

LIVE BOARD installs large DOOH “GINZA GATE BOARD” in front of Shimbashi Station in Tokyo Full-scale operations to begin in mid-October 2024.



LIVE BOARD,INC. is excited to announce a new large-scale DOOH “GINZA GATE BOARD” in front of Shimbashi Station in Tokyo with full-scale operations beginning in mid-October 2024.

GINZA GATE BOARD is located right in front of the Ginza Exit of Shimbashi Station, and is a large screen visible from two directions, from the Shimbashi Station Ginza Exit Intersection side and from the Shimbashi Station side. With 58.98 square meters on the Ginza Exit Intersection side and 92.16 square meters on the Shimbashi Station side, respectively, it will be the largest DOOH installed by LIVE BOARD as of 2024.

This will provide a strong presence for advertisements to be broadcasted from the Ginza Exit of Shimbashi Station, reaching diverse audiences of passers-by.

LIVE BOARD Marketplace^{*1} plans to continue to install outdoor visions throughout Japan in order to provide new digital OOH based impressions (VAC)^{*2} and solutions.

* 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.

◆GINZA GATE BOARD Image



◆Media Details

Media Name: GINZA GATE BOARD

Location: 2-18-9 Shinbashi, Minato-ku, Tokyo

Broadcast hours: 7:00 - 24:00

Size: 58.98 square meters (H5,760mm×W10,240mm) on the Ginza Exit intersection side / 92.16 square meters (7,200mm x 12,800mm) on the Shinbashi Station side

Audio: Available

For inquiries, please contact us here: <https://liveboard.co.jp/en/contact/>

◆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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