

PRESS RELEASE

Tokyo, Japan/ March 25, 2026, LIVE BOARD, INC.

**Live Board**

## Directly connected to Shibuya Station! “Fukuras vision set” Launch Digital OOH Advertising Based on Impressions (VAC)



LIVE BOARD, INC. will connect the “Fukuras vision set”, to the LIVE BOARD Marketplace<sup>\*1</sup> starting Monday, March 25, 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.

The “Fukuras vision set” is installed at “SHIBUYA FUKURAS” which serves as a gateway to the west exit of Shibuya Station for visitors of all ages and international tourists. Shibuya Station is a massive transportation hub served by 10 lines operated by four companies: JR East, Keio Corporation, Tokyu Corporation, and Tokyo Metro. Additionally, the first floor of Shibuya Fukuras houses a bus terminal where local buses and airport limousine buses from both Haneda and Narita airports arrive and depart, making it a key transportation hub. Furthermore, since SHIBUYA FUKURAS houses tourist support facilities, commercial spaces on the lower and middle floors, and office buildings on the upper floors, it offers the potential to reach a wide range of people, including tourists, shoppers, and business professionals. With the Fukuras vision set installed at three locations within SHIBUYA FUKURAS, we can expect to engage audiences at multiple points that capture key moments.

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

### ① Fukuras vision set "Front Vision"

Date of connection : Wednesday, March 25, 2026

Size/Number of sides : 14.8 m<sup>2</sup> / 1 side

Location : Right in front of the walkway connected directly to Shibuya Station

Display hours : 8:00~24:00 (16 hours)

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.



### ② Fukuras vision set "Entrance Vision"

Date of connection : Wednesday, March 25, 2026

Size/Number of sides : 22.5 m<sup>2</sup> / 1 side

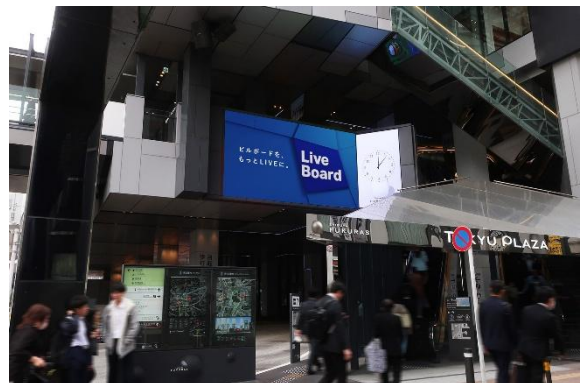
Location : Top of the Fukuras Escalator

Display hours : 8:00~24:00 (16 hours)

Audio : None

[Media details](#)

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### ③ Fukuras vision set "Fukuras EYE"

Date of connection : Wednesday, March 25, 2026

Size/Number of sides : 7.48 m<sup>2</sup> / 1 side

Location : 1st Floor, SHIBUYA FUKURAS, Bus Terminal Entrance

Display hours : 8:00~24:00 (16 hours)

Audio : None

[Media details](#)

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## ■ 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](#)

### ■ 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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