

## **Hankyu Hyakatenmae Digital Signage**

### **Launches Digital OOH Advertising Based on Impressions (VAC)**

**Expanded digital signage collaboration in front of Hankyu Department Store Umeda Main Store**



LIVE BOARD, INC. will connect the “Hankyu Hyakatenmae Digital Signage”, operated and managed by hankyu hanshin marketing solutions Inc. to the LIVE BOARD Marketplace\*1 starting Monday, June 16, 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.

“Hankyu Hyakatenmae Digital Signage” is a vertical digital signage system installed in front of Hankyu Department Store Umeda Main Store, capable of large-screen broadcasts. This location is strategically positioned at a major pedestrian hub where traffic from the JR Line, Hanshin Main Line, Osaka Metro Midosuji Line, and Osaka Metro Tanimachi Line intersect, making it an ideal spot for high footfall. LIVE BOARD has also begun collaborating with “Umeda Grand Vision” as of May 2025, further enhancing its promotional reach in the Umeda area.

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 This refers to the entire DOOH advertising space (inventory) handled by LIVE BOARD, including its own and other companies'.

\*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

### “Hankyu Hyakatenmae Digital Signage”

Date of connection : June 16, 2025

Location: In front of Hankyu Department Store Umeda Main Store

Size/Number of sides : 85 inches 12 sides

Display hours : 6:00 - 24:00 (18 hours)

Audio : None

Media details : <https://hhms.co.jp/mediaguide/#page=41>

\*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

Website: <https://liveboard.co.jp/en>

Media Contact: [info\\_press@liveboard.co.jp](mailto:info_press@liveboard.co.jp)