

Osaka Metro ADERA Starts Using LIVE BOARD SSP (Supply-Side Platform) Osaka Metro Network Vision Connects 249 Screens with LIVE BOARD Marketplace



Osaka Metro ADERA Co., Ltd. (Headquarters: Osaka-shi, Osaka; President and CEO: Masashi Oya; hereinafter, “Osaka Metro ADERA”), which is responsible for the advertising business of the Osaka Metro Group, and LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) today announced that the Osaka Metro’s Osaka Metro Network Vision will be connected to the LIVE BOARD Marketplace. Osaka Metro Network Vision has a total of 249 digital signage channels at Osaka Metro’s main stations with an estimated daily average footfall of around 1.89 million^{*1} passengers, and Digital OOH (DOOH)^{*2} advertising distribution will start from September 1, 2022.

Osaka Metro ADERA will also start using the LIVE BOARD SSP (Supply-Side Platform)^{*3} from the same day, which enables the sale of impressions (number of ad viewers) in the OOH^{*4} domain owned by LIVE BOARD. Flexible distribution using the connected digital signage based on audience data and impressions (number of ad viewers) sales will also be available. In addition, this will make it possible to expand sales channels by linking with the LIVE Board DSP (Demand-Side Platform)^{*5} and digital advertising DSPs.

*1 Osaka Metro Traffic Survey as of November 16, 2021.

*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.

*3 A platform for the media (those supplying ad spaces)

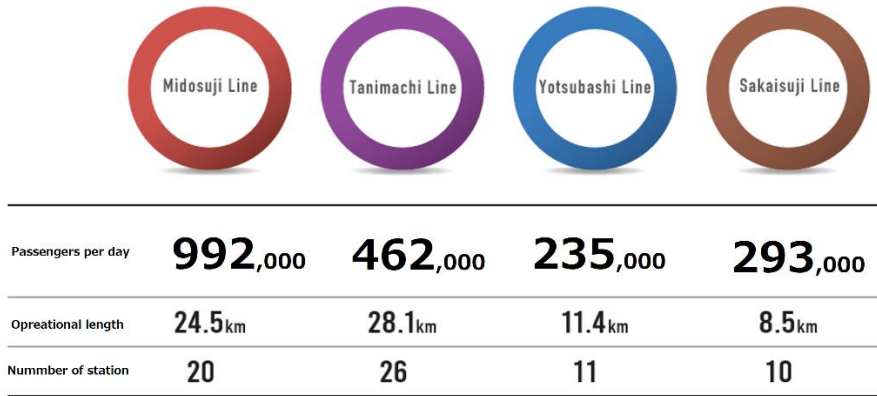
*4 Abbreviation for “Out of Home.” OOH is a general term for advertising media delivered outside the home, such as public transport advertising, outdoor advertising, and advertising in commercial facilities.

*5 A platform for advertisers (those wishing to distribute ads)

◆About Osaka Metro Network Vision

Osaka Metro Network Vision covers 14 stations along the Midosuji Line, Tanimachi Line, Yotsubashi Line, and Sakaisuji Line. Spanning 114 pillars and 249 screens in total, it covers terminal stations, Osaka's gateways, tourist and commercial areas, and offices, making it possible to reach multiple-attribute consumers.

[Media materials available here \(page 12-15\)](#)

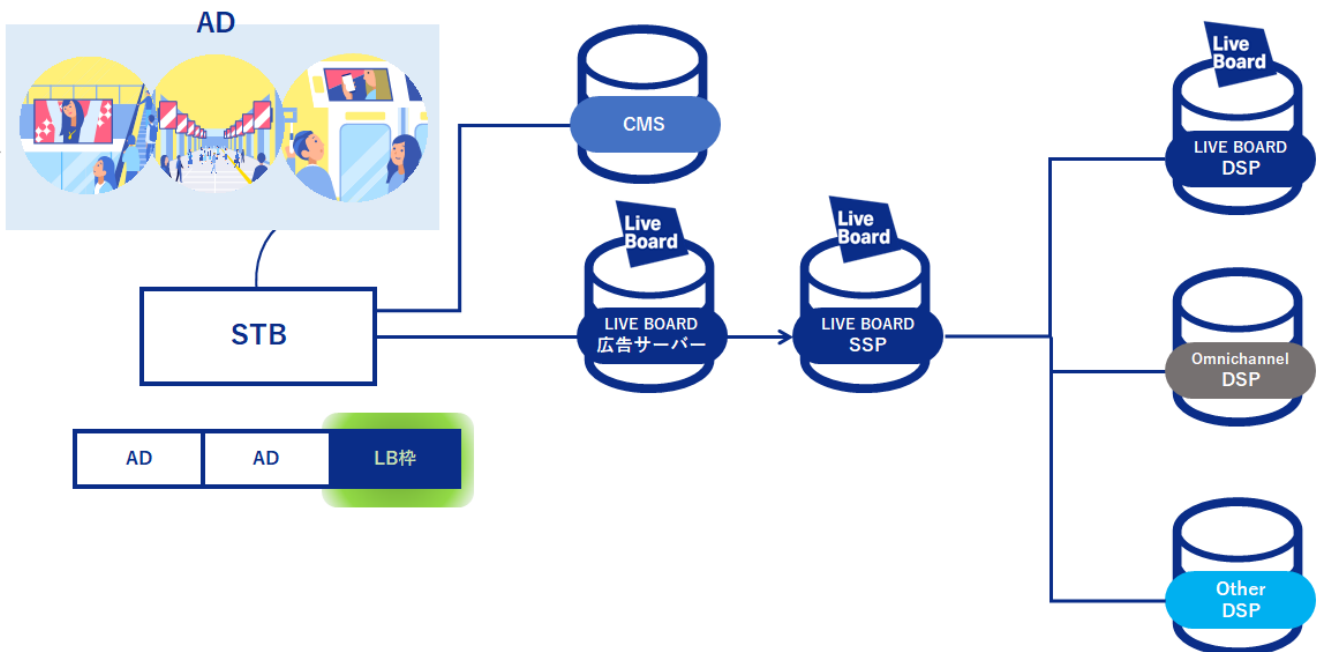


Through this collaboration, Osaka Metro ADERA and LIVE BOARD will work to create new value for the expansion of the DOOH market. We will also further promote the realization of advertising delivery that can be adapted to diverse lifestyles.

◆ 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 LIVE BOARD SSP



• **Role of each company**

Osaka Metro ADERA Co., Ltd.

- Operation and management of content management systems (CMS)
- Operation and management of advertising surfaces
- Operation and management of ad distribution platform

LIVE BOARD, INC.

- Providing an ad distribution platform

◆ **LIVE BOARD screens nationwide**

Currently, LIVE BOARD has more than 16,000 ad delivery screens across the country. The number of screens installed by LIVE BOARD and its partner companies continues to increase.

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

◆ **About Osaka Metro ADERA Co., Ltd.**



Osaka Metro ADERA was formed in April 2021 as an independent advertising company to handle the digital transformation of Osaka Metro Group’s advertising business and new media development.

Osaka Metro ADERA is an advertising company that delivers accurate information useful to lifestyles of people using Osaka Metro Group stations, trains, and facilities covering central Osaka. It aims to accelerate collaboration with a wide variety of media and technologies, starting with public transit advertising and outdoor advertising. From Osaka, which is continuing to develop through big projects such as the Osaka Kansai Expo 2025 and the integrated resort concept, as well as aiming to stimulate recovery in inbound tourism, Osaka Metro ADERA is working to offer new value and unique experiences to the world.

Company name	Osaka Metro ADERA Co., Ltd.
Representative	President and CEO, Masashi Oya
Location	Osaka Metro Kujo Building, 2-34-3 Kujo Minami, Nishi-ku, Osaka-shi, Osaka Prefecture
Capital	10 million yen
Start of operation / Date of establishment	April 1, 2021
Business areas	<ul style="list-style-type: none"> ■ Sales and management of transportation media ■ Operation of a digital OOH ad distribution platform ■ Planning and production
Website	https://www.osakametro-adera.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/

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