

PRESS RELEASE

Tokyo, Japan/ Mar 19, 2024, LIVE BOARD,INC.

Live Board

FC Tokyo's video content to begin airing on LIVE BOARD's outdoor DOOH screens on March 25



LIVE BOARD,INC and Tokyo Football Club Co., Ltd. announce that video content of FC Tokyo, a professional soccer team operated by Tokyo Football Club, will be broadcast from March 25, 2024 on up to 19 outdoor DOOH screens in Tokyo operated by LIVE BOARD.

◆Outline of distribution media

Distribution start date: March 25, 2024

Distribution area: Up to 19 outdoor DOOH screens in Tokyo operated by LIVE BOARD

* 19 outdoor digital OOH panels will be available at the National Stadium and 16 outdoor panels will be available at the Ajinomoto Stadium.

URL : <https://liveboard.co.jp/en/screen/>

Broadcast time: 7:00 - 24:00

* Content will be distributed at random.

* Please note that the start/end time of the broadcast may differ depending on the media.

FC Tokyo official website: <https://www.fctokyo.co.jp/en/>

▼Initial and Subsequent Broadcasts

The first broadcast will begin on March 25:

Promotional video for the J-League's first consecutive games scheduled to be played at the National Stadium on April 3 and April 7.

Broadcast from April 8 onward:

J1 League match highlights will be aired.

◆LIVE BOARD inventories across the nation

Currently LIVE BOARD has over 63,600 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

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 (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>

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