

To members of the press

Press release

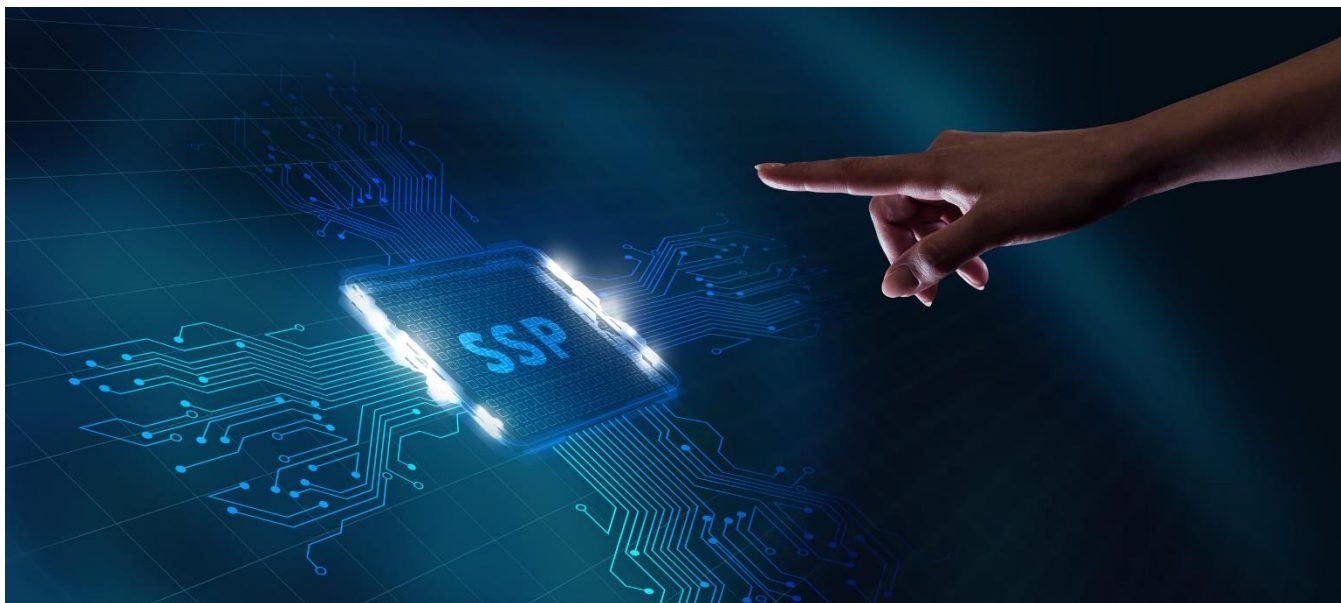


June 9, 2022

West Japan Marketing Communications Inc.

LIVE BOARD, INC.

West Japan Marketing Communications Deploys LIVE BOARD SSP (Supply-Side Platform) —The First Among Japan’s Transport Operators



West Japan Marketing Communications Inc. (Headquarters: Osaka-shi, Osaka; President & CEO: Masashi Nonaka; hereinafter, “West Japan Marketing Communications”) and LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) have connected a total of 72 digital signage screens (a 30-screen set in JR West Osaka Station NGB (North Gate Building) 1F East-West Passage Digital Signages and a set in JR West J.AD Vision WEST Osaka Station Midosuji Gate) at two locations in Osaka Station to the LIVE BOARD Network. Using the digital signage, the two companies have conducted demonstration experiments for digital OOH*¹ (DOOH) advertising distribution since June 2020. As part of the demonstration experiment, from June 2022, West Japan Marketing Communications became the first transport operator to start using the LIVE BOARD SSP*², which enables the sale based on impressions (number of ad viewers) in the OOH*³ domain owned by LIVE BOARD. This will enable deeper study on commercialization of flexible distribution based on audience data and sales based on impressions using the digital signage at the two locations at Osaka Station. In addition, the expansion of sales channels by linking with LIVE BOARD DSP*⁴ as well as digital advertising DSPs will also be considered in the commercialization.

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

*2. Abbreviation for "Supply-Side Platform." A platform for the media (those supplying ad spaces)

*3. Abbreviation for "Out of Home." OOH is a general term for advertising media delivered outside the home, such as public transport advertising, outdoor advertising, and advertising in commercial facilities.

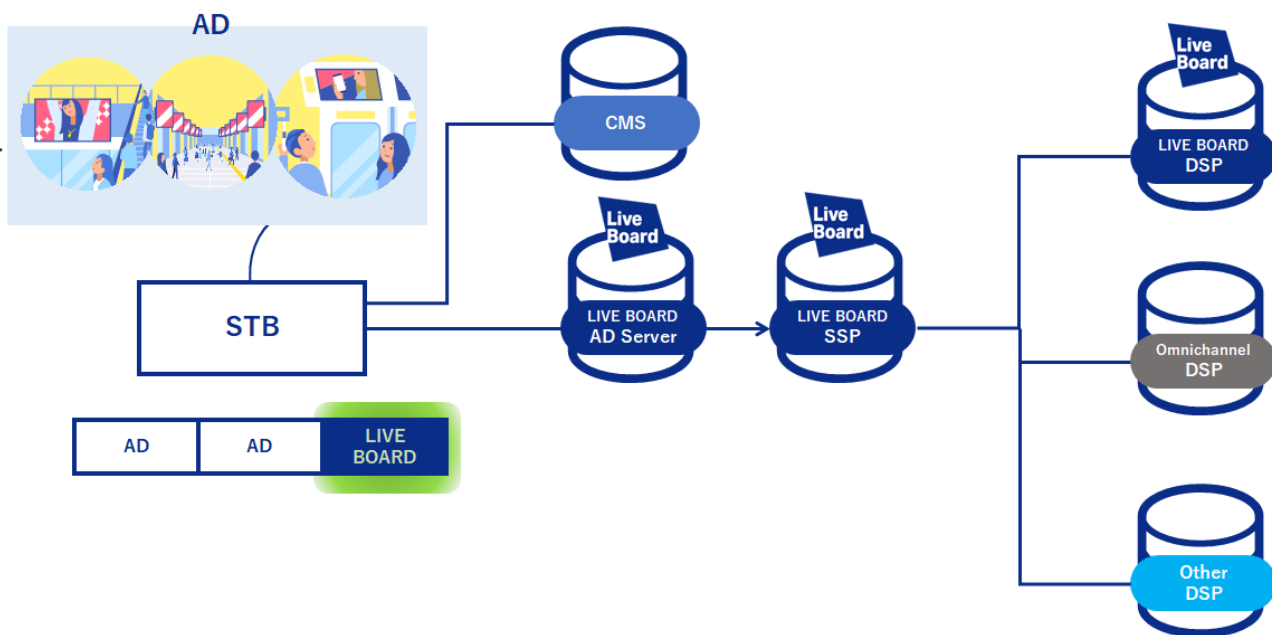
*4. Abbreviation for "Demand-Side Platform." A platform for advertisers (those wishing to distribute ads)

Through this demonstration experiment, West Japan Marketing Communications and LIVE BOARD will work to create new value for the expansion of the DOOH market, further promoting the realization of advertising delivery that can be adapted to diverse lifestyles.

◆ **What is LIVE BOARD SSP?**

LIVE BOARD SSP is a service tool that helps media companies (media owners) sell advertising space and increase their advertising revenue.

- **Image of sales mechanism using link to LIVE BOARD SSP**



• **Role of each company**

West Japan Marketing Communications Inc.

- Operation and management of content management systems (CMS)
- Operation and management of advertising surfaces
- Generation of count data by cameras
- Operation and management of advertisement distribution platform

LIVE BOARD, INC.

- Provision of an advertisement distribution platform

◆ **Advantages of deploying LIVE BOARD SSP**

LIVE BOARD SSP enables expansion of sales channels to impression-based sales and targeted sales by linking with LIVE BOARD DSP and DSP for digital advertising.

Advantages of Using the SSP



Enables impression-based sale of owned media

Ads can be distributed based on impressions (screen audience count) of people who viewed the relevant screen, rather than screen traffic counts of people who were near or passed by the relevant screen.



Enables targeted distribution of owned media

Using DOCOMO location data, attribute data, etc., it is possible to select time periods and media with high visibility by gender, age, and other target groups for distribution. This allows for targeted and time-focused distribution, reducing unnecessary ad placements.



Expanding sales channels by linking with LIVE BOARD DSP and digital advertising DSP

Sales channels can be expanded by using "LIVE BOARD Network (Reservation-based Distribution)," which guarantees the duration and the amount of advertisements placed, and by using "programmatic distribution," in which distribution is controlled via the DSP.

◆ LIVE BOARD Nationwide Screens

LIVE BOARD has currently grown its screen network to more than 16,000 screens and 20 million MAUs nationwide. LIVE BOARD continues to expand not only the number of screens installed, but also partnerships with other companies as well.

URL : <https://liveboard.co.jp/en/screen>



◆ About West Japan Marketing Communications Inc.

As a general advertising company of the JR West Group, West Japan Marketing Communications proposes communications that exceed expectations through powerful ideas.

West Japan Marketing Communications works to provide accurate solutions based on its data and expertise by combining three roles: an "advertising agency" that works to solve a variety of client issues from branding to sales promotion; a "house agency" handling advertising and public relations for the JR West Group; and a "transportation media company" that develops and operates transportation media for the JR West Group.

Company name	West Japan Marketing Communications Inc.
Representative	Masashi Nonaka, President & CEO
Location	Dojima Avanza Building 8F, 1-6-20 Dojima, Kita-ku, Osaka
Capital	200 million yen
Start of operation / date of establishment	April 1979
Business description	<ul style="list-style-type: none"> ■ Development, sales, management, etc. of public transit advertising for JR West ■ Planning and proposal of public transit, mass media, and Internet advertising, etc. ■ Marketing, research ■ Media planning ■ Sales promotions
Website	https://www.jcomm.co.jp



◆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/

<Inquiries about West Japan Marketing Communications>
West Japan Marketing Communications Inc.
Sales Planning Department / Contact persons: Yamamoto (Takashi), Okayama
TEL: +81-6-6344-5139
Hours: 10:00 to 12:00, 13:00 to 17:00 (excluding Saturdays, Sundays, holidays and year end and new-year holidays)
E-mail : info@jcomm.co.jp

<Inquiries about this release>
Contact: LIVE BOARD PR Office Contact persons: Asakura, Abe
TEL: +81-90-5393-0219 / +81-3-5843-0932 E-mail: info_press@liveboard.co.jp