

Live Board

“New Standard” (standard metrics) – Technologies to measure viewed impressions across all OOH environments.

Tokyo Metro Vision is now available to buy by dayparts packaging with LIVE BOARD’s owned inventories starting from July 18th, 2022.



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) and Metro Ad Agency Co., Ltd. (hereinafter, “Metro Ad Agency”) announced that in order to meet accountability needs (comprehensive evaluations of ad values), a new ad package service, which includes “Tokyo Metro Vision” - Metro Ad Agency’s in-train digital OOH networks and LIVE BOARD’s owned inventories, is now available to buy on July 18th, 2022.

LIVE BOARD published a press release with regard to the “New Standard” project - technologies to measure viewed impressions(standard metrics) across all OOH environments on March 15th, 2022.* Since then, our new technologies are highly regarded by advertisers, especially those who expect flexible ad deliveries based on impressions (number of ad viewers). In order to respond to these demands, LIVE BOARD will release a new ad package service which enables to deliver Metro Ad Agency’s “Tokyo Metro Vision” ads in accordance with a combination of dayparts and a day of the week, and LIVE BOARD’s owned inventories.

* Reference : [Published on March 15th, 2022. LIVE BOARD launches "New Standard" - technologies to measure viewed impressions \(standard metrics\) across all OOH environments.](#)

◆ Details of Tokyo Metro Vision × LIVE BOARD Ad Package Plan

-Tokyo Metro Vision

Weekdays or Weekends: ①Weekday(Monday to Friday)②Weekends(Saturday and Sunday)

Dayparts:①morning(0:00 to 1:00, first train to 10:00)②afternoon(10:00 to 18:00)③evening(18:00 to 24:00)

Ad distribution patterns: 6 patterns in total (Dayparts x Weekdays or Weekends); ①weekday morning ②weekday afternoon ③weekday evening ④weekends morning ⑤weekends afternoon ⑥weekends evening

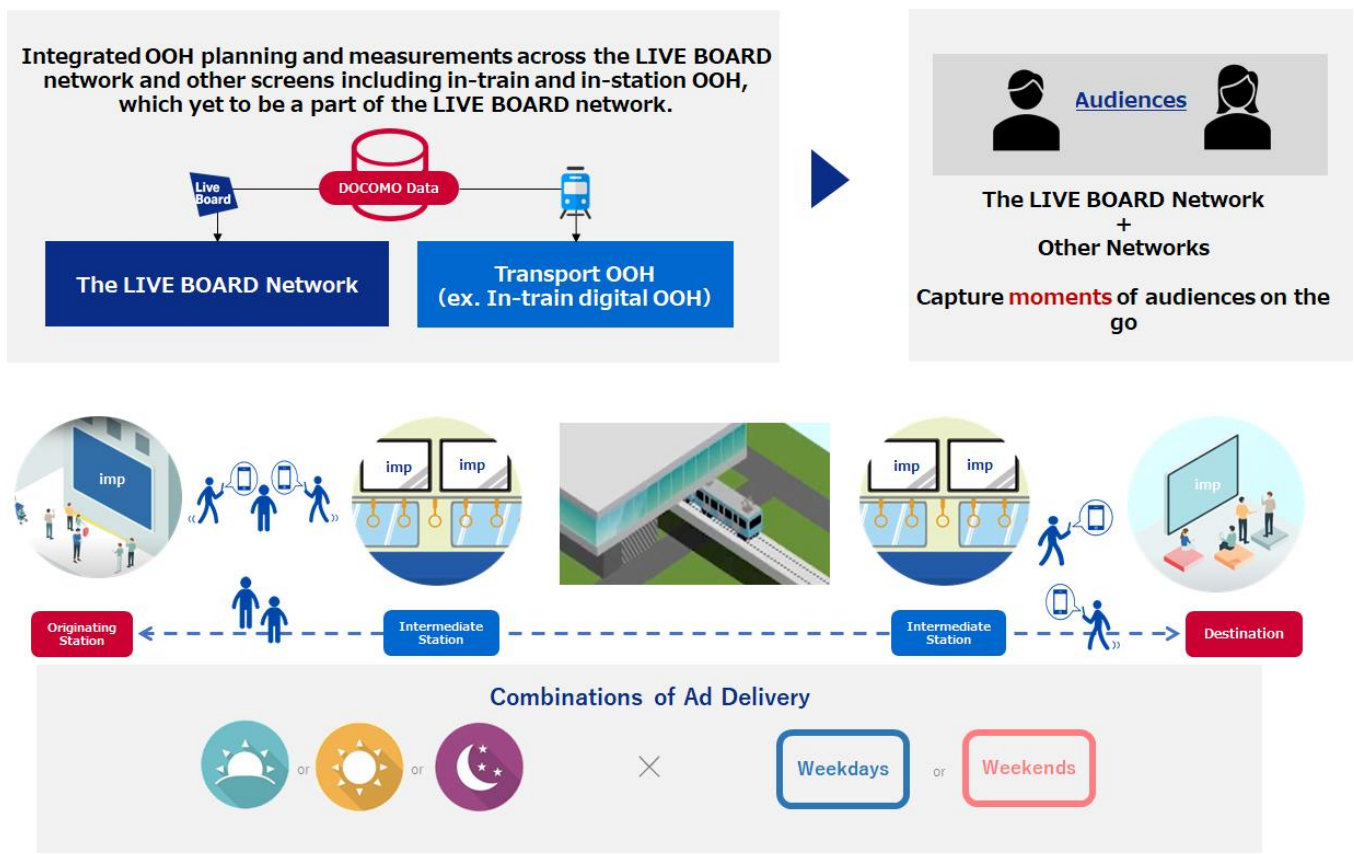
The ad package is available with any combination of above 6 patterns and LIVE BOARD's owned inventories.

-LIVE BOARD screens across the nation

LIVE BOARD's owned screens : 9 major cities across the nation (Tokyo, Hokkaido, Miyagi, Kanagawa, Chiba, Saitama, Aichi, Osaka and Fukuoka) with 76 digital screens.

Currently LIVE BOARD has over 16,000 screens and continues to expand the network with not only its owned, but also aggregating screens from partners across the nation.

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



LIVE BOARD and NTT DOCOMO have developed technologies to measure viewed impressions of in-train digital OOH* in this March. Whilst it has been difficult to grasp the comprehensive value of OOH ads, LIVE BOARD launches a project called "New Standard" to provide standard metrics across all OOH environments. With this ad package, in addition to the impression measurements, advertisers are available to plan and activate an ad campaign based on dayparts and target audiences. Together with DOCOMO, LIVE BOARD will continue to provide services which prove the effectiveness of OOH ad campaigns.

* An abbreviations which stands for "Out of Home". All media formats specifically intended to reach audiences outside of home such as transport ad, outdoor ad, and retail ad.

◆Background

LIVE BOARD has been expanding its network by its own and aggregating a variety of outdoor, transport and retail media including in-store digital OOH across DOCOMO shop chains and in-train digital OOH installed in Saitama Railway. At LIVE BOARD, uses viewed impressions as standard metrics to quantitatively measure the value of media, in order to provide high value-added campaign activations such as targeting capabilities based on enormous and robust DOCOMO data. LIVE BOARD believes developing technologies to measure viewed impressions across all OOH environments is the key to expand the network further, so launches this impression measurement project for in-train digital OOH. These impression measurement technologies include a precise location detection of train passengers and a gaze detection to calculate the VAI (Visibility Adjustment Index) to figure the number of individuals who are likely to notice an ad, which is the first of its kind in Japan[※].

※Source: LIVE BOARD

Starting from this launch of viewed impression measurement technologies, LIVE BOARD plans to develop technologies including visualizing the unique audience reach of an OOH campaign and an integrated triple-media campaign with other media channels like TV and online. Through providing these standard metrics, LIVE BOARD is able to meet advertiser's needs to understand the quantitative value of OOH media and lead the market.

◆About LIVE BOARD



A digital OOH ad network 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	7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo
Capital	2.5 billion yen
Date of Establishment	February 1 st , 2019
Business Details	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	https://liveboard.co.jp

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