

To members of the press  
Press release



November 10, 2022  
LIVE BOARD, INC  
AD KINTETSU, INC

## KINTETSU “Kyoto Urban Vision” and “Abeno Harukas 1F Urban Vision” are ready to buy by the impression from December, 2022



LIVE BOARD, INC. (hereinafter, “LIVE BOARD”) and AD KINTETSU, INC. (hereinafter “AD KINTETSU”) announced that “Kyoto Urban Vision” (located along the concourse of Kyoto station) and “Abeno Harukas 1F Urban Vision” (located along the west gate free passage of Osaka-Abenobashi station) will be integrated to the “LIVE BOARD Marketplace”<sup>※1</sup> and available to buy by the impression (numbers of viewers) of DOOH<sup>※2</sup> from Mon, December 5th, 2022.

With the integration to the LIVE BOARD Marketplace, impressions of those digital signages are measured and available to buy and deliver ads by the impressions.

Impressions are measured by combinations of several data sources including “Cisco Meraki”, a Wi-Fi device installed in a cabinet<sup>※3</sup> of the digital signage and location data provided by NTTDOCOMO, to capture viewers<sup>※4</sup> of ads. Based on this metric, the posting period and the day parts of ad spots are automatically allocated to ensure the efficiency of the campaign.

Since Friday October 30th, 2020, AD KINTETSU had explored a PoC at “KINTETSU Namba Urban Vision” (located at the east gate of Osaka Namba station), to measure and deliver ads based on impressions (number of viewers) captured via a camera installed above the digital signage<sup>※5</sup> though, from Saturday October 1<sup>st</sup>, 2022, AD KINTETSU fully switched its operation based on the LIVE BOARD metrics.

Through the partnership proving the number of viewers, LIVE BOARD and AD KINTETSU will continue to work on maximizing the value and trust of the media, as well as developing new business opportunities and ad services which fit to a variety of station users.

※1 Ad inventories aggregated by LIVE BOARD

※2 An abbreviation which stands for “Digital Out Of Home”. An advertisement medium using a digital signage installed in various environments including transport ad, outdoor ad and retail ad.

※3 Refers to a case where the digital screen is installed.

※4 The personal information of viewers captured by Wi-Fi devices and the location data provided by NTTDOCOMO is properly protected, and the personally identifiable information is discarded immediately.

※5 The personal information of viewers captured by the camera is properly protected based on the edge AI analysis technology, and the personally identifiable information is discarded immediately.

#### ◆ Business Roles

AD KINTETSU, INC.

- CMS (Content Management System) management
- Inventory management

LIVE BOARD, INC.

- Ad platform management
- Capture count data through Wi-Fi devices and GPS location data
- Capture count data by cameras
- Provide indoor impression measurement models

#### ◆ LIVE BOARD Screens across the nation

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

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

#### ◆ About AD KINTETSU, INC.



**AD KINTETSU provides a variety of services as a communication design ad agency and a transport media owner.**

Through high touch businesses with our clients, we will find the best solutions to their issues and concerns based on insights from customers. We continue to connect clients to consumers, communities, and generations based on the trust we have built as a KINTETSU group, as well as to take on challenges towards innovation. Please look

forward to AD KINTETSU.

Company Name	AD KINTETSU, INC.
Representative	CEO and President, Masahiro Sugimoto
Location	3-10, Ikutama-cho, Tennouji-ku, Osaka-shi, Osaka
Capital	50 million yen
Date of Establishment	April 1st, 2010
Business Details	Sales, management, and development of KINTETSU's transport media. Sales and planning of transport media, mass media, and internet media. Marketing research. Media planning. Sales promotion.
Website	<a href="https://www.ad-kintetsu.co.jp">https://www.ad-kintetsu.co.jp</a>



◆About LIVE BOARD,INC.

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	7th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibusawa-ku, Tokyo, Japan
Capital	2.5 billion yen
Date of Establishment	February 1st, 2019
Business Details	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	<a href="https://liveboard.co.jp">https://liveboard.co.jp</a>

<AD KINTETSU Media Contact>

AD KINTETSU, INC. Transport Media Division, Sales Operation Department #1: Somekawa  
TEL : 06-6774-5786 E-mail : osaka@ad-kintetsu.co.jp

<LIVE BOARD Contact>

LIVE BOARD PR Office : Moe Asakura, Naoko Abe  
TEL : 090-5393-0219 / 03-5843-0932 E-mail : info\_press@liveboard.co.jp