

PRESS RELEASE

Tokyo, Japan/ Mar 29, 2024, LIVE BOARD,INC.

Live Board

Shinjuku K-DG Pirie (39 screens) at Shinjuku Station on the Keio Line begin delivering digital out of home (DOOH) advertisements based on impressions (VAC)



LIVE BOARD,INC. will connect "Shinjuku K-DG Pirie" (39 screens) installed at Shinjuku Station on the Keio Line to the "LIVE BOARD Marketplace"^{*1} and begin digital out of home (DOOH) advertising distribution based on impressions (VAC)^{*2} from April 2024.

"Shinjuku K-DG Pirie" is a digital signage system that covers the department store exit, west exit, and JR transfer entrance of Shinjuku Station on the Keio Line, and can also play sound, enabling high-impact audience engagement. The "Shinjuku K-DG King Wall"^{*3} is also installed at the same location, and is approximately 15m wide by 1.5m high, making it possible to advertise to a wide range of audiences at Shinjuku Station on the Keio Line, where more than 600,000 passengers get on and off each day.

Impressions (VAC) are measured based on demographics derived from NTT DOCOMO's mobile phone network operational data, known as "Mobile Spatial Statistics®"^{*4}, 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 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.

*3 Started working with LIVE BOARD Marketplace in March 2022.

*4 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.

◆About "Shinjuku K-DG Pirie"

A total of 39 digital signage screens covering the department store entrance, west exit, and JR transfer entrance of Shinjuku Station on the Keio Line.

Ideal for high-impact audience engagement, optimized with sound.

◆Media Details

Media venue : Shinjuku Station, Keio Line, concourse floor

Effective on : April 2024

Size : 55 inches (3 screens), 70 inches (36 screens) vertical

Number of Screens Installed: 39 screens

Posting Time: 4:30 to 25:00 (sound on 7:00 to 23:00)

Sound: Available

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>

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