

Live Board

“TOQ Vision” and “Info Monitor”, DOOH networks across Tokyu Line will be available to buy by dayparts packaging with LIVE BOARD’s owned inventories as a PoC starting from February 13th, 2023



LIVE BOARD, INC. (Headquarters: Shibuya-ju, Tokyo; President and CEO: Jun Sakurai; hereinafter, LIVE BOARD) announced that a PoC of the ad package service will be started from February 13th, 2023 in order to meet clients’ accountability needs (comprehensive evaluations of ad values). The ad package combines “TOQ Vision”, an in-train DOOH network and “Info Monitor” and another DOOH network installed close to Tokyu Line ticket gates, which are managed and operated by Tokyu Agency Inc. (Headquarters: Minato-ku, President and Representative Director: Naoyuki Shibutani; hereinafter, Tokyu Agency), with LIVE BOARD inventories (digital OOH, hereinafter DOOH).

LIVE BOARD published a press release with regard to the “New Standard” project – technologies to measure viewed impressions (standard metrics) across all OOH environments on March 15th, 2022. Since then, our new technologies are highly regarded by advertisers, especially those who expect flexible ad deliveries based on impressions (number of ad viewers). In order to respond to these demands, LIVE BOARD will release an ad package service which enables to deliver Tokyu Agency’s in-train DOOH network, “TOQ Vision” (total 121 sets of trains across Toyoko Line, Meguro Line, Den-en-toshi Line, and Oimachi Line) ads and “Info Monitor” (total 84 screens across 52 stations) ads in accordance with a combination of dayparts and a day of the week, and LIVE BOARD’s owned inventories.

※ Reference: [Published on March 15th, 2022. LIVE BOARD launches “New Standard” – technologies to measure viewed impression\(standard metrics\) across all OOH environments.](#)

◆Details of LIVE BOARD Ad Package Plan

- TOQ Vision × LIVE BOARD

- Weekdays or Weekends: ①Weekday (Monday to Friday) ②Weekends(Saturday and Sunday)
- Dayparts: ①Morning (0:00 to 1:00, the first train to 10:00) ②afternoon (10:00 to 18:00) ③evening (18:00 to 24:00)

- Ad distribution patterns: 6 patterns in total (Dayparts x Weekdays or Weekends); ①weekday morning ②weekday afternoon ③weekday evening ④weekends morning ⑤weekends afternoon ⑥weekdays evening
- The ad package is available with any combination of above 6 patterns and LIVE BOARD's owned inventories.

-Info Monitor × LIVE BOARD

- Weekdays or Weekends: ①Weekday (Monday to Friday) ②Weekends(Saturday and Sunday)
- Dayparts: ①Morning (5:00 to 9:00, *including 4:00 to 5:00) ②afternoon (10:00 to 18:00) ③evening (18:00 to 24:00)
- Ad distribution patterns: 6 patterns in total (Dayparts x Weekdays or Weekends); ①weekday morning ②weekday afternoon ③weekday evening ④weekends morning ⑤weekends afternoon ⑥weekdays evening
- The ad package is available with any combination of above 6 patterns and LIVE BOARD's owned inventories.

-LIVE BOARD screens across the nation

LIVE BOARD's owned screens: 9 major cities across the nation (Tokyo, Hokkaido, Miyagi, Kanagawa, Chiba, Saitama, Aichi, Osaka and Fukuoka) with 75 digital screens*.

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/en/screen/>

*As of December, 2022

◆ Media details



Media venue: TOQ Vision
 Location: In-train DOOH across Toyoko Line, Meguro Line, Den-en-toshi Line, Oimachi Line
 Size: 15 to 17 inches
 Total sets of trains: 121
 Operation hour: 5:00 to 24:00
 Audio: Not available

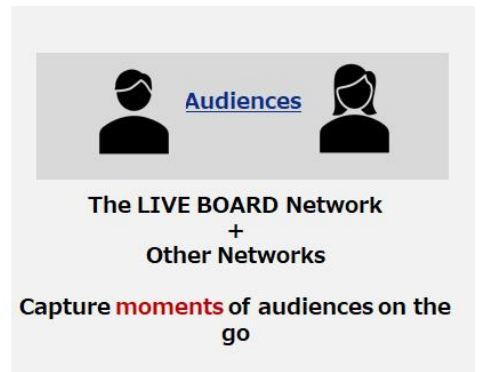
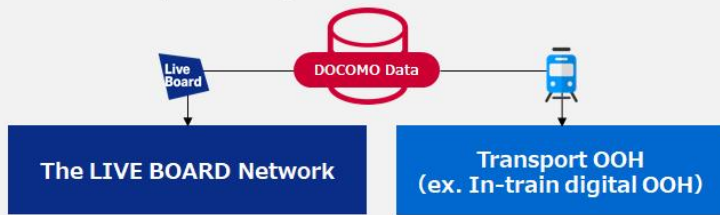
[Media Information](#)



Media venue: Info Monitor
 Location: Close to ticket gates at 52 stations across Tokyu Line
 Size: 32 to 70 inches
 Numbers of screens: 84 (1 to 6 per station)
 Operating hour: 4:30 to 25:00
 Audio: Not available

[Media Information](#)

Integrated OOH planning and measurements across the LIVE BOARD network and other screens including in-train and in-station OOH, which yet to be a part of the LIVE BOARD network.



LIVE BOARD and NTT DOCOMO have developed technologies to measure viewed impressions of in-train digital OOH[※] in this March. Whilst it has been difficult to grasp the comprehensive value of OOH ads, LIVE BOARD launches a project called “New Standard” to provide standard metrics across all OOH environments. With this ad package, in addition to the impression measurements, advertisers are available to plan and activate an ad campaign based on dayparts and target audiences. Together with DOCOMO, LIVE BOARD will continue to provide services which prove the effectiveness of OOH ad campaigns.

※ An acronym which stands for “Out of Home”. All media formats specifically intended to reach audiences outside of home such as transport ad, outdoor ad, and retail ad.

◆ Background

LIVE BOARD has been expanding its network by its owned and aggregating a variety of outdoor, transport and retail media including in-store digital OOH across DOCOMO shop chains and in-train digital OOH installed in Saitama Railway. At LIVE BOARD, uses viewed impressions as standard metrics to quantitatively measure the value of media, in order to provide high value-added campaign activations such as targeting capabilities based on enormous and robust DOCOMO data. LIVE BOARD believes developing technologies to measure viewed impressions across all OOH environments is the key to expand the network further, so launches this impression measurement project for in-train digital OOH. These impression measurement technologies include a precise location detection of train passengers and a gaze detection to calculate the VAI (Visibility Adjustment Index) to figure the number of individuals who are likely to notice an ad, which is the first of its kind in Japan[※].

※Source: LIVE BOARD

LIVE BOARD plans to develop technologies including visualizing the unique audience reach of an OOH campaign and an integrated triple-media campaign with other media channels like TV and online. Through providing these standard metrics, LIVE BOARD is able to meet advertiser's needs to understand the quantitative value of OOH media and lead the market.



◆About Tokyu Agency, Inc.

Tokyu Agency, Inc. is a full-service advertising agency established in 1961. We are committed to resolve a variety of issues based on our mission, "bring color to the hopes of people and society, and power them forward."

We provide highly effective marketing solutions and experiences as the company which holds a lot of user networks. Tokyu Agency is also a media company which operates and manages the Tokyu Group's transport and outdoor media mainly in southwest area centred on Shibuya.

Tokyu Agency has been working on DX including audience log analysis, demonstration sales based on effectiveness forecasts, and ad network construction by using OOH strength, and been continue evolving with a view to full-scale programmatic operations.

<https://www.tokyu-agc.co.jp/eng/>



◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves 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 people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalised ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name	LIVE BOARD, INC
Representative	President and CEO: Jun Sakurai
Location	7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo
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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