

Osaka Metro Hommachi Station Signage Launches Digital OOH Advertising Based on Impressions (VAC)



LIVE BOARD, INC. will connect the “Osaka Metro Hommachi Station Signage”, operated and managed by Osaka Metro ADERA Co., Ltd to the LIVE BOARD Marketplace*1 starting Tuesday, November 4, 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.

Hommachi Station is a major station*3 served by three Osaka Metro Lines—the Midosuji Line, Yotsubashi Line, and Chuo Line—and ranks fifth in passenger volume among Osaka Metro stations, with approximately 206,000 daily riders. Located at the heart of Osaka's business district, it serves as a vital access point to major business districts throughout the Kansai region.

Osaka Metro Hommachi Station Signage is a media platform that adds four new pillars with eight screens on the platform level to the existing eight pillars with thirteen screens in the concourse of Hommachi Station on the Midosuji Line. This has enhanced the platform into a powerful medium that reliably reaches station users through its 12 pillars and 21 digital signage displays.

We position it as an effective advertising medium that appeals to diverse user groups, including business professionals and tourists, in both the concourse and platform levels.

LIVE BOARD will continue to create new value for the OOH market through effective, efficient advertising management, and will further promote the realization of advertising distribution that is adaptable to diverse lifestyles.

*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.

*3 [Osaka Metro Co., Passenger Volume by Line and Station \(Survey Date: November 12, 2024\)](#)

■ Media Information

Media Name : Osaka Metro Hommachi Station Signage

Date of connection : Tuesday, November 4, 2025

Size/Number of sides : 55 inches / 21 sides

Location : Osaka Metro Midosuji Line Hommachi Station Concourse and Platforms

Display hours : 5:00 - 24:00 (19 hour)

Audio : None

[Media details](#)

*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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