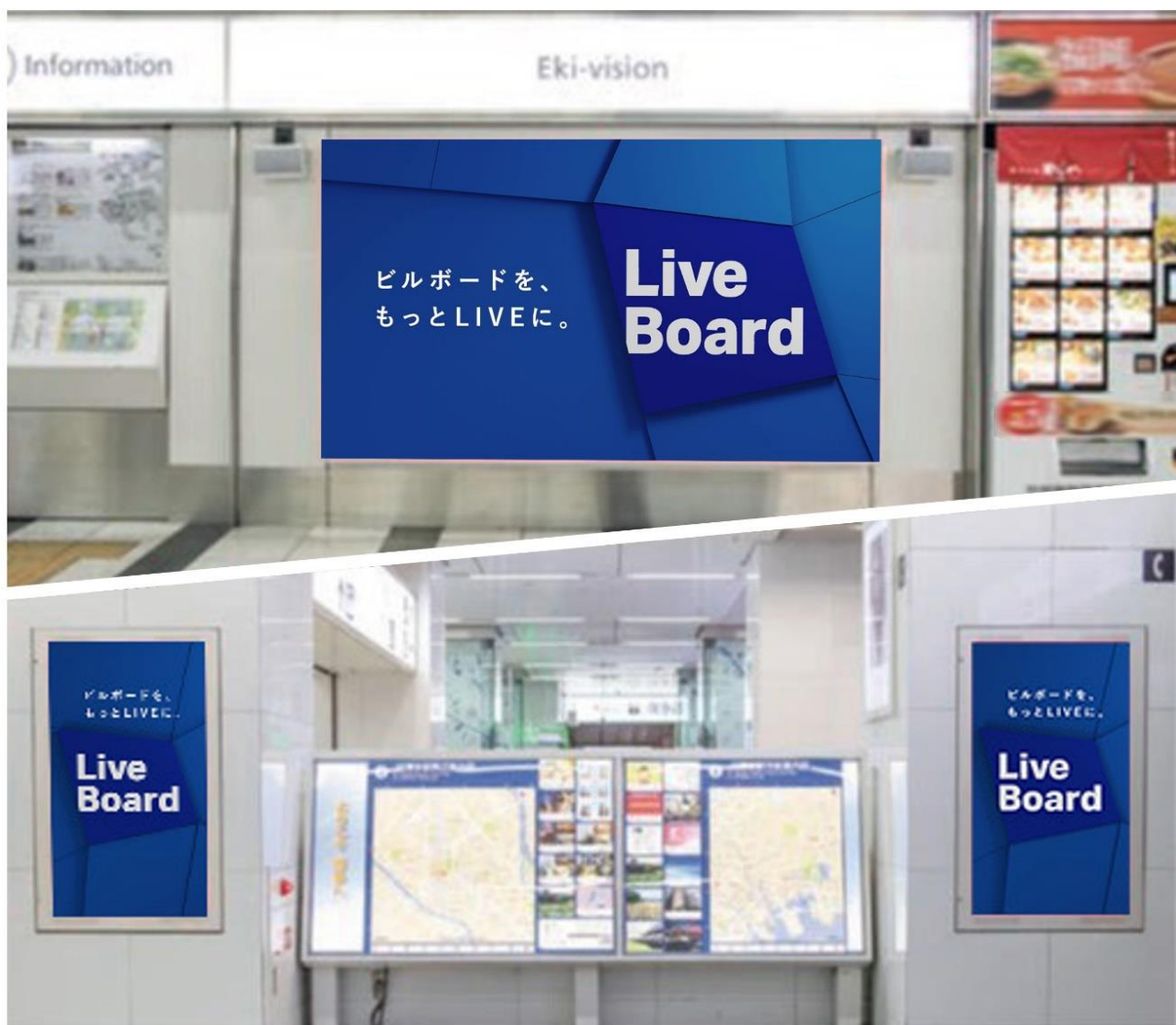


PRESS RELEASE

Tokyo, Japan/ Mar 22, 2024, LIVE BOARD,INC.

Live Board

## First collaboration of screens in JR Hakata Station! "Eki-Vision" and "Digital Signages (4Screens) " begin delivering digital out of home (DOOH) advertisements based on impressions (VAC).



LIVE BOARD,INC. has onboarded two new screens in the concourse of JR Hakata Station via its "LIVE BOARD Marketplace"\*1; "Eki-Vision" and "Digital Signages (4Screens) ". The screens are operated and managed by [JR Kyushu Agency Co., Ltd.](#) " and will begin to deliver impression (VAC)\*1 based DOOH advertising distribution campaigns on March 21, 2024.

JR Hakata Station is located near Fukuoka airport and is the gateway to Kyushu with good access to transportation by conventional lines, Shinkansen bullet trains, subways, and buses. The surrounding area has many commercial facilities and tourist attractions, and is crowded with tourists and local residents throughout

the year. Eki-Vision" and "Digital 4-Sided Set" are installed in the high-profile concourse of JR Hakata Station, which is used by more than 100,000 people per day, making it possible to reach and engage with a wide range of audiences.

Impressions (VAC) are measured based on demographics derived from NTT DOCOMO's mobile phone network operational data, known as "Mobile Spatial Statistics®\*3," and other data such as location information. By connecting to the "LIVE BOARD Marketplace," it becomes possible to programmatically deploy advertising campaigns, allowing for seamless delivery of advertisements adapted to reach diverse audiences.

\*1 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.

\*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.

#### ◆ Media Details

##### - 『Eki-Vision』

This digital signage system enables repeated recognition to customers passing through the concourse on a large screen equivalent to 120 inches.

Media venue : Concourse of JR Hakata Station

Effective on : March 21, 2024

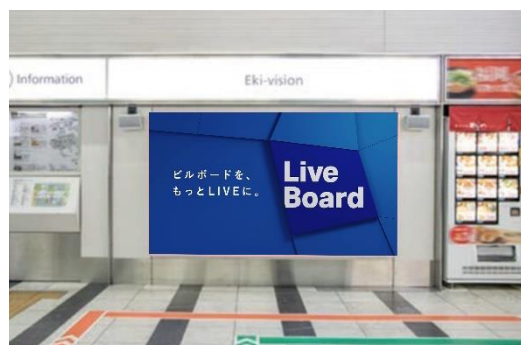
Size : 60 inches 4-sided multi (horizontal)

Number of Screens Installed: 1 screens

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

Sound: Available

For More Details : [check here](#)



##### - 『Digital Signages (4Screens)』

This high-profile digital signage is located near the central and north ticket gates of Hakata Station.

Media venue : Digital Signages (4Screens)

Effective on : March 21, 2024

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



JR Hakata Station

Size : 65 inches (vertical)

Number of Screens Installed: 4 screens

Posting Time: 6 :00 to 24:00

Sound: None

For More Details : [check here](#)

#### ◆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>

Media Contact : [info\\_press@liveboard.co.jp](mailto:info_press@liveboard.co.jp)