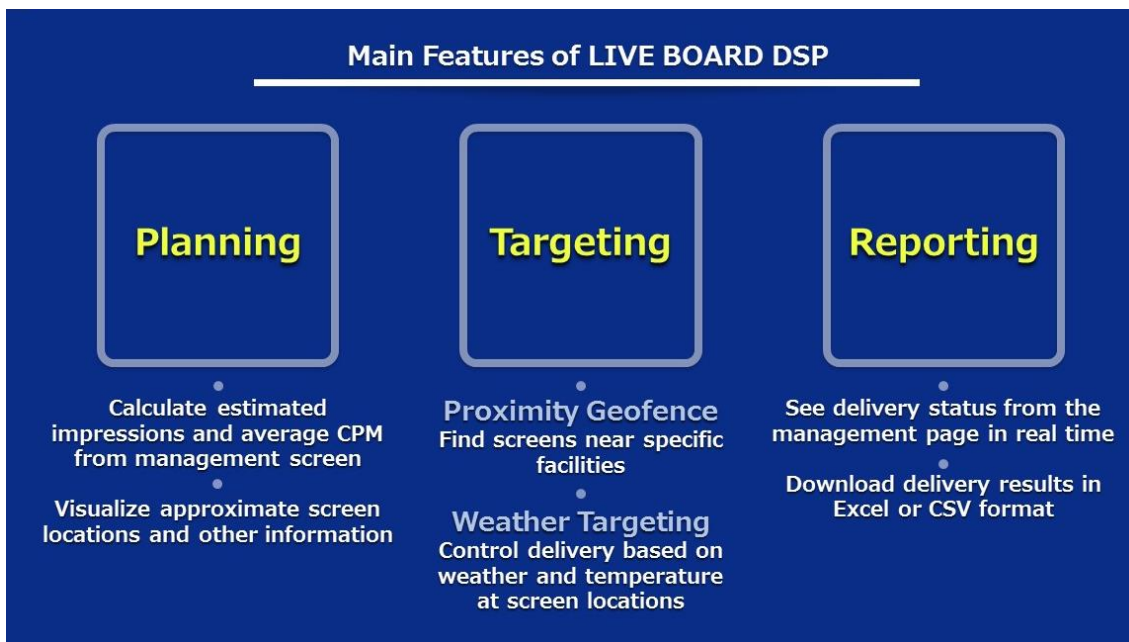
◆ **What Is LIVE BOARD DSP?**

LIVE BOARD DSP is a service used by advertisers and advertising agencies to maximize the effectiveness of their advertising by centrally managing the purchase of advertising inventory, ad distribution, and targeting of ad placement and audience. Advertisers can centrally manage and automate optimal ad distribution by submitting ad creatives with specified targets (targeted distribution is possible using DOCOMO's Mobile' Spatial Statistics^{®*} and other location-based data) and budgets.

* Mobile Spatial Statistics is a registered trademark of NTT DOCOMO, INC.

◆ **Main Features of LIVE BOARD DSP**

Using LIVE BOARD DSP enables advertisers to plan DOOH (understanding the delivery surface and unit price), configure targeting, and manage the status of consumption during delivery and other information, all from the management 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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