

LIVE BOARD Marketplace will now support digital OOH ads based on impressions (VAC) at EDION VISION Namba in Namba, Osaka



LIVE BOARD,INC., will connect “EDION VISION Namba” in Namba, Osaka, which is managed and operated by PASS Communications Inc. to the LIVE BOARD Marketplace*¹ from January 1, 2025.

This will enable the media to be available for sale by impressions (VAC)*² based on 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 that specifies 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.

◆EDION VISION Namba

This is a large-screen vision installed in the "EDION NAMBA MAIN STORE". It is located at the entrance to Namba, which is easily accessible from Kansai Airport, and is surrounded by NAMBA MARUI and OSAKA Takashimaya, making it a medium that can appeal to young people, families, and foreign customers.

Date of connection: January 1, 2025

Location: 3-2-18 Namba, Chuou-ku, Osaka

Nearest station: Namba station

Size: H3.84 x W6.72m (25.8m²)

Number of screens: 1

Display hours: 7:00 - 23:00

Audio: Available *Weekdays from 7:00 to 9:00 and after 20:00, and weekends and holidays from 7:00 to 10:00 and after 20:00 will be broadcast without sound.

Media details: <https://oogatavision-navi.jp/vision/namba/v27007n/>

*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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