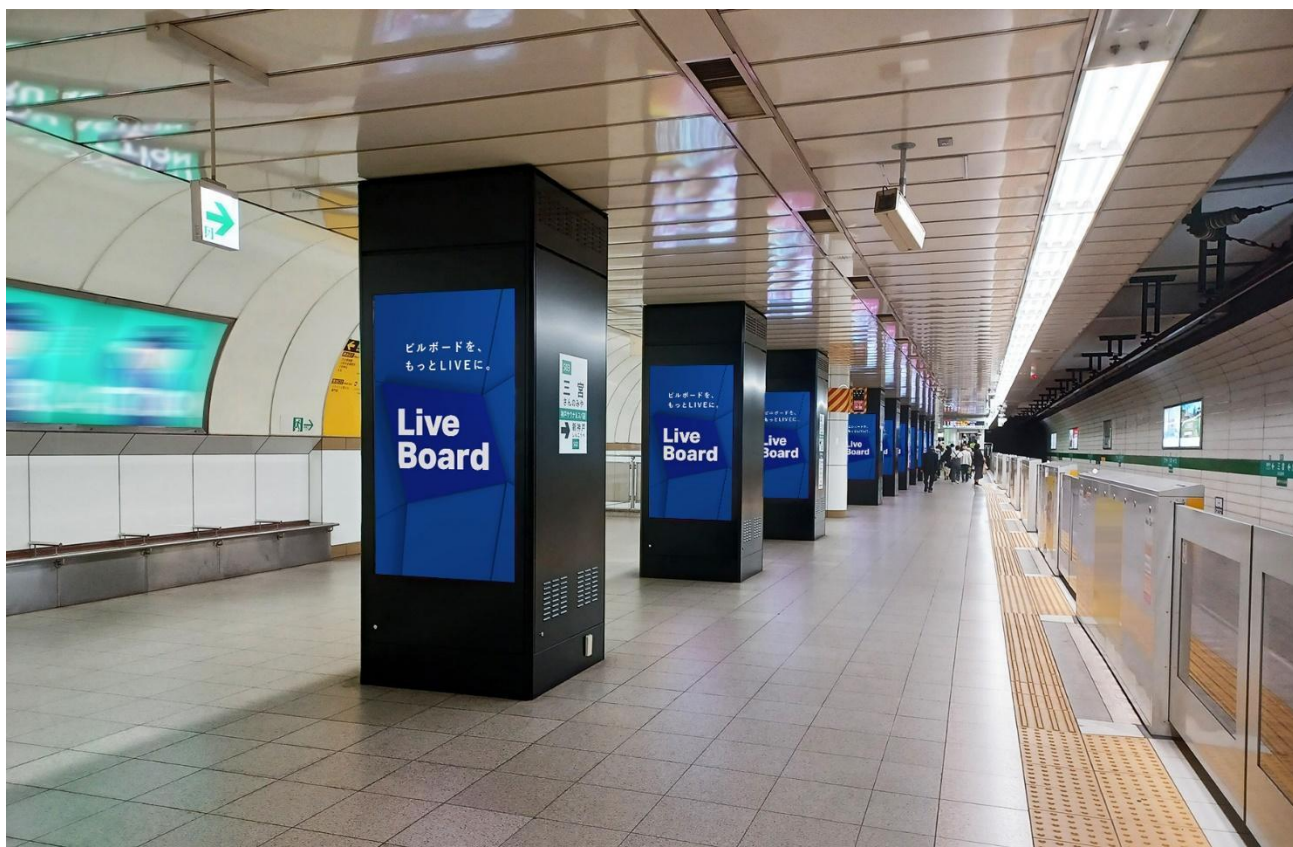


## LIVE BOARD Announces its First collaboration in Kobe area! Digital OOH ads based on impressions (VAC) are now being served on the "Kobe Municipal Subway Sannomiya Platform DS-1"



LIVE BOARD,INC., and hankyu hanshin marketing solutions Inc. will connect the “Kobe Municipal Subway Sannomiya Platform DS-1” (20 screens) installed at the Sannomiya Station Platform 1 of the Kobe Municipal Subway to the LIVE BOARD Marketplace<sup>\*1</sup> beginning January 13, 2025.

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>\*2</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 estimated potential passengers and viewers in the train car who will view the ad.

The area around Sannomiya Station, the gateway to Kobe, which is the center of business and accessible to various places, is rich in commercial facilities and crowded with tourists, business people, students, and many other people. Kobe Municipal Subway Sannomiya Platform DS-1” is a medium that can be expected to appeal to many people who use the Kobe Municipal Subway.

LIVE BOARD and hanshin marketing solutions Inc. will continue to create new value for the expansion of the OOH market by implementing effective and efficient management of transportation advertising, and will further promote the realization of advertising delivery adapted to diverse lifestyles.

\*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.

#### ◆Kobe Municipal Subway Sannomiya Platform DS-1

This 75-inch digital signage is installed on a pillar at platform 1 of the Kobe Municipal Subway Sannomiya Station. The site is located in a busy area and appeals to a wide range of age groups.

Date of connection: January 13, 2025

Location: Kobe Municipal Subway Sannomiya Station, Platform 1

Size/number of screens: 75 inches/20 screens

Display hours: 5:30 - 24:00 \*The linkage with LIVE BOARD will be 6:00 - 24:00 as it will be distributed on an hourly basis.

Audio: None

Media details: <https://hhms.co.jp/mediaguide/#page=135> (P134)

\*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>

Media Contact: [info\\_press@liveboard.co.jp](mailto:info_press@liveboard.co.jp)

◆**About hankyu hanshin marketing solutions Inc.**

**A perspective-driven marketing company that considers solutions driven by the existence value of brands.**

An advertising company of the Hankyu Hanshin Toho Group, which operates in the Kansai area and throughout Japan.

It is the general agency for transportation advertising for Hankyu Railway, Hanshin Electric Railway, Hanshin Bus, Kita-Osaka Kyuko Railway, Kobe Municipal Subway, Kobe City Bus, and Osaka Station underground passageway, and also publishes TOKK, an information newspaper for Hankyu railway lines. With Purpose as the starting point, we can provide total services from marketing strategy to planning and production of advertisements and promotions, as well as advertisement placement. We accompany our clients and provide solutions that greatly enhance value.

Company Name: hankyu hanshin marketing solutions Inc.

Business Details: Media Sales, Planning/Consulting, Web Advertising/Digital Marketing, Creative, Events, Research

Website: <https://hhms.co.jp/>

Media Contact: [contact@hhms.co.jp](mailto:contact@hhms.co.jp)