

PRESS RELEASE

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

Live Board

## **Striking video footage from Shutterstock, one of the world's largest content libraries, will be distributed at 67 LIVE BOARD locations nationwide starting September 2, 2024.**

**~The video, selected from a stock material platform with 3 million users worldwide, is now available to the public~**

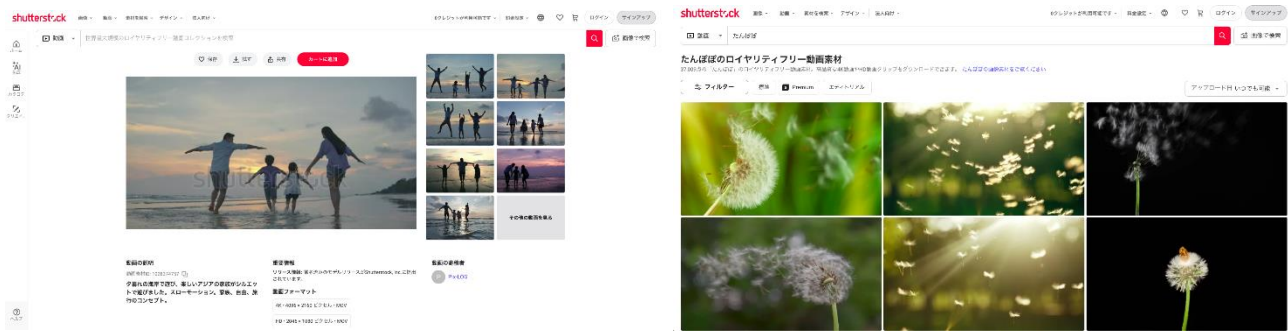


LIVE BOARD,INC. will begin distributing beautiful, story-based videos based on the abundant content of Shutterstock, one of the world's largest stock content libraries, at 67 screens nationwide operated by LIVE BOARD. The video will be available until Saturday, November 30, 2024.

Shutterstock is a royalty-free licensing service for high-quality assets such as images, illustrations, videos, music and 3D. Three million creators in 150 countries have contributed more than 800 million assets, and the number continues to grow at a rate of 200,000 assets per day.

Since its launch in 2003, the service has been widely adopted by the world's top brands, advertising agencies, production companies, and media organizations, and is used by more than 2.1 million users.

Producing and deploying high-quality content in rapid cycles has become a business challenge for all companies. Shutterstock has become a trusted and indispensable asset library for production sites around the world.



◆ **Shutterstock & LIVE BOARD Digital OOH Broadcast Overview**

Period: September 2, 2024 (Monday) - November 30, 2024 (Saturday)

Broadcast Locations: 67 locations nationwide, primarily in Hokkaido, Miyagi, Tokyo, Chiba, Kanagawa, Saitama, Aichi, Osaka, and Fukuoka

- **Manabu Tsunori, Country Manager, Shutterstock Japan, LLC comments**, “We are very honored to be working with LIVE BOARD on the OOH screen through this unique opportunity.

Since assuming this position in September 2023, we have been working to bring our stock content closer to the public, and we are thrilled to be able to realize our wish in the best possible way. We hope you will enjoy the high quality video and mix of our extensive library on our LIVE BOARD-like screens, which are leading the next generation of DOOH experiences. We are delighted to be working with creators from around the world who are contributing content to our platform, and we hope that this initiative will help to increase the media value of DOOH. We are also considering a video contest for Japanese creators. Please stay tuned for further developments.”

- **Jun Sakurai, President and Representative Director of LIVE BOARD added**, “Shutterstock Japan's content is richly expressive of the thoughts and feelings of companies and individuals, and the high quality of the content is a major draw. We have been working hard to distribute attractive content in recent years. We are very pleased to be working with Shutterstock Japan, one of the world's top technology companies and a creative platform that provides access to high-quality assets, tools, and services. We hope that viewers will enjoy Shutterstock Japan's beautiful visual world through the LIVE BOARD screen.”

◆ **About Shutterstock Japan**

Company Name : Shutterstock Japan LLC

Representative: Manabu Tsunori

Location: 6F +SHIFT Nogizaka, 8-11-26 Akasaka, Minato-ku, Tokyo 107-0052

Business : Licensing and sales of stock content

URL : <https://www.shutterstock.com/ja/business>

◆ **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

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