

Hit and LIVE BOARD collaborate for the first time with 16 outdoor screens!

Digital OOH ads based on impressions (VAC) on Hit Visions and Metropolitan Expressway Digital LED Board are now available.

LIVE BOARD, INC., will connect and link “Shibuhachi Hit Vision,” “Tsutaya Ebisubashi Hit Vision,” and “Metropolitan Expressway Digital LED Board” managed and operated by Hit Co., Ltd., which specializes in outdoor advertising, to the LIVE BOARD Marketplace* from October 28, 2024 (Monday).

◆Hit, which specializes in outdoor advertising, and LIVE BOARD collaborate for the first time on 16 outdoor screens.

Hit, established in February 1991, is a leading company in outdoor advertising. Hit has many digital signage systems installed along major roads such as the Metropolitan Expressway and Shin-Midosuji Avenue, as well as the largest digital signage systems in downtown areas in the Kanto and Kansai regions. Among them are the high-impact “Shibuhachi Hit Vision,” “Tsutaya Ebisubashi Hit Vision,” and “Metropolitan Expressway Digital LED Board,” which are linked to LIVE BOARD to make it easier for advertisers to place their ads in the OOH industry.

LIVE BOARD aims to support further expansion of the OOH market, adding additional value through strategic initiatives that promote the realization of ad delivery adapted to diverse audiences.

* This refers to the entire DOOH advertising space (inventory) handled by LIVE BOARD, including its own and other companies'.

◆Media Details

- Shibuhachi Hit Vision

Located in the Hachiko Square in Shibuya, Tokyo, this is one of the largest single-panel digital signage for advertising in Japan.

Date of connection: October 28, 2024

Location: 2-3-2 Dogenzaka, Shibuya-ku, Tokyo

Size: H17400 × W24400(mm)

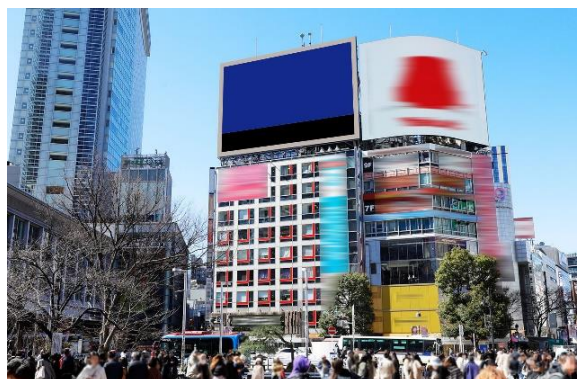
Number of screens: 1

Display hours: 7:00 - 24:00

Audio: Available

For Mmore Ddetails,; [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.



- Tsutaya Ebisubashi Hit Vision

Located in Dotonbori, the heart of Osaka, this is one of the largest digital signage for advertising in Japan. With displays using both the upper and lower screens, it expands the creative possibilities.

Date of connection: October 28, 2024

Location: 1-8-19 Dotonbori, Chuo-ku, Osaka

Size: H10240 × W18560(mm)

Number of screens: 2

Display hours: 8:00 - 24:00

Audio: Available

For mMore dDetails,; [check here](#)

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- Metropolitan Expressway Digital LED Board

Large-scale display network covering the Metropolitan Expressway. The large advertising displays that are sure to catch the eyes of drivers while they are driving have an overwhelming impact. Taking advantage of the unique segment of the audience entirely made up of drivers, advertisements targeting them are sure to have a strong appeal.

Date of connection: October 28, 2024

Location: Various locations in Tokyo

Number of screens: 13

Display hours: 8:00 - 24:00

Audio: None

For mMore dDetails,; [check here](#)

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◆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: liveboard.co.jp/en/screen/

◆About Hit Co., Ltd.

HIT, the Leading Outdoor Advertising Company in Japan

Hit was founded in 1991 as an advertising company specializing in outdoor advertising.

Since then, we have been at the forefront of the industry by adopting set boards that package multiple signs and large-scale digital signage utilizing LED technology. We have also been actively involved in the development of innovative initiatives

such as the service expansion of "HIT-movi," a location-based advertising service that connects outdoor advertising with smartphones, and the development of synchronized broadcasting media that allows multiple large-scale visions to be displayed simultaneously. We have consistently taken on innovative challenges that lead the industry.

As the world economy, technology, and media environment rapidly change, outdoor advertising is expected to keep evolving. We are the "Leading Company in Outdoor Advertising" that continues to challenge new initiatives in order to change the world with the power of outdoor advertising.

◆**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