

PRESS RELEASE

Tokyo, Japan/ December 22, 2025, LIVE BOARD, INC.

Live Board

LIVE BOARD Installs New Digital Signage at “Tipness Sangenjaya” in Front of Sangenjaya Station.



LIVE BOARD, INC. has installed a new digital signage display, “Tipness Sangenjaya,” in front of Sangenjaya Station, and it will begin full operation starting today.

“Tipness Sangenjaya” is connected to the LIVE BOARD Marketplace^{*1}, enabling the sale of impressions (VAC)^{*2} based on the estimated number of people who actually viewed the advertisement, utilizing NTT DOCOMO's location data and analysis technology.

“Tipness Sangenjaya” is located near Exit A of the North Exit at Sangenjaya Station on the Tokyu Den-en-toshi Line. Located at the intersection of National Route 246, Chazawa-dori, and Tokyo Metropolitan Route 3 Setagaya-Machida Line, this digital signage enjoys high visibility with heavy foot traffic. In addition to local residents, it can appeal to a wide range of targets, including those who visit Sangenjaya for dining and shopping.

Additionally, LED TOKYO co. handled the vision selection and installation for the “Tipness Sangenjaya”. High-brightness, high-definition LED panels optimized for this installation environment were selected and successfully implemented.

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.

■ Media Information

Media Name : Tipness Sangenjaya

Date of connection : Monday, December 22, 2025

Size/Number of sides : H3,000 × W5,500 (mm) / 1 side

Location : 2-15-4 Taishido, Setagaya Ward, Tokyo

Display hours : 7:00-24:00 (17 hours)

Audio : None

For media inquiries, [please contact us here](#).

■ LIVE BOARD inventories across the nation

Currently LIVE BOARD has over 60,200 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

[Detailed Information](#)

■ LED TOKYO co.

Brightening the world with future technology.

We provide one-stop digital signage solutions, from LED display installation to content creation, operation, and maintenance. We have extensive experience nationwide in events and exhibitions, as well as artist live performances in domes and arenas, television and music video production, and commercial filming.

Company Name: LED TOKYO co.

Business Details: Digital Signage Business -LEDTOKYO-

Website: <https://led-tokyo.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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