

PRESS RELEASE

Tokyo, Japan/ Jan 30, 2024, LIVE BOARD,INC. News Technology Inc.

**First collaboration with Taxi signage media!
Advertisement distribution integrating all 11,500
GROWTH screens via the LIVE BOARD Marketplace will
begin on February 14.**



LIVE BOARD, Inc. and News Technology, Inc. will integrate all 11,500 screens of "THE TOKYO TAXI VISION GROWTH" (hereinafter "GROWTH"), one of the largest^{*1} Taxi signage media networks in Tokyo, operated by News Technology, via the LIVE BOARD marketplace beginning on February 14, 2024.

Through this partnership, News Technology, Inc. will also be able to sell impressions (VAC)^{*2} based on the number of people who can be estimated to have actually viewed the ads, using NTT DOCOMO's location data and other analysis technology.

^{*1} The number of News Technology's Taxi signage network installed in Tokyo's special wards and Busan transportation zone is 11,500 units. This represents approximately 42% coverage of the 26,983 corporate Taxis in the special wards and Busan transportation zone (according to

the Kanto District Transport Bureau as of March 31, 2023).

* 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.

◆ **First collaboration with GROWTH, one of the largest Taxi signage networks in Tokyo**

LIVE BOARD is expanding its network to include signage in trains, stations, stores, etc., in addition to outdoor screens. In order to further engage with audiences during their consumer journey, LIVE BOARD has entered into a partnership with GROWTH, one of the largest Taxi signage networks in Tokyo.

This is the first time that LIVE BOARD has sold impressions (VAC) for Taxi signage media, and LIVE BOARD will continue to work hard to create an environment that makes it easier for advertisers to advertise in the OOH industry.

◆ **Taxi signage media "GROWTH"**

GROWTH is one of the largest Taxi signage networks in Tokyo. It enables advertisements, information contents and new experiences to be delivered to 7.7 million monthly Taxi passengers in the 23 wards of Tokyo. In addition to advertisement contents, we have started to broadcast "HEADLIGHT", an information program during taxi travel time, to further enhance the value of taxi travel space.

◆ **Media Details**

Media venue : THE TOKYO TAXI VISION GROWTH

Service available on : 11,500 screens installed on Taxis traveling in the 23 wards of Tokyo*.

* This is the driving area of Tokyo special wards and Busan traffic area. Including some Taxis in Yokohama City and Saitama City (and others).

Size : 15.6" horizontal Full HD touch panel

Sound: On-board

Effective on : February 14 , 2024

For More Details : [check here](#)

◆ **LIVE BOARD inventories across the nation**

Currently LIVE BOARD has over 51,700 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 (VAC)-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

◆News Technology, Inc.

We are developing our business with a focus on mobility platform and video marketing (media business and creative business). Offline, the company operates "GROWTH," one of the largest Taxi signage media in Tokyo, and "Canvas," the first mobility car window media in Japan, as well as "BREAK," a smoking area signage in office buildings. Last year, the business was transferred to McGuffin, a Tokyo-based YouTube video media for Generation Z.

Company Name : News Technology Inc.

Business Details : Mobility platform business, digital signage business, content creative business

Website : <https://newstech.co.jp>