

PRESS RELEASE

Tokyo, Japan/ Mar 21, 2024, LIVE BOARD,INC.

Live Board

LIVE BOARD announces the expansion of its digital out of home (DOOH) network in Nagoya Station, Aichi, Japan

The DOOH screens within "J-AD Vision Central Nagoya Station Underground Passage" and "Nagoya Station Twin Vision Shinkansen gate" are now integrated via the LIVE BOARD marketplace and available to advertisers



On April 1, 2024 LIVE BOARD, Inc. announced it has integrated "J-AD Vision Central Nagoya Station Underground Passage" (14 screens) installed near the underground gate walk at JR Nagoya Station, and "Nagoya Station Twin Vision Shinkansen gate" (2 screens) installed near the Shinkansen ticket gates on the Taikodori side of the concourse at JR Nagoya Station. The DOOH screens are operated and managed by [JR TOKAI AGENCY CO.,LTD.](#)

In addition to the conventional DOOH sales method of specifying the delivery period and frequency, for an advertisement, the screens are now available for programmatic DOOH activation, enabling advertisers to target audiences based on impressions (VAC)^{*2} which represents the number of people who are estimated to have actually viewed the advertisement. This data is possible using NTT DOCOMO's location information data and analysis technology.

* 1 This refers to the entire DOOH 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.

◆Media Details

Media venue① : J-AD Vision Central Nagoya Station Underground Passage

Effective on : April 1st, 2024

Size : 60 inches

Number of Screens Installed: 14 screens

Posting Time: 6:00 to 24:00 (18 hours)

For More Details : [check here \(Page 56.\)](#)



These screens are a continuous multi-screen digital signage system with 14 x 60-inch screens installed in the "Gate Walk" underground shopping mall at Nagoya Station. Located on the flow line to Dainagoya Building, JP Tower Nagoya, and JR Gate Tower, and near the ticket gates of Nagoya Station on the Higashiyama Subway Line, the signage is expected to appeal to users of each facility and subway users.

Media venue② : Nagoya Station Twin Vision (Shinkansen gate)

Effective on : April 1st, 2024

Service available on : Near the central and north ticket gates of JR Hakata Station

Size : 85 inches (vertical)

Number of Screens Installed: 2 screens

Posting Time: 6:00 to 24:00 (18 hours)

For More Details : [check here \(Page 55.\)](#)



These screens are located near the Shinkansen ticket gate, the gateway to the Chukyo area and one of the best meeting places at Nagoya Station. In addition to Shinkansen passengers, the station is also accessible to station users living in the Chukyo area, making it a popular location for advertisers in a variety of industries. The two large vertical screens on the left and right sides of the station can be used for high-definition 4K broadcast material.

◆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

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