

To members of the press

Press release

July 12, 2022

LIVE BOARD, INC.

**Live Board**

## **LIVE BOARD to Launch Digital OOH Ads Delivery Using LIVE BOARD Marketplace on Roppongi Station Platform Vision and Shiodome Station Platform Vision on Toei Subway Oedo Line with 32 Screens**



LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") will begin to connect and link a total of 32 screens installed at Toei Subway Oedo Line stations, the 24 screens of Roppongi Station Platform Vision at Roppongi Station and the 8 screens of Shiodome Station Platform Vision at Shiodome Station, to the LIVE BOARD Marketplace on July 18, 2022. This will enable the sale of both underground digital media 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 traditional sales method of specifying the delivery period and frequency. For LIVE BOARD, this collaboration brings to nine the number of electric railways reached by its service in the Tokyo, Osaka and Nagoya area. LIVE BOARD will work to create new value for the expansion of the digital OOH market by effectively and efficiently managing public transit advertising, further promoting the realization of advertising delivery that can be adapted to diverse lifestyles.

◆Media Information

Toei Subway Oedo Line, Underground Digital Media

Media name: Roppongi Station Platform Vision

Nearest station: Roppongi

Number of screens: 24

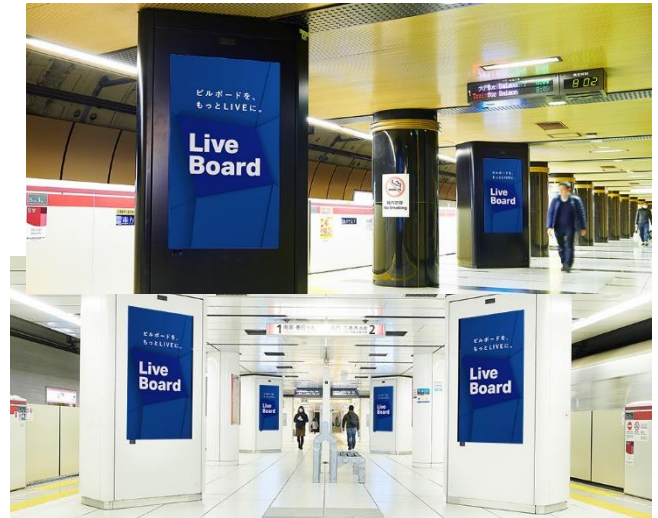
Display size: 65 inches (16:9)

Media name: Shiodome Station Platform Vision

Nearest station: Shiodome

Number of screens: 8

Display size: 65 inches (16:9)



[Media details available here](#)

◆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	<a href="https://liveboard.co.jp/en/">https://liveboard.co.jp/en/</a>

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