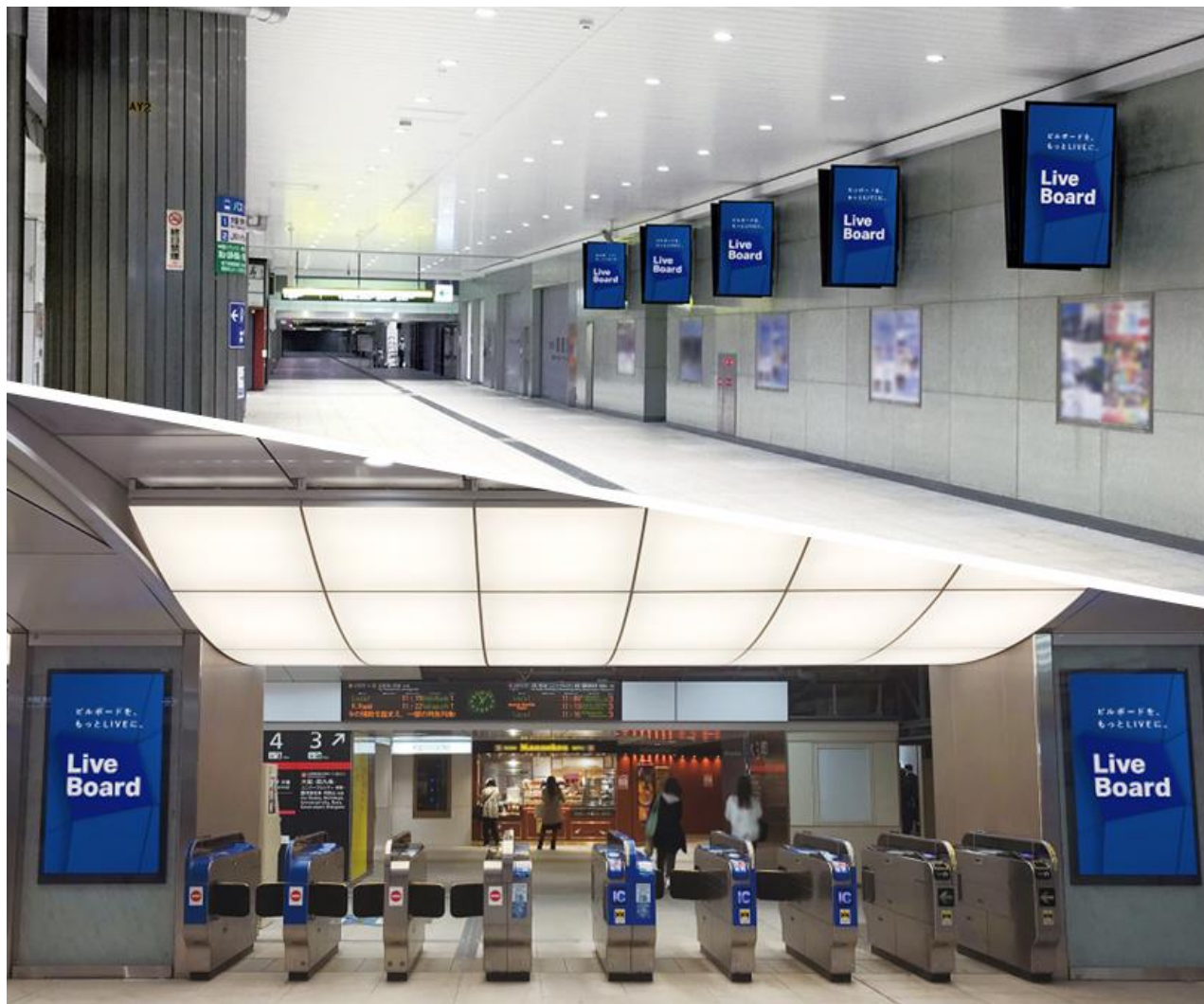


## LIVE BOARD Marketplace connects 15 new screens at JR West J AD Vision WEST in Shin-Osaka and Kyobashi Stations.



West Japan Marketing Communications and LIVE BOARD,INC. will connect “JR West J AD Vision WEST Shin-Osaka Station 3F Tozai Passage” (10 screens) and “JR West J AD Vision WEST Kyobashi Station North Exit” (5 screens) to the LIVE BOARD Marketplace from November 25, 2024 as part of a test opportunity for digital OOH advertising distribution.

In addition to the conventional sales method of specifying the delivery period and frequency specifications, this digital media format will also be available on targeted impressions-basis (VAC)<sup>\*1</sup> based on the number of people who estimated to have actually viewed the advertisement, leveraging NTT DOCOMO's location data and analysis technology which models estimates potential passengers and viewers in the train car who will view the ad.

West Japan Marketing Communications and LIVE BOARD will continue to work on creating new value to expand the DOOH market and further promote the realization of ad delivery that adapts to diverse lifestyles.

\*1 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.

Reference/Related Releases:

1 Nov 23: [The First collaboration of in-train vision in Kansai area! Connecting 6,716 screens of JR West's in-train vision "WEST Vision" into the LIVE BOARD Marketplace.](#)

Jun 9 22: [West Japan Marketing Communications Deploys LIVE BOARD SSP \(Supply-Side Platform\) --The First Among Japan's Transport Operators](#)

### ◆What is " JR West J AD Vision WEST "?

This digital signage is ideal for appealing to people who use terminal stations in the Keihanshin area, and can efficiently reach a wide variety of customers for both business and sightseeing.

### ◆Media Information

Media Name: JR West J AD Vision WEST Shin-Osaka Station 3F Tozai Passage

Location: Shin-Osaka Station 3rd Floor Tozai Passage

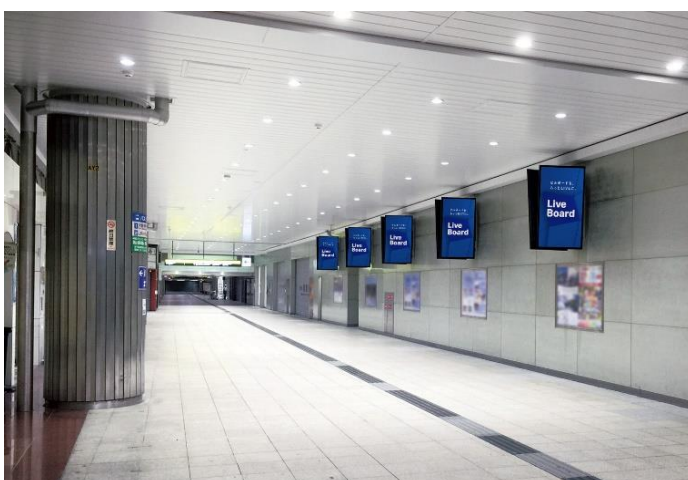
Size: 60 inches

Number of screens: 10

Display hours: 6:00 - 24:00

Audio: None

This digital signage is installed in Shin-Osaka Station, a Shinkansen bullet train stop that sees 128,000 passengers on weekdays and 100,000 passengers on weekends and holidays, mainly business people and tourists.



Media Name: JR West J AD Vision WEST Kyobashi Station North Exit

Location: Kyobashi Station North Exit

Size: 70 inches

Number of screens: 5

Display hours: 4:30 - 24:30 \*The linkage with LIVE BOARD is from 5:00 to 24:00 as it is distributed on an hourly basis.

Audio: None

This digital signage is installed in Kyobashi Station, one of Osaka's representative downtown areas with many business districts and restaurants in the vicinity of the station. 169,000 people pass through the station on weekdays and 136,000 people pass through on weekends and holidays, making it a popular destination for people of all ages day and night.



#### ◆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 [West Japan Marketing Communications Inc.](#)

As a general advertising company of the JR West Group, West Japan Marketing Communications proposes communications that exceed expectations through powerful ideas.

West Japan Marketing Communications works to provide accurate solutions based on its data and expertise by combining three roles: an "advertising agency" that works to solve a variety of client issues from branding to sales promotion; a "house agency" handling advertising and public relations for the JR West Group; and a "transportation media company" that develops and operates transportation media for the JR West Group.

#### ◆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)