

## PRESS RELEASE

Tokyo, Japan/ Sep 17, 2023, LIVE BOARD,INC.

Live Board

### Five locations in Tokyo, Japan, with live streaming of idols via outdoor screens.



Shinjuku\_Naganoya Building/Tokyo

LIVE BOARD,INC. is pleased to announce that [Crimson Crat Clan \(CCC\)](#), a 6-member men's idol group belonging to Hanabee, Inc. has conducted a surprise live-streaming event at 5 locations in Tokyo (Shibuya\_Arai Building, Ebisu\_Hanazawa Building, Gaienmae\_Aoyama Street Building Board, Shinjuku\_Naganoya Building, Mita\_Yasuda PK) owned by LIVE BOARD.

#### ◆What is Live Distribution Service?

Real-time distribution on outdoor screens is made possible by combining the distribution technology and live distribution support of SKY Perfect JSAT's Media HUB Cloud with LIVE BOARD's digital OOH. By live distribution of various contents such as press conferences, music, and sporting events, we hope to create a sense of presence and unity for those who see the content, and provide new outdoor screens values for those who view (listen to) the content through advertisers.

Reference Release : [SKY Perfect JSAT×LIVE BOARD New Service Launch"Live Broadcasting on DOOH" Available on Thursday, December 22nd, 2022.](#)

#### ◆Outline of Implementation

Objective: Live streaming of artists using digital OOH

Artist : Crimson Crat Clan (CCC)

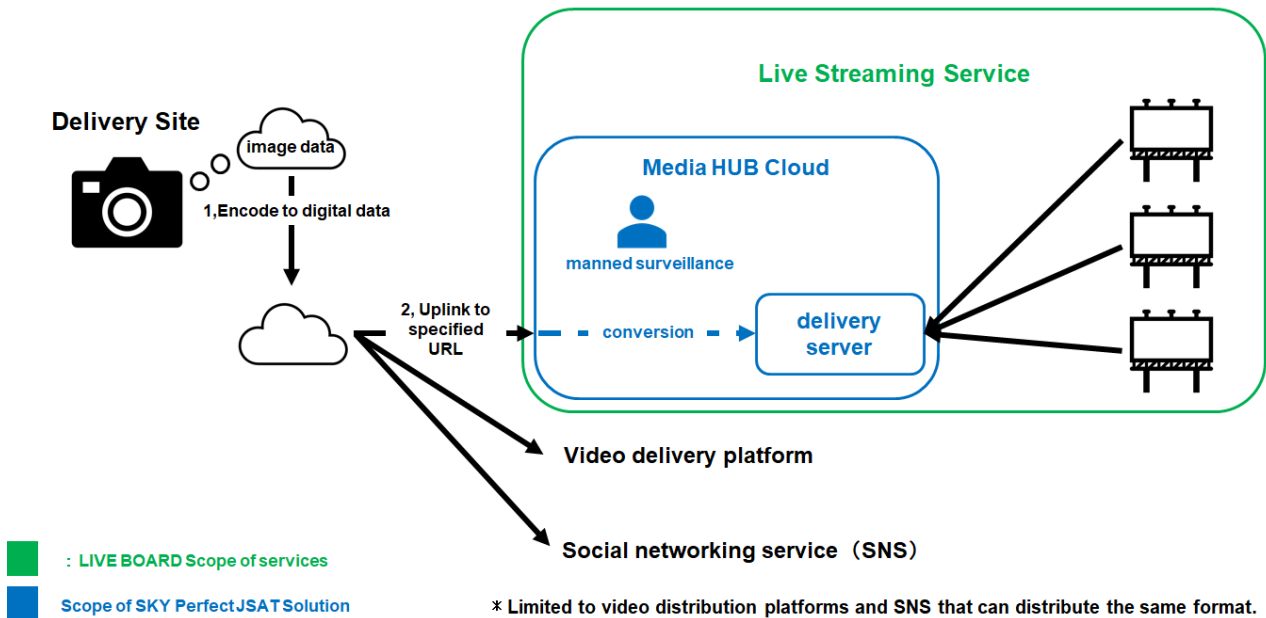
Schedule : September 3, 2023 (Sun.) 17:00 - 19:00

Location: 5 screens in Tokyo (Shibuya Alai Building, Ebisu Hanazawa Building, Gaienmae Aoyama Street Billboard, Shinjuku Naganoya Building, Mita Yasuda PK)

**- Image of the projection (each screen)**



**- How the Live Streaming Service Works**



Live streaming support, LIVE BOARD screens: 69 screens nationwide (Hokkaido, Miyagi, Tokyo, Kanagawa, Chiba, Saitama, Aichi, Osaka, Fukuoka) owned by LIVE BOARD [[Please inquire](#)].

- **Live Streaming Service Image/Example**

- ✓ **Live streaming of music, artists, idols, etc.**
- ✓ **Live streaming of fashion shows, etc.**
- ✓ **Live streaming of (domestic and international) sporting events**
- ✓ **Live streaming of press conferences, etc.**



Linked with SNS and QR codes, sales promotion effects can be expected.

\* Promotion of store visits, products, limited-edition goods, etc.

✓ **Other original plans for events are also possible/example**

- Ceremony · Easter · Summer Events · Halloween · Christmas · New Year's Day · Valentine's Day
- (World) Various sporting events · Fashion Weeks · Fashion Show · Music events · Artist Performances
- YouTuber events · TikTok events etc.

◆ **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 ad 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