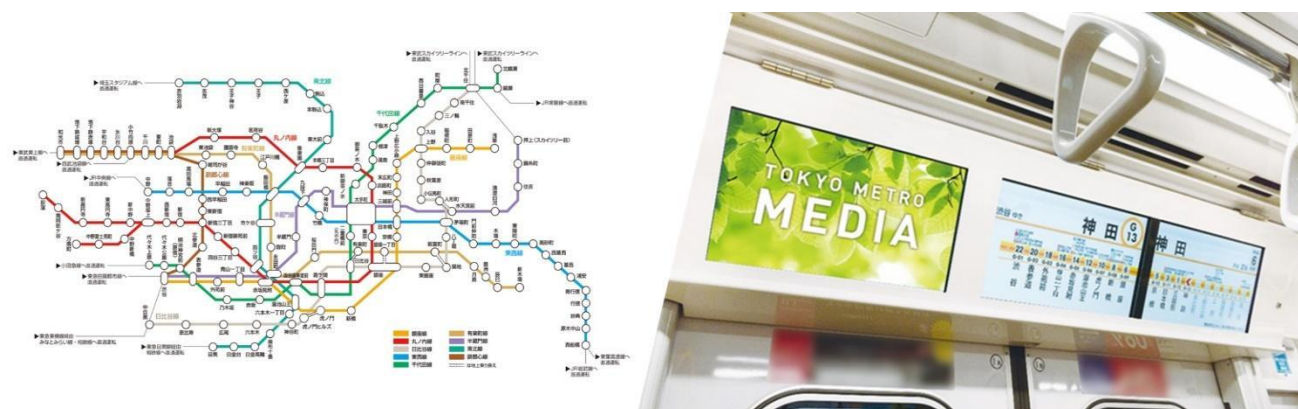


## PRESS RELEASE



Tokyo, Japan/ Oct 6, 2023, LIVE BOARD,INC. Metro Ad Agency Co., Ltd.

# All lines to be networked! Tokyo Metro's in-train DOOH - "Tokyo Metro Vision" - inventories across 19,492 screens of all 9 Lines, now available on the LIVE BOARD Marketplace



Metro Ad Agency Co., Ltd. and LIVE BOARD, INC. announced that a total of 13,680 "Tokyo Metro Vision" in-train screens on the Tokyo Metro Tozai, Chiyoda, Yurakucho, Hanzomon, Namboku and Fukutoshin Lines will be connected and linked to the LIVE BOARD Marketplace on a trial basis from October 9, 2023. In addition to the traditional inventory buying process which involves specifying a period and number of ad plays, the screens are now available to buy by the impressions (numbers of viewers who are estimated to see ads) generated from a mathematical model. The impression measurement is based on location data (including data from NTT DOCOMO) and analytics in order to calculate the total number of viewers of an ad by stations.

"Tokyo Metro Vision" and "LIVE BOARD Marketplace" have been linked to 2,464 screens on the Tokyo Metro Hibiya Line since December 2022 and to a total of 3,348 screens on the Tokyo Metro Ginza Line and Marunouchi Line since March 2023, making a total of 19,492 screens on all nine Tokyo Metro lines. The new system will connect to a total of 19,492 screens on all nine Tokyo Metro lines.

Together Metro Ad Agency and LIVE BOARD continue to provide effective and efficient ways to activate transport ads in order to bring new business opportunities and evolve the DOOH industry.

### Reference/Related Releases :

**December 5, 2022** [Tokyo Metro Vision, a digital in-train vision system for the Hibiya Line, 2,464 screens, begins digital OOH advertising distribution using the LIVE BOARD Marketplace. 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](#)

**March 27, 2023** [Tokyo Metro's in-train DOOH - "Tokyo Metro Vision" - inventories across 3,348 screens of the Ginza Line and Marunouchi Line, now available on the LIVE BOARD Marketplace](#)

### ◆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 : Tozai Line (3,920 screens), Chiyoda Line (3,056 screens), Yurakucho Line and Fukutoshin Line (4,320 screens), Hanzomon Line (2,000 screens), Namboku Line (384 screens)

Size : 17 inches (16 : 9) 15 inches (4 : 3)

Effective on : October 9 , 2023

[For More Details](#)

\* 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 inventories across the nation

Currently LIVE BOARD has over 26,400 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 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](mailto:info_press@liveboard.co.jp)

**◆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.

Business Details : Sales, management and development of Tokyo Metro's transport media and its related services.

Website : <https://www.metro-ad.co.jp/en>