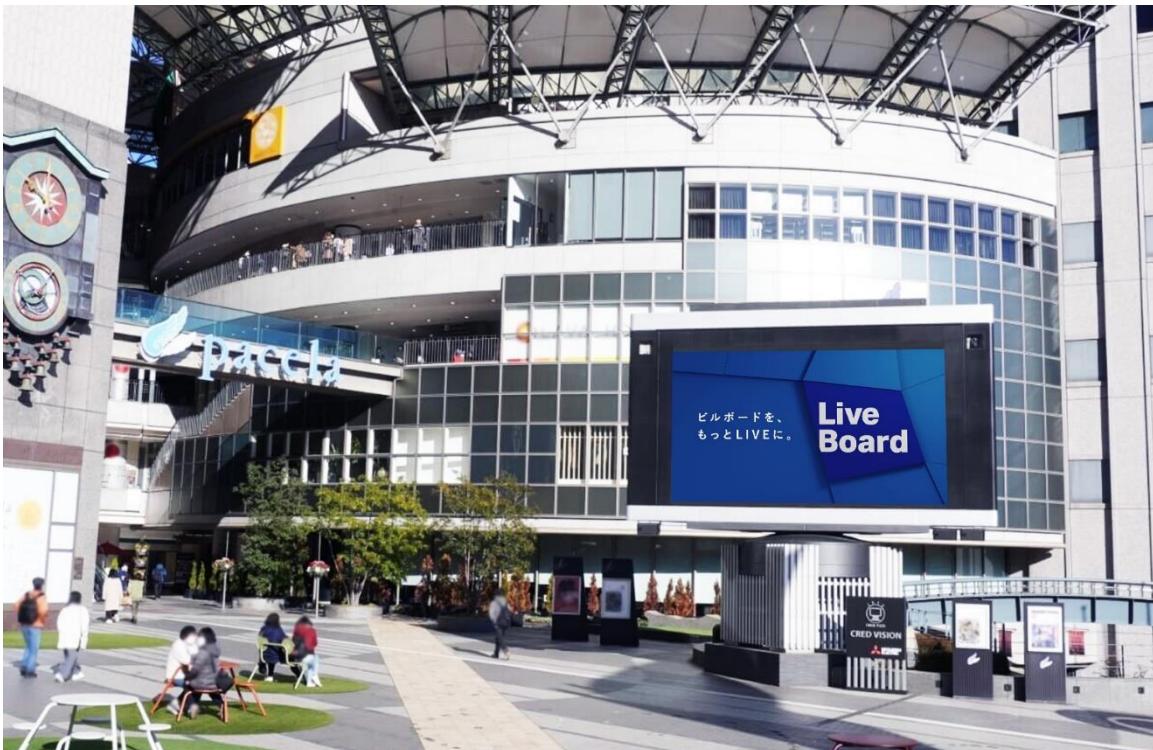


PRESS RELEASE

Tokyo, Japan/ December 23, 2025, LIVE BOARD, INC.

Live Board

## Hiroshima City “Motomachi Cred Vision” Launches Digital OOH Advertising Based on Impressions (VAC)



LIVE BOARD, INC. will connect the “Motomachi Cred Vision”, to the LIVE BOARD Marketplace<sup>\*1</sup> starting Monday, January 19, 2026.

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)<sup>\*2</sup> based on the number of people who can be estimated to have actually viewed the advertisement.

“Motomachi Cred Vision” is a large display screen installed within the Plaza (Fureai Hiroba) on the first floor of “Motomachi Cred”, facing Hiroshima Prefectural Government Office Street (Rijo-dori) in Hiroshima City, Hiroshima Prefecture. The area is home to many major facilities such as the prefectural government office, art museum, and department store, with an average of approximately 27,000 people passing through daily. Additionally, the large commercial facility “Pacela” within the building is currently undergoing renovation. In fall 2025, the “Hiroshima Motomachi Aquarium” and the shared food hall “reDine Hiroshima” will open. Furthermore, the supermarket “Lopia” and the mini-theater complex “UPLINK Hiroshima”<sup>\*3</sup> have confirmed their openings at the same facility. This is expected to attract even more visitors, enabling outreach to various target audiences, primarily local shoppers.

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 [NTT Urban Development Corporation NewsRelease](#)

## ■ Media Information

Media Name : Motomachi Cred Vision

Date of connection : Monday, January 19, 2026

Size/Number of sides : H3.46×W5.76m (19.92m<sup>2</sup>)

Location : 6-78 Motomachi, Naka Ward, Hiroshima City, Hiroshima Prefecture (Inside NTT Motomachi Cred Building Fureai Hiroba)

Display hours : 9:30-22:00 (12.5 hours) ※Due to the hourly delivery schedule with LIVE BOARD, the actual broadcast time is 10:00-22:00.

Audio : YES

### 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 60,100 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

## ■ 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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