

PRESS RELEASE

Tokyo, Japan/ July 14, 2025, LIVE BOARD, INC.

**Live Board**

## **“Rokku Central Square Vision” at Asakusa Launches Digital OOH Advertising Available Based on Impressions (VAC)**



LIVE BOARD, INC. will connect the “Rokku Central Square Vision”, to the LIVE BOARD Marketplace\*1 starting Friday, August 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.

\*1 Refers to the entire advertising platform operated by LIVE BOARD, including functions such as SSP (Supply Side Platform) and DSP (Demand Side Platform).

\*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.

### **◆Rokku Central Square Vision**

This vision is located in the center of Asakusa Rokku Broadway and is installed in the landmark Rokku Central Square. PR events and shows are held every week on the second floor of Rokku Central Square, making it a popular destination in recent years.

Around the Vision are Asakusa Station on the Tokyo Metro Ginza Line, Asakusa Station on the Toei Subway Asakusa Line, Asakusa Station on the Tsukuba Express Line (TX Line), and Asakusa Station on the TOBU SKYTREE Line and Isesaki Line, making it a convenient location for businesspeople and domestic and international tourists.

Date of connection : August 1, 2025

Location : Wall, Rokku Central Square, 2-5-5 Asakusa, Taito-ku, Tokyo

Size/Number of sides : H3.84×W2.56 (9.83 m<sup>2</sup>)/1 side

Display hours : 09:00 - 23:00 (14 hours)

Audio : None

Media details : <https://x.gd/ywUu7>

\*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

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