

To members of the press
Press release



December 5, 2022
Metro Ad Agency Co., Ltd.
LIVE BOARD, INC

Tokyo Metro's in-train DOOH - "Tokyo Metro Vision" - inventories across 2,464 screens of the Hibiya Line, now available on the LIVE BOARD Marketplace



Metro Ad Agency Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichi Higo; hereinafter, "Metro Ad Agency") and LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO; Jun Sakurai; hereinafter, "LIVE BOARD") announced that Tokyo Metro's in-train DOOH inventories across 2,464 screens installed inside of each carriage of the Hibiya Line will be available on the "LIVE BOARD Marketplace" effective on December, 2022 as the first trial of Tokyo Metro's in-train DOOH integration into the marketplace. In addition to the traditional inventory buying process with specifying a period and number of ad plays, now available to buy by the impression (numbers of viewers who are estimated to see ads) generated from a mathematical model developed based on location data (including data from NTT DOCOMO) and analytics in order to calculate a total number of passengers and content viewers of each carriage by stations.

In total, Tokyo Metro has 19,512 "Tokyo Metro Vision" screens across the networks, and rest of the screens are planned to be integrated into the marketplace accordingly.

Together Metro Ad Agency and LIVE BOARD continue to provide effective and efficient ways in activating transport ads in order to bring new business opportunities which lead to expand the DOOH market as well as ad solutions which fit to a variety of lifestyles.

◆About “Tokyo Metro Vision”

“Tokyo Metro Vision” is the in-train signage networks installed inside of carriages across all the Tokyo Metro Lines. Tokyo Metro continues to introduce a series of carriages with signage installed. As the Tokyo Metro networks link up with the other railway companies, which brings a huge reach of audiences not only in the center of Tokyo, but also in suburban areas, too. In addition, Tokyo Metro provides ad services associated with a variety of content including weather forecasts and latest news, which gives a high visibility from audiences in a carriage.

◆Media Details

Media venue : Tokyo Metro Vision
Service available on : The Hibiya Line
Number of screens : 2,464
Size : 17 inches (16 : 9)
Effective on : December,2022

[For More Details](#)



◆LIVE BOARD inventories across the nation

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/screen>



◆About Metro Ad Agency Co., Ltd.

Metro Ad Agency is a communication partner who continuously provide the best solutions to clients with full ranges of knowledge about Tokyo.

Metro Ad Agency manages and operates Tokyo Metro’s in-train and in-station media networks which link the major central business districts and shopping areas including Ginza, Omotesando, and Otemachi. Through these transport media networks, Metro Ad Agency provides advertising opportunities with broader spread and high visibility, which lead to actual purchases of services and products.

Company Name	Metro Ad Agency Co., Ltd.
Representative	President and CEO, Kenichi Higo
Location	NBF Toranomom Building, 1-6-21, Nishi-Shinbashi, Minato-ku, Tokyo
Capital	50 million yen
Date of Establishment	April 1 st , 2007
Business Details	Sales, management and development of Tokyo Metro’s transport media and its related services.
Website	Corporate website : https://www.metro-ad.co.jp/en/



◆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 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibusawa-ku, Tokyo, Japan
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://www.liveboard.co.jp

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