

PRESS RELEASE

Tokyo, Japan/ Nov 1st, 2023, LIVE BOARD,INC.



Live Board

The First collaboration of in-train vision in Kansai area! Connecting 6,716 screens of JR West's in-train vision "WEST Vision" into the LIVE BOARD Marketplace.



West Japan Marketing Communications Inc. and LIVE BOARD,INC. will connect a total of 6,716 screens^{*1} of JR West's in-train vision "WEST Vision" to the LIVE BOARD Marketplace from November 6, 2023 as part of a test opportunity for digital OOH advertising distribution. This marks the first time that LIVE BOARD will be linked to train visions in the Kansai area.

In addition to the conventional sales method of specifying the delivery period and frequency specifications, this digital media format will also be available on targeted impressions-basis (VAC)^{*2} based on the number of people who estimated to have actually viewed the advertisement, leveraging NTT DOCOMO's location data and analysis technology which models estimates potential passengers and viewers in the train car who will view the ad. (VAC)^{*2}.

With the addition of JR West's "West Vision" and in combination with other railroad companies' station media, LIVE BOARD now reaches more than 7,100 screens across the Kansai area.

West Japan Marketing Communications and LIVE BOARD will continue to work on creating new value to expand the DOOH market and further promote the realization of ad delivery that adapts to diverse lifestyles.

*1 Screens are current at the time of the press release.

*2 LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.

• **About Kansai Area**

The Kansai area refers to the central and western areas of Japan, including Osaka, Kyoto, Nara, Hyogo, Shiga, and Wakayama.

Reference/Related Releases:

Jun 9 22: [West Japan Marketing Communications Deploys LIVE BOARD SSP \(Supply-Side Platform\) --The First Among Japan's Transport Operators](#)

◆ **What is "WEST Vision"?**

It is a digital signage installed inside JR West trains. It is a media that attracts a high percentage of customers' attention because it can broadcast video advertisements and also provides train operation information, news and weather forecasts.

◆ **Media Information**

Media venue : WEST Vision

Service available on : 6,716 Screens

Size: 19" (4:3) or 17" and 20.7" (16:9)

Effective on : November 6, 2023

◆ **LIVE BOARD screens across the country**

LIVE BOARD currently has more than 40,000 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 West Japan Marketing Communications Inc.**

As a general advertising company of the JR West Group, West Japan Marketing Communications proposes communications that exceed expectations through powerful ideas.

West Japan Marketing Communications works to provide accurate solutions based on its data and expertise by combining three roles: an "advertising agency" that works to solve a variety of client issues from branding to sales promotion; a "house agency" handling advertising and public relations for the JR West Group; and a "transportation media company" that develops and operates transportation media for the JR West Group.

◆ **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 (VAC) 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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