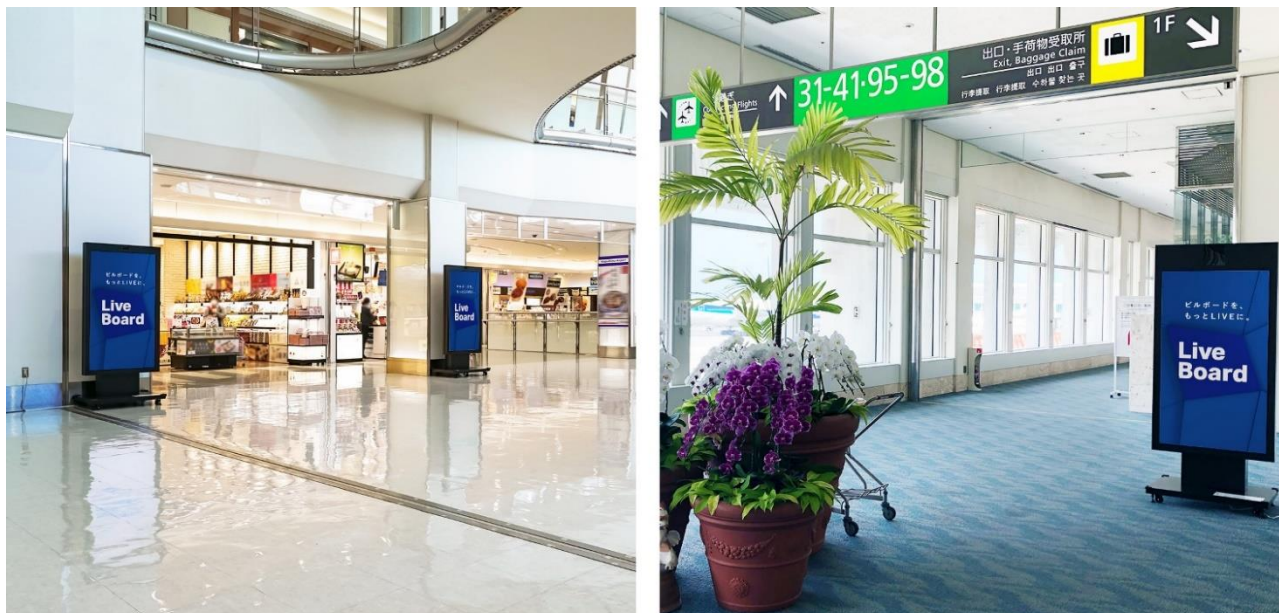


PRESS RELEASE

Tokyo, Japan/ June 5, 2024, LIVE BOARD,INC.

Live Board

## LIVE BOARD announces “Airport Dynamic Ad Vision” on digital out of home (DOOH) screens in Kagoshima Airport and Naha Airport



LIVE BOARD,INC. has announced that it will connect and link a total of 10 DOOH screens installed at Kagoshima Airport and Naha Airport to the “LIVE BOARD Marketplace”<sup>\*1</sup> on a trial basis from June 10, 2024. The screens form part of the “Airport Dynamic Ad Vision” that [ALL NIPPON AIRWAYS TRADING CO., LTD.](#) is developing at 9 airports in Japan.

In addition to the conventional sales method of specifying the delivery period and frequency, NTT DOCOMO's location data and analysis technology will enable this digital media to develop a model to estimate the number of people and viewers in the airport and to sell impressions (VAC)<sup>\*2</sup> based on the number of people estimated to have actually seen the advertisement.

“Airport Dynamic Ad Vision” is installed in departure lobbies and highly visible areas after passing through security gates, and can appeal to a wide range of leisure and business travelers. The integration began in August 2023 with 12 screens installed at Haneda Airport, and together with the digital signage in Kagoshima Airport and Naha Airport, a total of 22 screens will be connected via the LIVE BOARD Marketplace.

“Airport Dynamic Ad Vision” has a total of 46 screens at 9 airports in Japan, and LIVE BOARD has announced plans to start linking with other airports in the future.

\* 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.

◆ **Inbound tourism is expected to be the highest ever**

The number of domestic travelers in 2024 is expected to be the same level as the previous year, while the number of inbound travelers is expected to reach a record high. \*

The number of airport users is expected to increase along with the growth of travel demand. By utilizing digital signage in airports, we can expect to reach out to a wide range of travelers.

\*Reference [2024 \(January-December\) Travel Trend Outlook](#)

◆ **Airport Dynamic Ad Vision**

A network developed by ALL NIPPON AIRWAYS TRADING CO., LTD. that connects digital signage at airports across Japan enables advertisements to be displayed on a total of 46 digital signage screens at 9 airports in Japan.

◆ **Media Details**

**1. Connection start date**

June 10, 2024 (Monday)

**2. Connection media**

**① Airport Dynamic Ad Vision KAGOSHIMA**

Location: Kagoshima Airport, Domestic Terminal 2F, Departure Lobby, Security Area

Vision size/number of screens: 65-inch vertical, 6 screens

Broadcast hours: 5:00 - 22:00

Sound: No sound

Reference:

[https://travelmedia.ana.co.jp/pdf/airport\\_dynamic\\_ad\\_vision.pdf](https://travelmedia.ana.co.jp/pdf/airport_dynamic_ad_vision.pdf)



**② Airport Dynamic Ad Vision NAHA**

Location: Naha Airport, 2nd floor departure lobby boarding area and arrival conduit

Vision size/number of screens: 65-inch vertical, 4 screens

Broadcast hours: 5:00 - 22:00

Sound: No sound

Reference:

[https://travelmedia.ana.co.jp/pdf/airport\\_dynamic\\_ad\\_vision.pdf](https://travelmedia.ana.co.jp/pdf/airport_dynamic_ad_vision.pdf)



◆ **LIVE BOARD inventories across the nation**

Currently LIVE BOARD has over 64,400 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)