



## Sales launch of the highly anticipated "DOOH Interactive Delivery Package": Realize real-time interactive communication.



As of March 27, 2024, LIVE BOARD, INC. has begun selling an interactive distribution package utilizing 71 DOOH screens nationwide (Hokkaido, Miyagi, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka) operated by LIVE BOARD.

### ◆ Interactive distribution?

Interactive means "two-way" and refers to delivery that responds to the requests of others. LIVE BOARD has realized interactive delivery using outdoor screens within their marketplace by taking advantage of the most advanced programmatic digital out of home (DOOH\*1) technology.

\* 1 Abbreviation for Programmatic Digital Out Of Home. DOOH (advertising media utilizing digital signage installed in transportation, outdoor advertising, commercial facilities, etc.) that enables automation of ad delivery via digital signage by time of day, weather, temperature, etc., by area, and by audience data.

**Your produced message will be communicated interactively in real time through the screens.**

The format of this product can be customized. \*Please inquire.



(1) Read the QR code posted on the outdoor screen.

(2) From the loading screen, create an object by selecting a message, initials, character, etc.

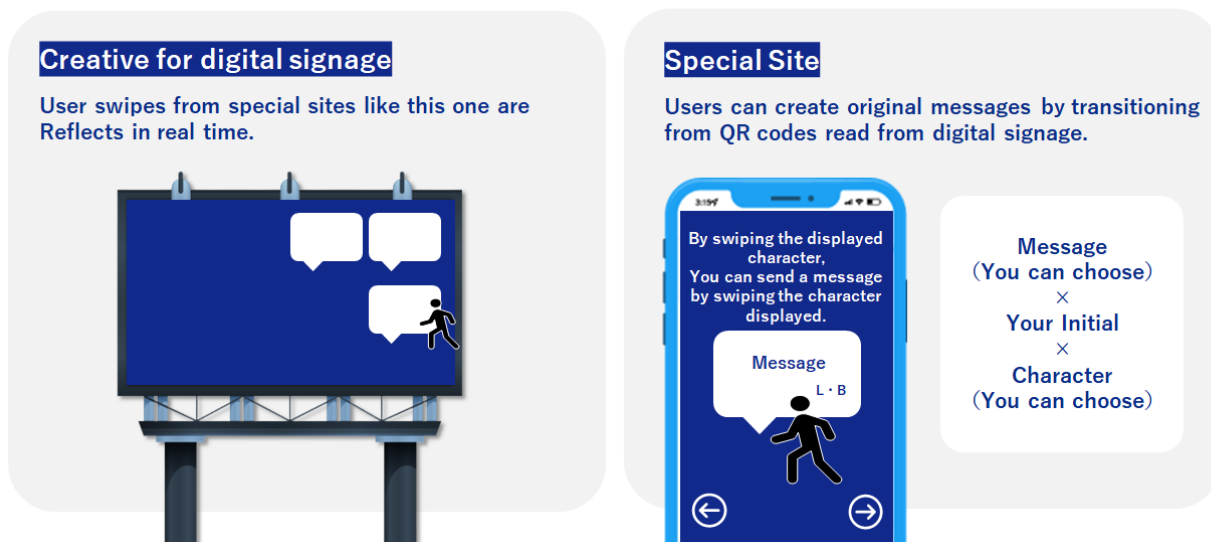
(3) Swipe the object you created.

(4) Your message will be reflected in the screen.  
\*Your message will be reflected in the screens.

### ◆Outline of Interactive Delivery Package

By linking LIVE BOARD screens with smartphones, messages from consumers are reflected on LIVE BOARD screens in real-time. Creative for signage and a special website can be created as a set, and a campaign that links mobile and outdoor screens can be implemented.

**You are responsible for creating creative and special sites for digital signage.**



#### Creation 1: Creative for Signage

These will reflect messages created and swiped by users on the special site in real-time.

#### Creation 2: Special site

These can be accessed from the QR code on the broadcast creative, allowing users to create their own original messages.

\* Flexible customization is also possible. Please contact us for details. (Estimate required).

Product name: Interactive distribution

Sales start date: March 27, 2024

Target media: 71 DOOH pages nationwide (Hokkaido, Miyagi, Tokyo, Kanagawa, Chiba, Saitama, Aichi, Osaka, Fukuoka)  
operated by LIVE BOARD

Delivery time: 7:00 - 24:00

\* Movies will be distributed at random.

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

### ◆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)