

PRESS RELEASE

Tokyo, Japan/ September 8, 2025, LIVE BOARD, INC.

The logo for Live Board, featuring the words "Live Board" in white sans-serif font on a blue trapezoidal background.

## **LIVE BOARD collaborates with DENTSU's "MIERO Digi×TV" for digital OOH support**

**Enables integrated reach analysis across TV, digital, and DOOH.**

# **MIERO Digi×TV**

LIVE BOARD, INC. announces its collaboration in implementing digital OOH (hereinafter DOOH) functionality within "MIERO Digi×TV"<sup>\*1</sup>, a dashboard provided by DENTSU INC. that enables centralized management of television and digital advertising placements. We have commenced a proof-of-concept trial today to provide integrated reach analysis reports spanning three media channels: television, digital, and DOOH.

In recent years, the DOOH market has continued to expand rapidly, and advertisers and agencies are demanding more precise effect prediction and analysis in planning that combines multiple media. However, environments capable of integrating and analyzing three media types cross-platform have been limited until now.

This enhancement combines LIVE BOARD's DOOH ad delivery data with DENTSU's proprietary analysis methodology, enabling not only integrated reach analysis but also comparison of target reach efficiency, media selection, and ad budget allocation. Analysis results can be visualized in as little as five days after campaign completion, supporting rapid execution of the PDCA cycle.

LIVE BOARD is focused on advancing advertising planning across "triple media"—combining television, digital, and DOOH. We anticipate that adding DOOH to "MIERO Digi×TV" will further optimize advertising planning. We will continue our efforts to establish triple media planning as the de facto standard.

<sup>\*1</sup> November 10, 2021: Launch of MIERO, an integrated marketing dashboard contributing to sustainable business growth for enterprises

<https://www.dentsu.co.jp/news/release/2021/1110-010465.html>

December 17, 2024: Enhanced functionality for "MIERO Digi×TV," a dashboard enabling integrated management of TV and digital advertising

<https://www.dentsu.co.jp/news/release/2024/1217-010821.html>

### **■ 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](mailto:info_press@liveboard.co.jp)