

“Shibuya Megawall” Launches Digital OOH Advertising Based on Impressions (VAC)



LIVE BOARD, INC. will connect the “Shibuya Megawall,” operated and managed by Keio Agency, INC. to the LIVE BOARD Marketplace*1 starting Monday, July 7, 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.

“Shibuya Megawall” is a large-format outdoor display equipped with high-definition vertical LEDs. Located at the intersection of Dogenzaka and Bunkamura Street—easily accessible from Shibuya Station, the hub of youth culture—it is an ideal medium to engage with the social media generation and tourists.

*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.

◆Shibuya Megawall

Date of connection: Monday, July 7, 2025

Location: 26-3 Udagawa-cho, Shibuya-ku, Tokyo (SAINT LOUIS BUILDING)

Size/Number of sides: H13.00m x W6.00m (78.00m²) / 1 side

Display hours: 9:00 - 24:00 (15 hour)

Media Details: <https://adsq.keio-ag.co.jp/apps/ad/product/?pid=858>

*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 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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