

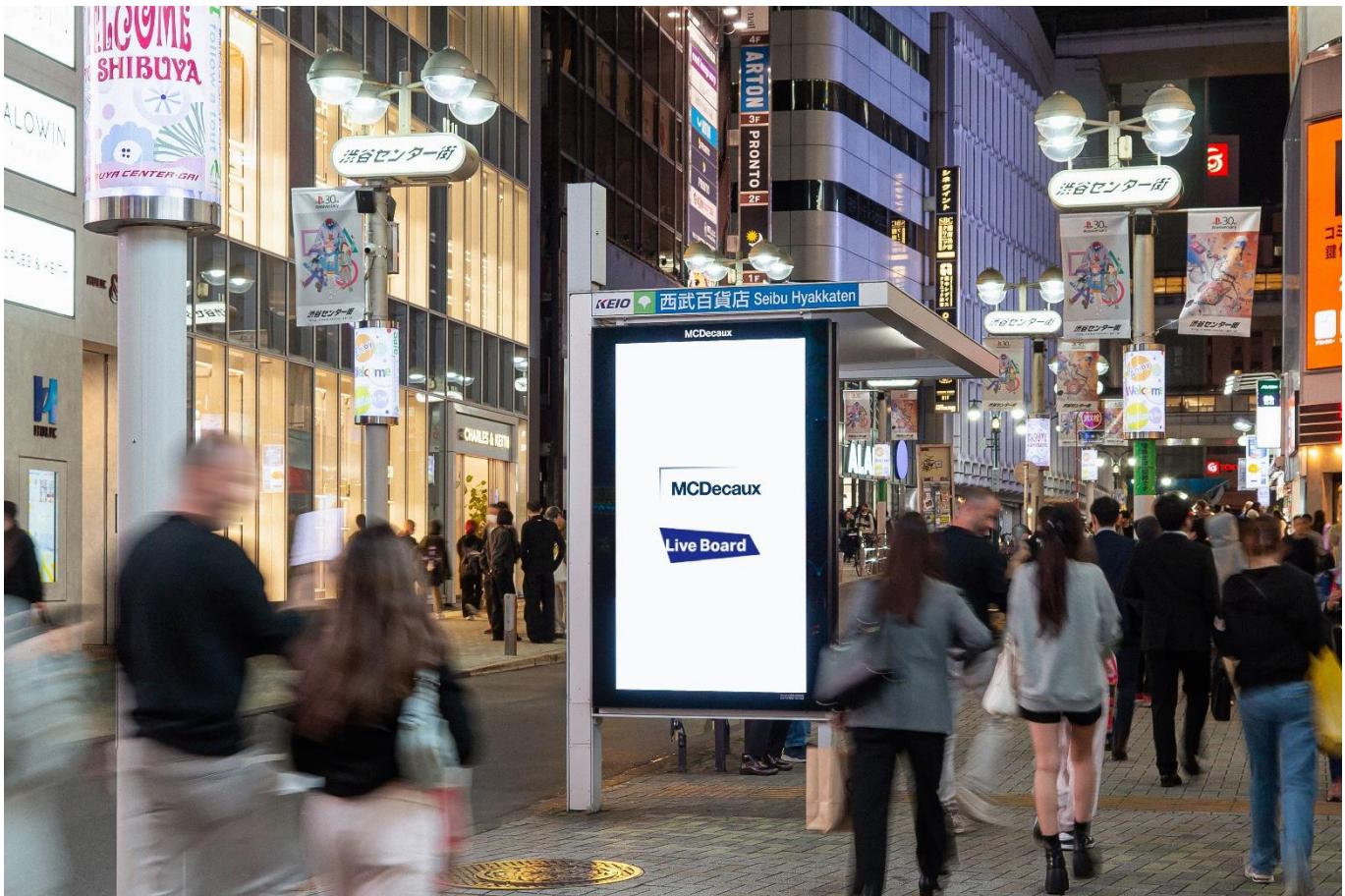
PRESS RELEASE

Tokyo, Japan/ August 18, 2025, MCDecaux, Inc., LIVE BOARD, INC.

**Live Board**

## LIVE BOARD Begins Integration with MCDecaux's "Cityscape®"

Digital OOH advertising delivery based on impressions (VAC) is now possible.



LIVE BOARD, INC. and MCDecaux, Inc. are pleased to announce that through collaboration with VIOOH, the world's leading premium digital OOH supply-side platform (SSP), they have enabled global transactions utilizing impressions (VAC)\*1 based on the estimated number of people who actually viewed an advertisement. This is achieved by leveraging NTT DOCOMO's location data and analytical technologies.

Additionally, through the expansion of our distribution network via the integration of the LIVE BOARD Marketplace\*2 and VIOOH, we are also advancing preparations for launching trading within Japan. Trading utilizing VAC is expected to become available soon on "Cityscape®", which is operated and managed by MCDecaux.

\*1 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.

\*2 Refers to the entire advertising platform operated by LIVE BOARD, including functions such as SSP (Supply Side Platform) and DSP (Demand Side Platform).

## ■ Cityscape®

Cityscape® is a nationwide network outdoor advertising service.

We operate over 3,000 B-Stop® advertising bus shelters and over 6,000 panels across 43 major cities nationwide, including the top 20.

- Number of screens: Approximately 6,800 screens Of which digital screens: 140+ screens (10 cities)
- [Media Details](#)

※As of June 2025

## ■ 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/>

## ■ VIOOH

VIOOH is the leading premium global digital out-of-home supply-side platform. Founded in 2018 and headquartered in London, VIOOH's platform connects buyers and sellers worldwide on a premium marketplace, making OOH easily accessible.

VIOOH, led by a team of experts in DOOH and programmatic technology, is driving the transformation of the OOH sector by leveraging programmatic capabilities and data to enhance omnichannel digital campaigns. VIOOH currently conducts programmatic trading across 32 markets, generating demand through partnerships with over 50 DSPs worldwide, with plans for further expansion.

For more information about VIOOH, please visit <https://www.viooh.com/>. You can also follow us on [LinkedIn](#).

## ■ About MCDecaux, Inc.

MCDecaux, established in 2000 as a joint venture between JCDecaux group and Mitsubishi Corporation, operates a unique outdoor network media business. Cityscape® has installed large advertising panels on public roads in 43 cities, including Japan's top 20 most populous cities, and is expanding installations in major metropolitan areas. Mallscape® covers over 140 shopping centers operated by Japan's top two retail groups, Aeon Group and Seven & i Holdings Group. It also exclusively manages the digital networks at Kansai International Airport and Osaka International Airport, the top two airports in the Kansai region.

Company Name: MCDecaux, Inc.

Business Details:

- 1) Development of advertising media support for commercial facilities on site and vending of advertising space.
- 2) Development of Street furniture advertising media support and vending of advertising space.

Website: <https://www.mcdecaux.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>

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