

“Shinjuku Station South Gate Digital Pillar (20 screens)” is available through the LIVE BOARD Marketplace from December 21st, 2022



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) announced that “Shinjuku Station South gate Digital Pillar”, which is located at Shinjuku-station and managed and operated by Odakyu Agency, INC. (Headquarters: Shinjuku-ku, Tokyo; President: Atsushi Yamaguchi; hereinafter, Odakyu Agency), will be integrated to the “LIVE BOARD Marketplace”^{※1} and available to buy by the impression (numbers of viewers) of DOOH^{※2} from Mon, December 21st, 2022.

Since November 2020, LIVE BOARD and Odakyu Agency have been working together to accelerate in-station DOOH businesses and will continue to bring effective and efficient ways for activating transport ads.

※1 Ad inventories aggregated by LIVE BOARD

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

◆Media Information

Media venue : Shinjuku South Gate Digital Pillar

Size : 70 inches(Portrait)

Number of screens : 20

Operating hour : 5:00 to 25:00

Audio : Available

[Media details available here](#)



◆About Odakyu transport ads

Odakyu is one of the biggest railway networks including lines for “daily-life” and for “tourists”.

Odakyu Electric Railway connects 70 stations on 3 lines starting from the Shinjuku station – the biggest terminal station in Japan – known as one of the major transport companies in terms of the volumes of traffic in Tokyo area. Odakyu has two types of networks which include lines for “daily-life” to support commuters and shoppers, and lines for “tourists”, which connect the most popular resort destinations in Kanto area, such as Hakone and Enoshima Island. We provide a variety of promotion media for a variety of audiences of our networks.

◆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	https://liveboard.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