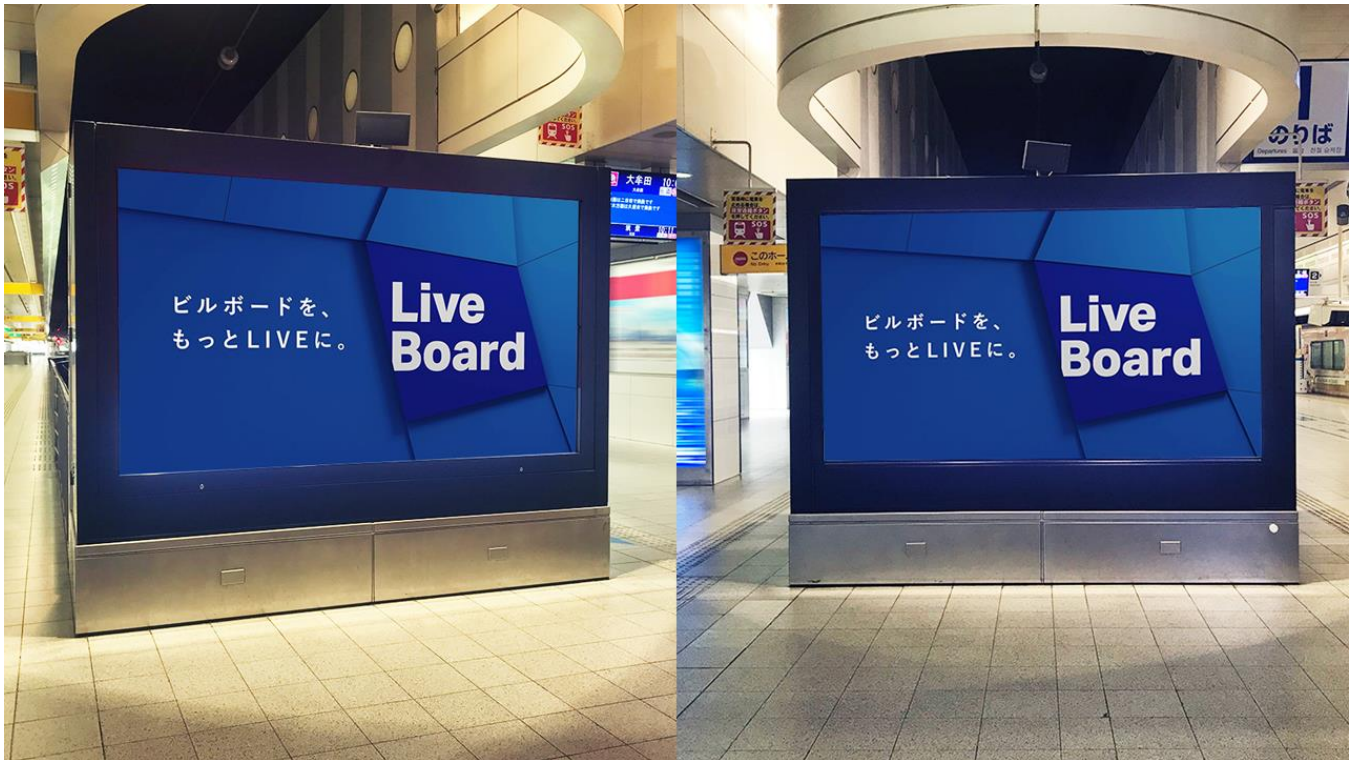


## Nishitetsu Fukuoka (Tenjin) Station “Digital Ad View” is ready to buy by the impression



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) announced that “Digital Ad View”, which are located at the end of track No. 1 and No. 3 of the Nishitetsu Fukuoka (Tenjin) station, will be integrated to the “LIVE BOARD Marketplace”<sup>※1</sup> and available to buy DOOH<sup>※2</sup> inventories by the impression (numbers of viewers) from Wednesday, December 14<sup>th</sup>, 2022. It will be the 11<sup>th</sup> case of transit DOOH integrations to LIVE BOARD in the country and 1<sup>st</sup> in the Kyushu area.

Impression (numbers of viewers) is measured through “Mobile Spatial Statistics”<sup>※3</sup> - population statistics based on operational data generated from NTT DOCOMO’s mobile terminal networks, and other location data. With this integration to the “LIVE BOARD Marketplace”, gives a power of programmatic activation of their inventories in order to deliver ads based on a variety of lifestyles of target audiences.

※1 OOH ad inventories owned and 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.

※3 “Mobile Spatial Statistics” are population statistics generated from NTT DOCOMO’s mobile terminal networks and only represents the overall volumes of available audience, therefore it cannot be identified individual customers from the statistics. In order to strictly secure customers’ privacy data, NTT DOCOMO has published guidelines which describe the basic policies to be followed for generating and providing “Mobile Spatial Statistics”. For more details of the guidelines, please see the following link; ([https://www.docomo.ne.jp/corporate/disclosure/mobile\\_spatial\\_statistics/guideline/index.html](https://www.docomo.ne.jp/corporate/disclosure/mobile_spatial_statistics/guideline/index.html)). “Mobile Spatial Statistics” is a registered trademark of NTT DOCOMO, INC.

## ◆About Nishitetsu Fukuoka (Tenjin) “Digital Ad View”

“[Digital Ad View](#)” is a set of digital signages located at the end of track No. 1 and No. 3 of the Nishitetsu Fukuoka (Tenjin) station. It has a broader reach to audiences on the go from the gates to the tracks, with horizontal 120-inch screens facing directly to targets, and audio is also available with directional speakers.

### ◆Details

#### 1. Integrated from

Wednesday, December 14<sup>th</sup>, 2022

#### 2. Media details

Media venue : Digital Ad View

Location : Nishitetsu Fukuoka (Tenjin) station at track No. 1 and No. 3

Size : 120 inches

Number of screens : 2

Operating hour : 5:00 to 23:35 ※ Available until 23:00 on the LIVE BOARD Marketplace

Audio : Available

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

<LIVE BOARD Contact>

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