

PRESS RELEASE

Tokyo, Japan/ June 19, 2025, Odakyu Agency Inc., LIVE BOARD, INC.



Shinjuku Southern Terrace Vision Launches Digital OOH Advertising Based on Impressions (VAC)

A prime location near Shinjuku Station South Exit!



Odakyu Agency Inc. and LIVE BOARD, INC. will connect Shinjuku Southern Terrace Vision, managed and operated by Odakyu Agency, to the LIVE BOARD Marketplace*1 starting Tuesday, July 1, 2025.

In addition to the conventional sales method of specifying the delivery period and frequency, NTT DOCOMO's location data and analysis technology will enable this digital media to sell impressions (VAC)*2 based on the number of people who can be estimated to have actually viewed the advertisement.

Shinjuku Southern Terrace Vision is located near the south exit of Shinjuku Station, which has the highest number of passengers per day in the world*3. Furthermore, it is located in Shinjuku Southern Terrace, which has particularly heavy traffic, and is the closest low-rise store tower to Koshu Kaido, so it is designed to catch the attention of many people who use commercial facilities and Shinjuku Expressway Bus Terminal. The screen offers a powerful opportunity to reach a diverse and high-traffic audience.

Odakyu Agency and LIVE BOARD will continue to implement effective and efficient outdoor advertising operations, working to create new value for the expansion of the OOH market and further promoting 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.

*3 Certified by Guinness World Records in 2022 <https://www.guinnessworldrecords.jp/world-records/busiest-station>

◆Media Information

Media Name : Shinjuku Southern Terrace Vision

Date of connection : Tuesday, July 1, 2025

Location : Shinjuku Southern Terrace Koshu Kaido Road Facility Tower Upper Level

Size : L-shaped LED monitor H3,600 mm × W16,000 mm

Screen ratio : 48:9

Number of sides : 1 side

Display hours : 7:00 - 23:00 (16 hour)

Audio : Yes

Media details: <https://www.odakyu-ag.co.jp/transit-media/outside/outside01-2/>

*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 60,700 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 Odakyu Agency Inc.

As a marketing communications specialist,

we aim to be the best partner that always stands by our customers and prospers together with them.

Odakyu Agency is a comprehensive advertising agency equipped with all the functions related to marketing communication, supporting clients in a wide range of industries in solving their issues.

Company Name : Odakyu Agency Inc.

Business Details : Data collection and analysis, marketing strategy, marketing communication, space design, sales and management of Odakyu Line and Odakyu Group advertising media

Website : <https://www.odakyu-ag.co.jp/>

◆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