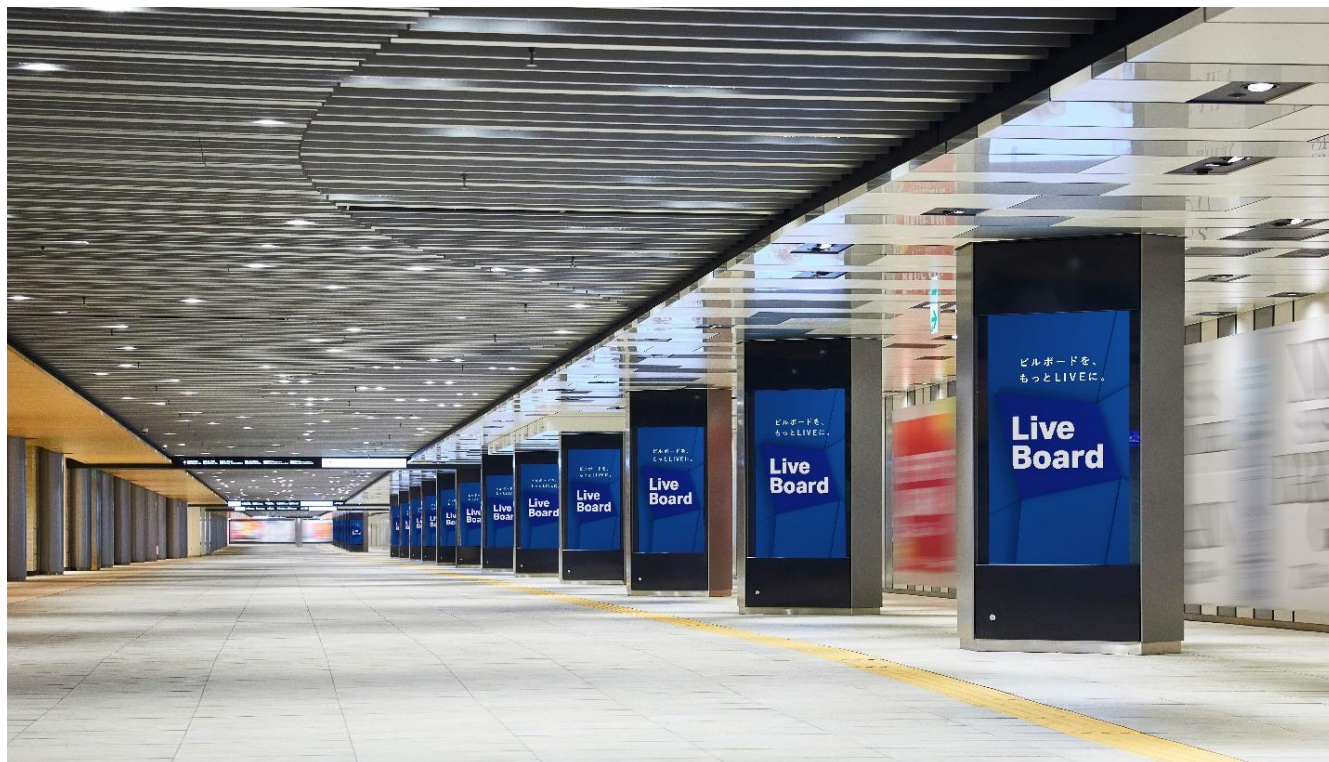


Tokyo, Japan/Jan 9, 2024, LIVE BOARD,INC.

## Osaka Station subterranean tunnel " Osaka Station Underpass 47 digital signage" (47 screens). Began serving digital out of home (DOOH) ads based on impressions (VAC).



\*Photograph is an image

LIVE BOARD,INC. will connect "Osaka Station Underpass 47 digital signage" (47 DOOH screens) installed in the underground passageway in front of Osaka Station to "LIVE BOARD Marketplace"<sup>\*1</sup> and start delivering DOOH advertisements based on impressions (VAC)<sup>\*2</sup> from February 12, 2024 (Monday).

Impressions (VAC) are measured using demographic statistics "Mobile Spatial Statistics®"<sup>\*3</sup> based on NTT DOCOMO's cell phone network operation data and other data such as location information. By connecting to the "LIVE BOARD Marketplace," programmatic development of ad creatives will become possible, enabling ad delivery that adapts to diverse lifestyles.

\*1 The entire digital OOH advertising space (inventory) handled by LIVE BOARD, including its own and other companies'.

\*2 LIVE BOARD uses impressions that consider 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.

\*3 Mobile Spatial Statistics is demographic information generated using NTT DOCOMO's cellular phone network system. To strictly protect the privacy of our customers, NTT DOCOMO has published guidelines that outline the basic rules to be followed when creating and providing Mobile Spatial Statistics. The Mobile Spatial Statistics Guidelines can be viewed at the following [link](#). "Mobile Spatial Statistics" is a registered trademark of NTT DOCOMO, INC.

### ◆About "Osaka Station Underpass 47 digital signage"

This digital signage is installed in the huge 200-meter-long underground passage between Osaka Metro Umeda Station and Nishi-Umeda Station. Surrounded by transportation stations and commercial facilities. It can reach a wide range of people, including office workers and shoppers.

#### 1. Effective on

February 12, 2024

#### 2. Target Media

Media venue : [Osaka Station Underpass 47 digital signage](#)

Location : Osaka Station subterranean tunnel

Service available on: 47 Screens

Size: 65Inches、 75 Inches (vertical)

Response time: 5:00 - 24:00

Sound: No sound

### ◆LIVE BOARD screens across the country

LIVE BOARD currently has more than 51,700 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 (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

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

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