

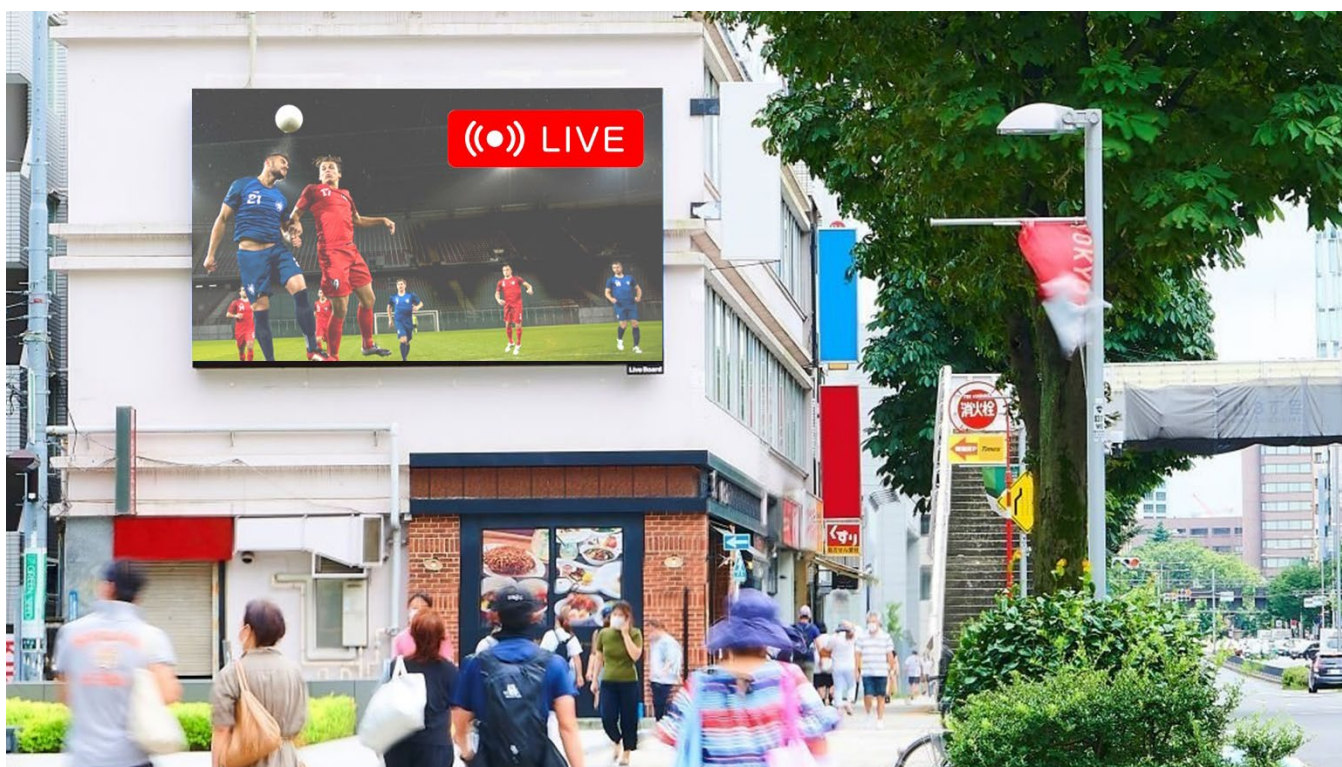
To members of the press
Press release

December 22, 2022

LIVE BOARD, INC.

SKY Perfect JSAT Corporation

SKY Perfect JSAT×LIVE BOARD New Service Launch “Live Broadcasting on DOOH” Available on Thursday, December 22nd, 2022.



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) and SKY Perfect JSAT Corporation (Headquarters: Minato-ku, Tokyo; Representative Director, President& Chief Executive Officer: Eiichi Yonekura; hereinafter, “SKY Perfect JSAT”) announced that LIVE BOARD will launch a live broadcasting service, in cooperation with SKY Perfect JSAT’s “Media HUB Cloud*” technologies, on its owned DOOH screens in 9 prefectures (Hokkaido-do, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, Fukuoka) across Japan, available from Thursday, December 22nd, 2022.

◆ Background

Looking at ad trends in 2023, “real-time” is one of the key drivers of the paradigm shift. LIVE BOARD and SKY Perfect JSAT enable a live broadcasting service on digital billboards by integrating SKY Perfect JSAT’s “Media HUB Cloud” live broadcasting technologies into LIVE BOARD’s DOOH screens. Through broadcasting a variety of live

content including press conferences, music and sports events, allowing viewers to capture and share key “moments”, LIVE BOARD would like to provide new marketing opportunities for advertisers using digital billboards.

【About the service】

Screens: Total 75 of LIVE BOARD owned screens in 9 prefectures (Hokkaido-do, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, Fukuoka) across the nation.

LIVE BOARD screens: <https://liveboard.co.jp/en/screen/>

Available from: Thursday, 22nd December, 2022

• A live broadcasting service on DOOH screens integrating with SKY Perfect JSAT’s “Media HUB Cloud” technologies.

• Maximum 5 screens among the LIVE BOARD screens are available for a live broadcasting.

• Maximum 2 hours-broadcasting per distribution.

※Audio is available at the Shinjuku Nagano-ya Building.

Shinjuku Nagano-ya Building screen: <https://liveboard.co.jp/en/screen/001110.html>

Contact: <https://liveboard.co.jp/en/contact/>

◆About Company

SKY Perfect JSAT Corporation



SKY Perfect JSAT
Corporation

Representative: Representative Director, President & Chief Executive Officer, Eiichi Yonekura

Established: November 10, 1994

Capital: 50.083 billion yen

Address: 1-8-1, Akasaka, Minato-ku, Tokyo

Business Operations: Space Business and Media Business

As a leader in the fusion of broadcasting and telecommunications, SKY Perfect JSAT Corporation is the only company in Japan which owns 16 satellites, the largest number in Asia, and provides multi-channel broadcasting, content distribution, and satellites communications. We provide a variety of entertaining services including “SKY Perfect TV!”, a paid multi-channel broadcasting service having more than 20 years history, and “SPOOX”, a paid video distribution service launched in 2021.



***Media Hub Cloud**

“Media HUB Cloud” is a solution which enables efficient and hassle-free video distribution using SKY Perfect TV’s video distribution infrastructure.

<https://promo.skyperfectv.co.jp/mediasolution/mediahub/>



LIVE BOARD, INC.



Representative: President and CEO, Jun Sakurai

Established: February 1st, 2019

Capital: 2.5 billion yen

Location: 7th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo

Business Details: DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sale

A digital OOH ad network operator achieving data driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-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 the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.