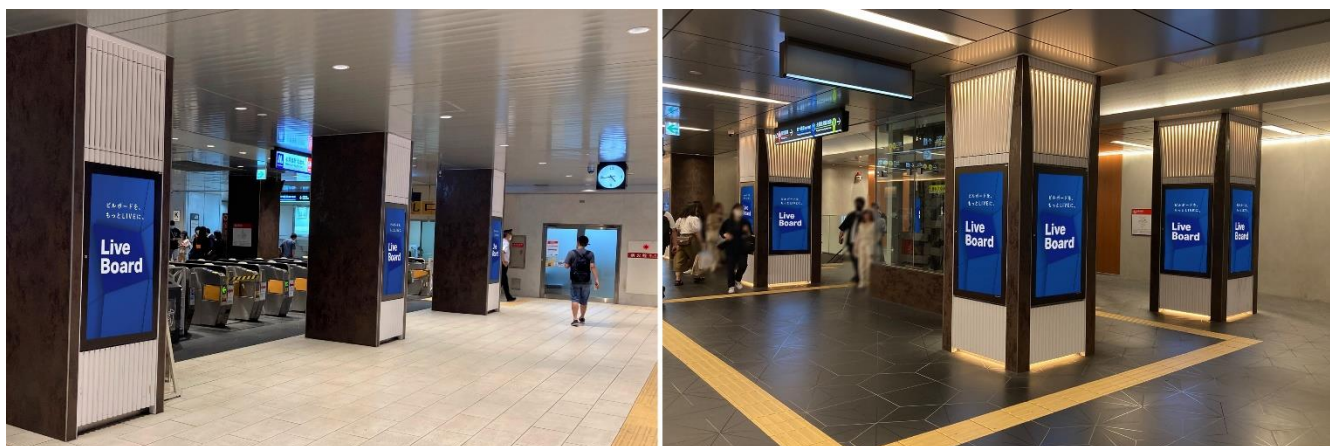


Osaka Metro Shinsaibashi Station "Shinsaibashi Concourse Vision" (29 screens) will begin digital out of home ad delivery based on impressions (number of ad viewers)



LIVE BOARD, INC. will connect the "Shinsaibashi Concourse Vision", a total of 29 screens installed in the concourse of Osaka Metro Shinsaibashi Station, which is managed and operated by Osaka Metro ADERA, to the LIVE BOARD Marketplace*1 and will begin impression-based distribution of digital out of home (DOOH) advertising (number of people viewing an ad). These premium screens will be available for delivery of campaigns based on impressions beginning September 4th, 2023.

Impressions, often defined as number of ad views, will be measured using demographic statistics based on NTT DOCOMO's cell phone network operation data, Mobile Spatial Statistics®*2, in addition to other data such as location information. By connecting to the LIVE BOARD Marketplace, programmatically enabled data enhances targeting and measurement capabilities, enabling more precise ad delivery that adapts to diverse lifestyles.

Coupled with the launch of the linkage with "Shinsaibashi Concourse Vision," the number of connected and linked Live Board ads in the Kansai area will now exceed 400 screens.

* 1 Out of home ad inventories owned and aggregated by LIVE BOARD.

* 2 "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.

What is "Shinsaibashi Concourse Vision"?

Shinsaibashi Concourse Vision is a digital signage installed near the north and south ticket gates of Osaka Metro Shinsaibashi Station. The Shinsaibashi Concourse Vision is located near the north and south ticket gates of Osaka Metro Shinsaibashi Station, near commercial facilities, business districts, and tourist areas where young people gather.

Details

1. Integration date: Monday, September 4th, 2023

2. Media details:

Media venue : Shinsaibashi Concourse Vision

Location : Near the north and south ticket gates of Osaka Metro Shinsaibashi Station

Size : 55-inch vertical

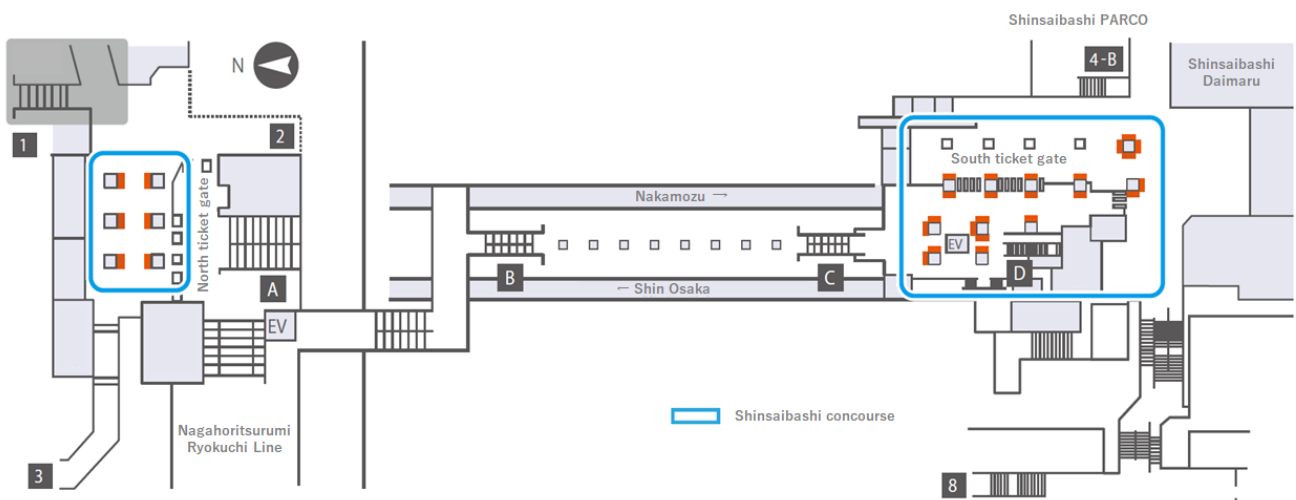
Number of screens : 29

Operating hour : 5:00 to 24:00

Audio : Not available

Reference (p.12): <https://osakametro-adera.jp/hubfs/media/digital-media/03.pdf>

* The following material is for reference only and owned by the media vendor, the prices and information may differ from what Live Board is offering.



◆LIVE BOARD screens across the country

LIVE BOARD currently has more than 26,400 screens, and is continuing to expand its network every day, not only by installing their own new screens, but also by aggregating screens from partners across the country.

URL: <https://liveboard.co.jp/en/screen>

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

Website : <https://liveboard.co.jp/en/>

Media Contact : info_press@liveboard.co.jp