

PRESS RELEASE

Tokyo, Japan/ June 1, 2023 LIVE BOARD, INC.

“Haneda Signage Rack” at Keikyu Line Haneda Airport Terminals 1 and 2 stations will begin delivering advertisements based on impressions (number of viewers)



LIVE BOARD, INC. will connect the signage "Haneda Signage Rack" installed in the ticket gates of Keikyu Line Haneda Airport Terminals 1 and 2 stations to the "LIVE BOARD Marketplace*1 " and begin DOOH*2 advertising distribution based on impressions (number of viewers) on June 5, 2023. This will be the 12th case of LIVE BOARD has collaborated with OOH of a railroad company in Japan.

Impression (numbers of viewers) is measured through "Mobile Spatial Statistics®*3 - 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). "Mobile Spatial Statistics" is a registered trademark of NTT DOCOMO, INC.

- About "Haneda Signage Rack"

"Haneda Signage Rack" is a digital signage with racks installed near the respective ticket gates on the Terminal 1 and Terminal 2 sides of Keikyu Line Haneda Airport Terminal 1 and 2 stations. Through three large 55-inch screens (equivalent to 98 inches in horizontal length) at the eye level of passersby, it can reach a wide range of customers using Haneda Airport.

- Details

1. Integrated from

Monday, June 5, 2023

2. Media details

Media venue : Haneda Signage Rack

Location : Near the ticket gates on the Terminal 1 side and Terminal 2 side of Haneda Airport Terminal 1 and 2 stations on the Keikyu Line

Size : Three 55-inch vertical LCDs (equivalent to 98 inches wide)

Number of screens : 2

Operating hour : 5:15 to 24:15 ※Linkage with LIVE BOARD is from 6:00 to 24:00

Audio : Not available

◆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 personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media

Development, DOOH Advertising Space Sales

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