

PRESS RELEASE

Tokyo, Japan/ Feb 5, 2024, LIVE BOARD,INC. Metro Ad Agency Co., Ltd.

## Tokyo Metro "Metro Concourse Vision" 225 screens, 5 stations, 7 areas, now available on the LIVE BOARD Marketplace



Metro Ad Agency Co., Ltd. and LIVE BOARD, INC. will jointly connect and integrate Metro Concourse Vision, a station screen network, via the LIVE BOARD Marketplace<sup>\*1</sup> from February 5, 2024 (Monday). A total of 225 screens will be integrated, covering five stations and seven areas of Tokyo Metro Takadanobaba Station, Ueno Station (Ginza Line direction), Otemachi Station (Marunouchi Line, Chiyoda Line, Hanzomon Line), Nihonbashi Station, and Iidabashi Station. 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 audience impressions (VAC<sup>\*2</sup>) 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 audience views of an ad by stations.

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

\* 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.

In Tokyo Metro, "Tokyo Metro Vision" has been connected and linked to a total of 19,492 screens on all 9 lines since October 9, 2023 (Monday). In addition, this project will be able to reach the highest number of passengers among Tokyo Metro stations, which have more than 100,000 passengers per day.

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 :

**October 6, 2023** [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](#)

**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 “Metro Concourse Vision”

“Metro Concourse Vision” is a series of screens installed in the concourses of Tokyo Metro stations. Signage showing advertisements is installed not only on one side of a pillar in the concourse, but also on multiple sides. Since the screen is installed along the user flow line, it is easily visible to the many passengers moving through the station.

#### ◆Media Details

Media venue : Metro Concourse Vision

Service available on : Takadanobaba Station / 18 screens, Ueno Station (Ginza Line direction) / 16 screens, Otemachi Station (Marunouchi Line, Chiyoda Line, Hanzomon Line) / 119 screens, Nihonbashi Station / 56 screens, Iidabashi Station / 16 screens 【Total: 5 stations, 225 screens】

Size : See media information \* Size varies by station

Effective on : February 5 , 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](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>