

PRESS RELEASE

Tokyo, Japan/ June 26, 2024, LIVE BOARD,INC.

Live Board

LIVE BOARD Inc. announces it has begun serving digital out of home (DOOH) ads based on impressions (VAC) at "Hirakata VIE ORNE Vision" in Hirakata, Osaka



LIVE BOARD,INC. will connect Hirakata VIE ORNE Vision, which is managed and operated by PASS Communications Inc. and located in Hirakata, Osaka, to the LIVE BOARD Marketplace^{*1} from July 1, 2024.

This will enable the Hirakata VIE ORNE Vision to be bought based on impressions (VAC)^{*2} (the number of people who are estimated to have actually viewed the advertisement), using NTT DOCOMO's location data and analysis technology, in addition to the conventional sales method of specifying the delivery period and number of times.

* 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.

◆About "Hirakata VIE ORNE Vision"

Hirakata VIE ORNE Vision is located at the main entrance of a commercial facility, a landmark in Hirakata City, which boasts 500,000 visitors per month. Hirakata City has a population of 400,000 and a very large number of businesses and universities. Hirakata City Station, which is used day and night, is the third busiest station on the Keihan Railway in terms of passengers. This is the medium of the facility located in front of the main station where a total of 140,000 passengers of Keihan Railway and Keihan buses come and go each day.

◆Media Details

Location: Hirakata VIE ORNE, 7-1 Okahonmachi, Hirakata City, Osaka, Japan

Access: Hirakatashi station

Size: W3,200 mm × H1,800 mm (5.76 m²)

Number of screens: 1

Broadcast hours: 7:00 - 21:00

Audio: Available *No sound available on the LIVE BOARD Marketplace

For More Details: [check here](#) *The following material is for reference only and owned by the media vendor, the prices and information may differ from what Live Board is offering.

◆LIVE BOARD inventories across the nation

Currently LIVE BOARD has over 64,500 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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