LINE Biz‑Solutions
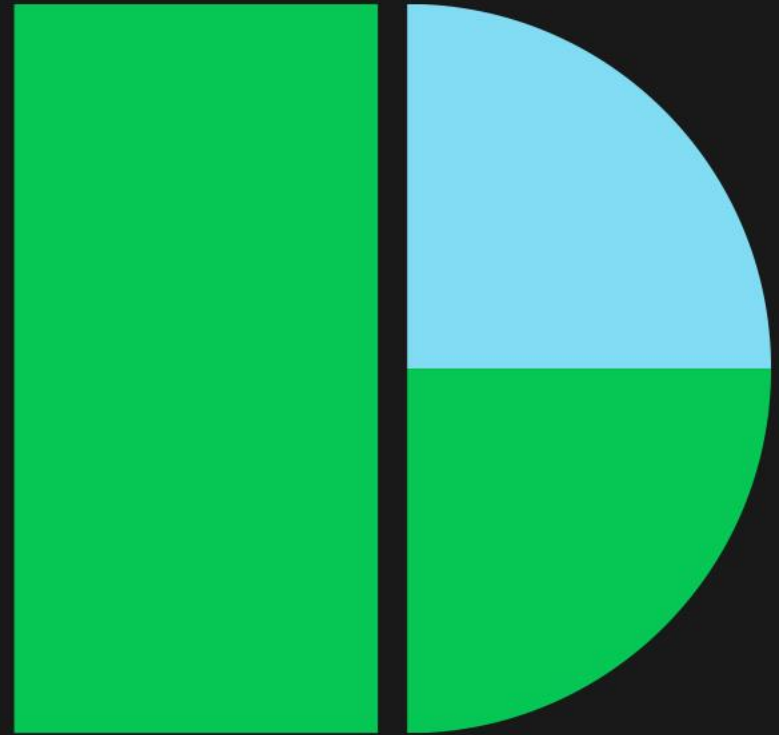
LINE Desktop Ad & Desktop Openchat

2025.10.22

LINE Desktop

5 Million Monthly Active Users

LINE Desktop is one of the most commonly used communication tools by Taiwanese users on computers, with over 5 million monthly active users!
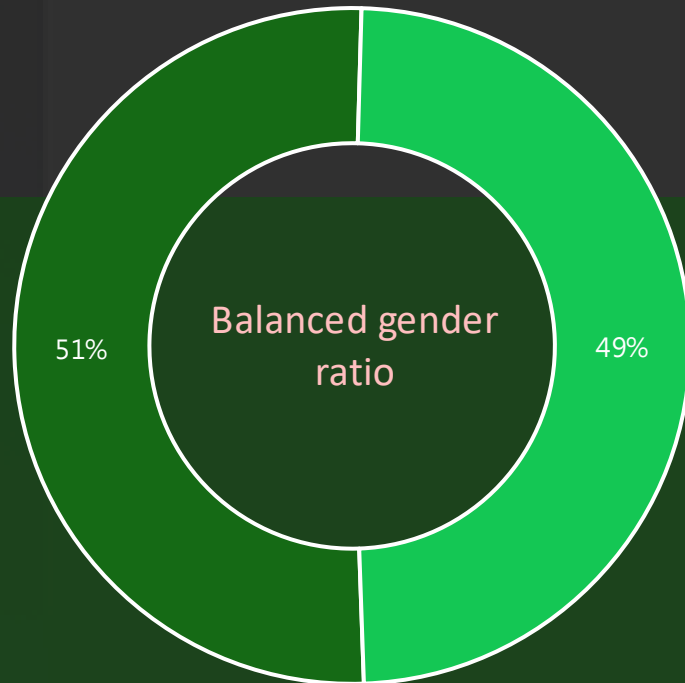
Essential for Work Communication

Beyond daily messaging, LINE Desktop has become one of the main communication tools for Taiwanese people during work hours.
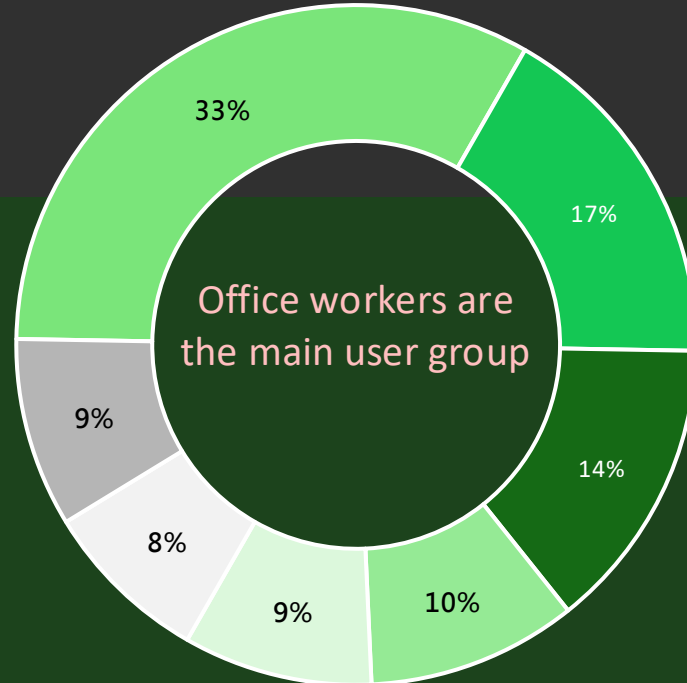
LINE Desktop USER PROFILE

LINE Desktop users are evenly split between male and female,
with the majority being office workers aged 20 to 39.

Balanced gender ratio

51%
49%

- ☐ Male
- ☐ Female

Office workers are the main user group

33%
17%
14%
10%
9%
8%
9%

- ☐ Office Workers
- ☐ Students
- ☐ Self-Employed & Professionals
- ☐ Military & Police
- ☐ Service Industry Workers

Popular among those born in the late 1980s

35%
30%
24%
11%
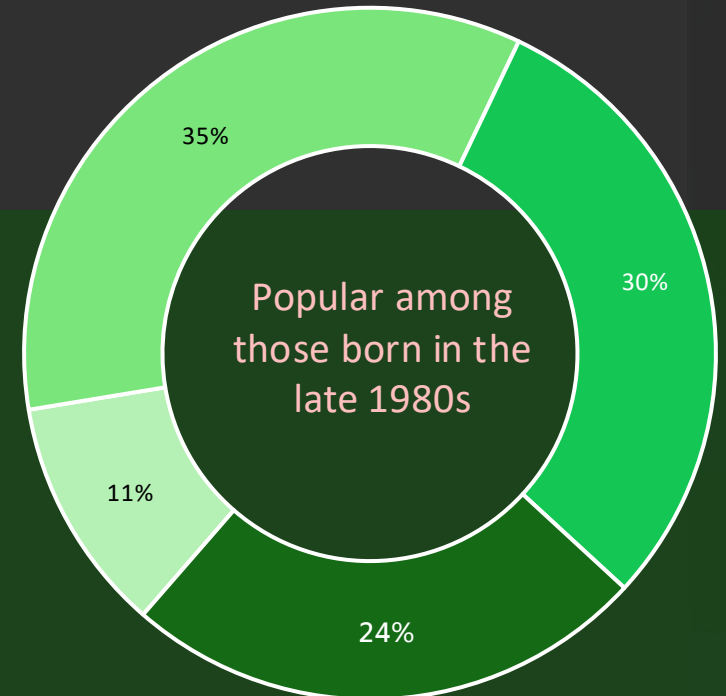
- ☐ 10s
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49

LINE Desktop Ad Placement Features
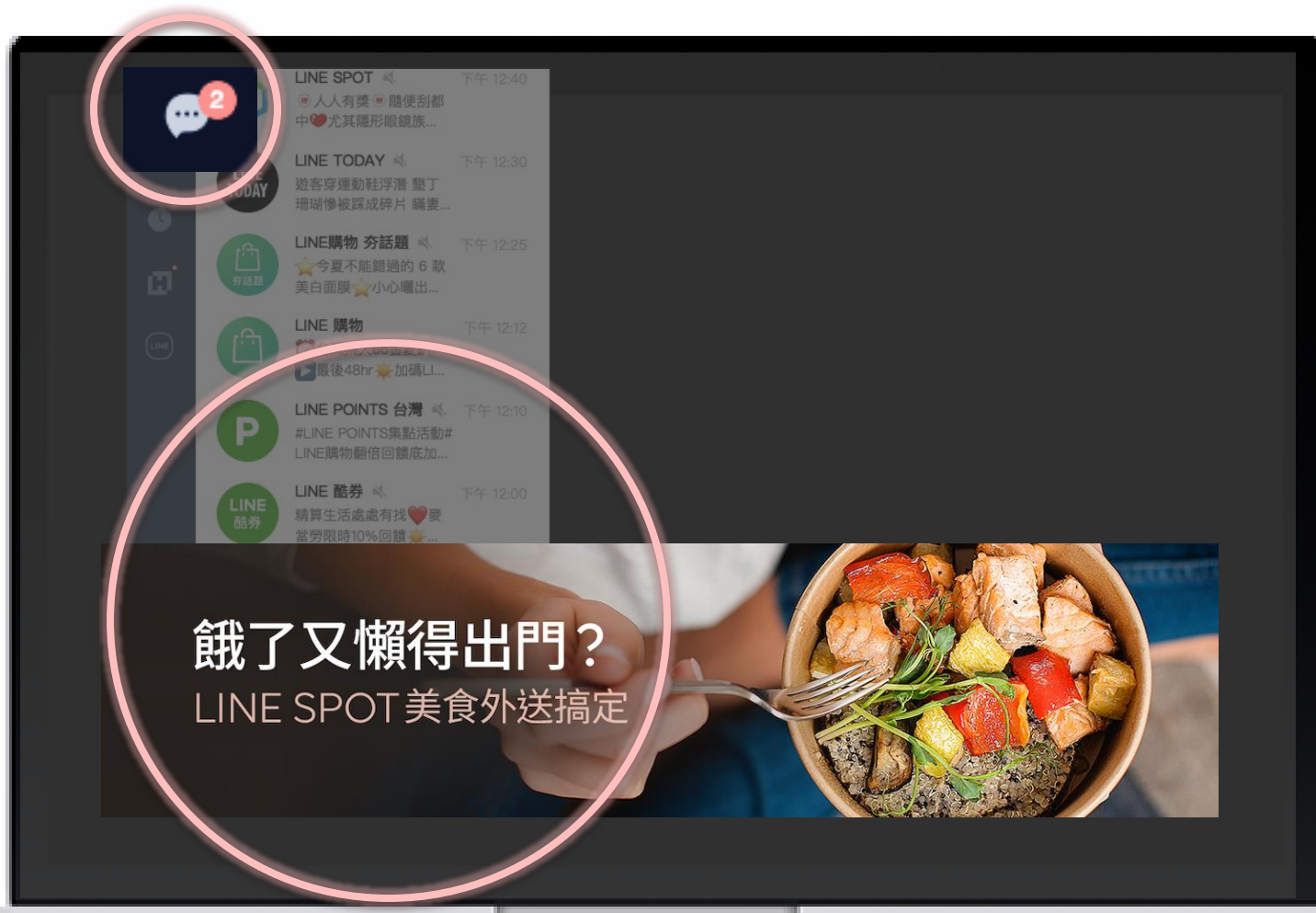
Exclusive Exposure on Front-Page MVP Ad
The Only Ad Placement in LINE Desktop Chatroom

Eye-Catching Placement in Chat Interface High-Impact Exposure in Desktop Chatroom

Full-Day Takeover with Always-On Visibility
Estimated Visible Impressions: 20–30 Million per Day

(Source) Exposure Performance: This is an estimated daily takeover impression count for weekdays (non-holidays) and is for reference only. Actual impressions may vary depending on the performance on the day of launch.
Ad Delivery Days: Limited to Mondays, Wednesdays, and Fridays.
Ad Display Time: 00:00 – 23:59 (Taiwan Time)
*Estimated Visible Impressions: The estimate applies only to regular weekdays (Mon/Wed/Fri). It does not apply if those days fall on a public holiday.
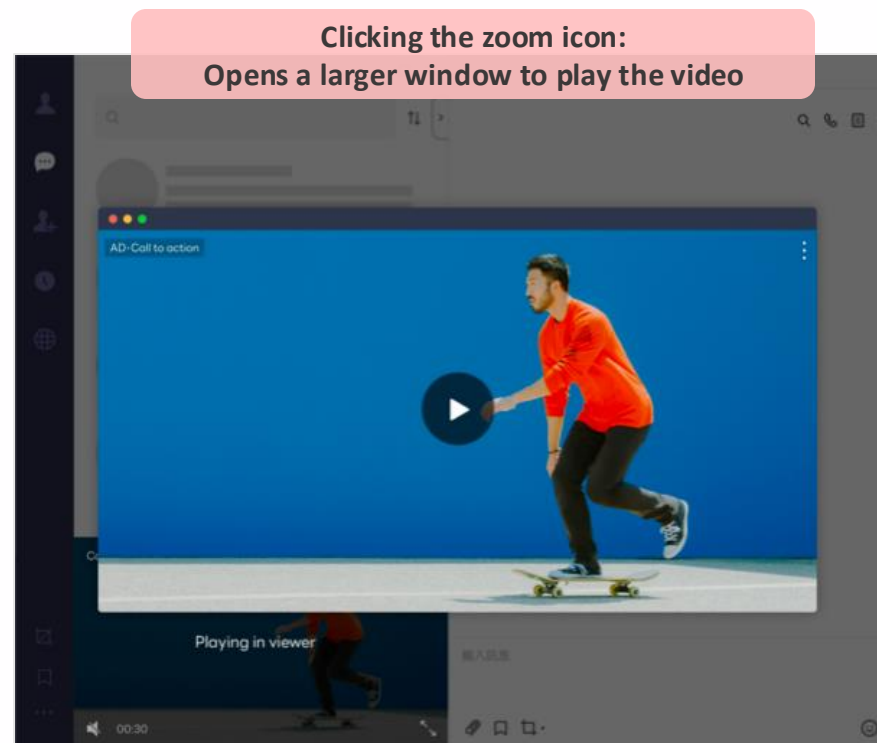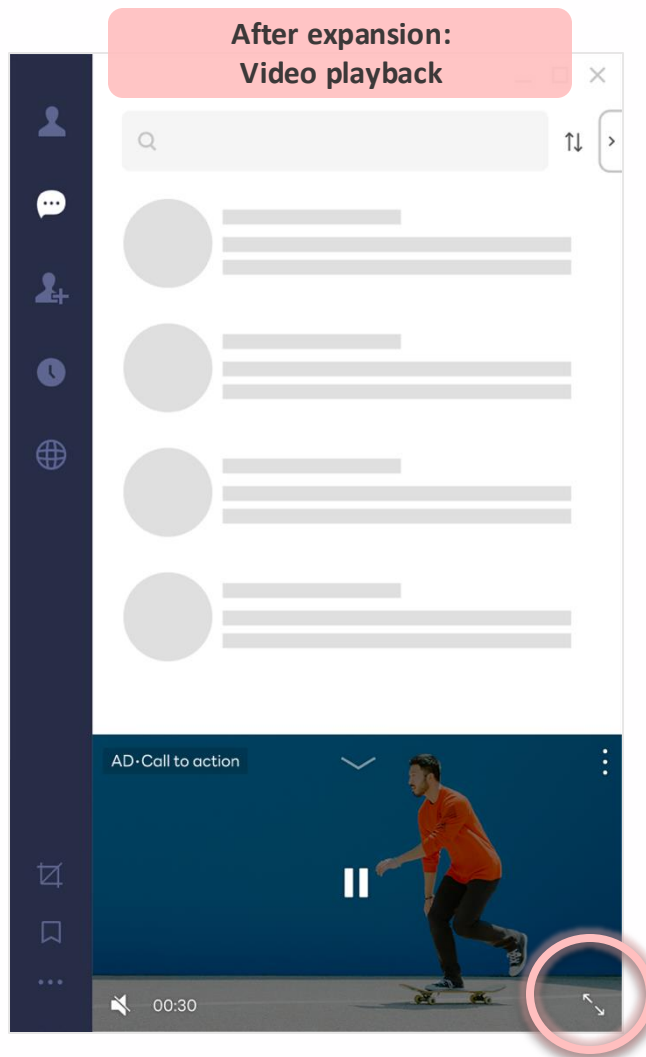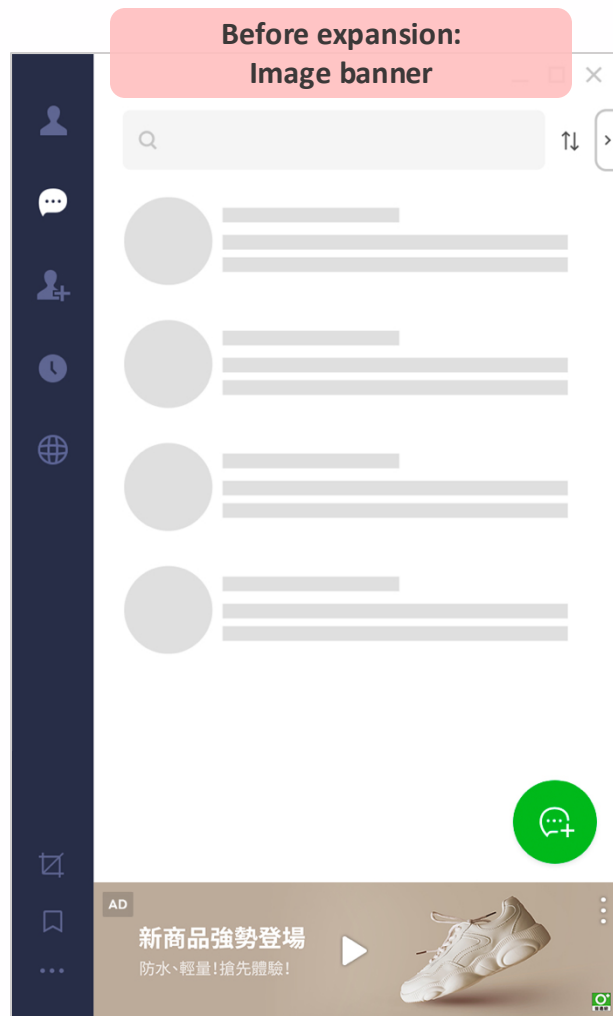Visible Impression Definition: The ad is considered visible when 100% of its pixels are displayed within the viewport (for 0 seconds). Only one impression/click is counted per user within a 10-minute window.

4

Engage deeply with your audience!
LINE Desktop Ad Brand-new Video Format!

Introducing the brand-new **video format** for LINE Desktop Ad!
Through rich and impactful video ad experiences, consumer brand awareness is significantly enhanced.

Before expansion:
Image banner

After expansion:
Video playback

Clicking the zoom icon:
Opens a larger window to play the video

AD·Call to action

AD
新商品強勢登場
防水、輕量!搶先體驗!

Playing in viewer

00:30

•Ads are delivered to users on LINE Desktop version 8.4 or above.
•When users click the image or hover over it for one second, the video ad will begin playing automatically

5

The strongest cross-device traffic combination：
LINE Desktop Ad + LINE Talk Head View

Two major traffic entry points on LINE

Create the largest exposure in Taiwan

Cross-device chatroom Premium placements

Capture different usage scenarios

Brand promotion that leads the conversation

•LINE Talk Head View is only displayed on the LINE mobile chat page. For applicable versions, please refer to the LINE Talk Head View media kit.
•The LINE Talk Head View is only available from Monday to Friday. Each campaign runs from 00:00 to 23:59 Taiwan time.
•Ad materials must be submitted 7 business days before the scheduled launch date.
•For detailed LINE Talk Head View specifications, please refer to the The LINE Talk Head View media kit.
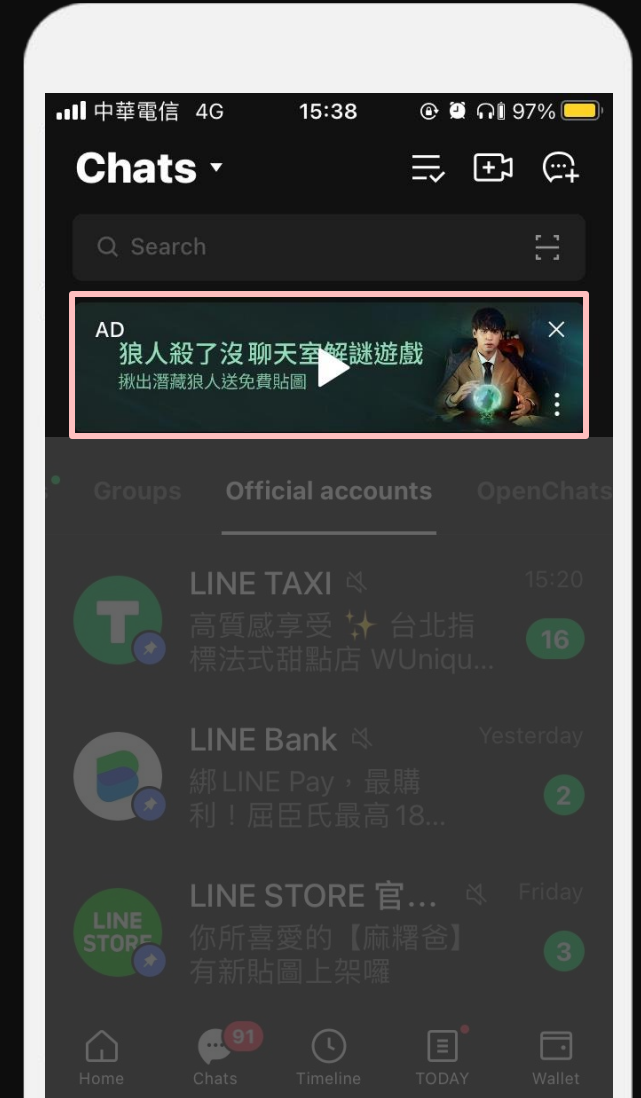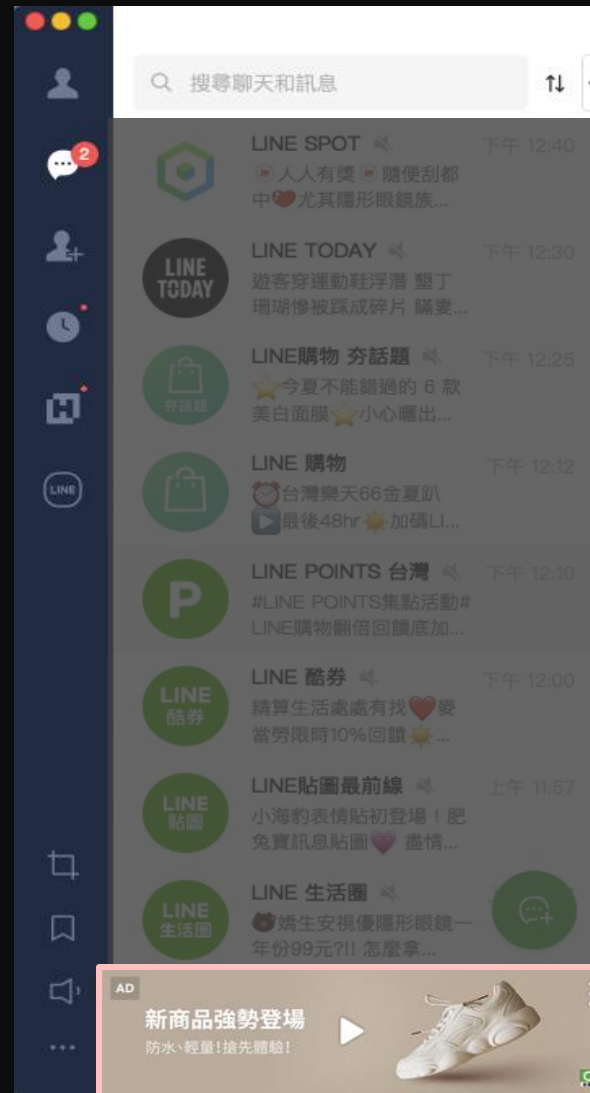
LINE Desktop Openchat
Usage in Taiwan

13 million
monthly active users

2.6 billion+
monthly community chatroom views

200 million+
monthly messages sent

Data period: July 2024, based on internal LINE data

LINE Desktop – Major New Ad Placement!
LINE Desktop Openchat Officially Launched

LINE Desktop Openchat

All-day pinned, eye-catching ad placement

Exclusive in community chatrooms*

Click performance – Up to 4x improvement*

**Deep engagement across various topics with highly active users**

* LINE Desktop Openchat is delivered to users with LINE Desktop version 8.5.0 or above
Estimated visible impressions can reach 3 million per day. This estimate is for regular weekdays and does not apply to holidays .
* Visible impression: Ad pixels are 100% displayed in the viewport (0 seconds). Only one impression/click is counted per user within a 10-minute window.
* Performance data is for reference only and not guaranteed. Actual performance should be based on real campaign results
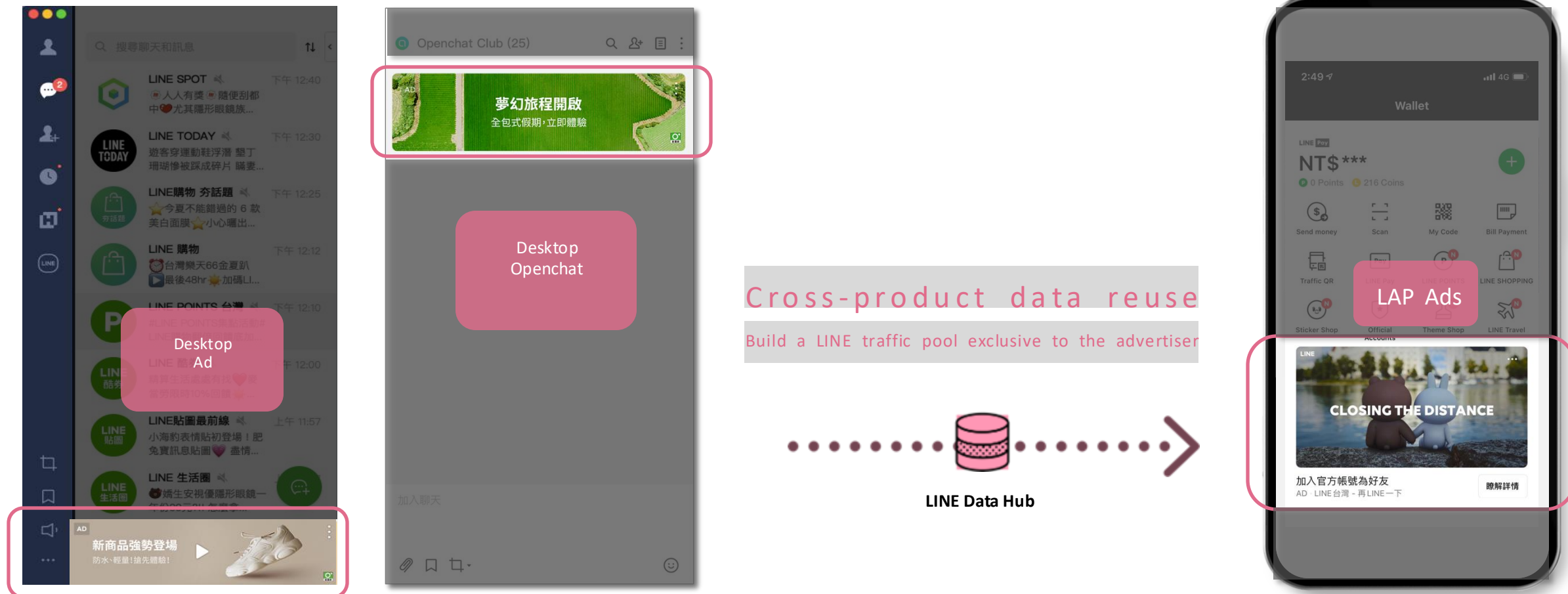* Images shown are for illustration purposes only
* Ad appearance may vary slightly depending on LINE app version and device
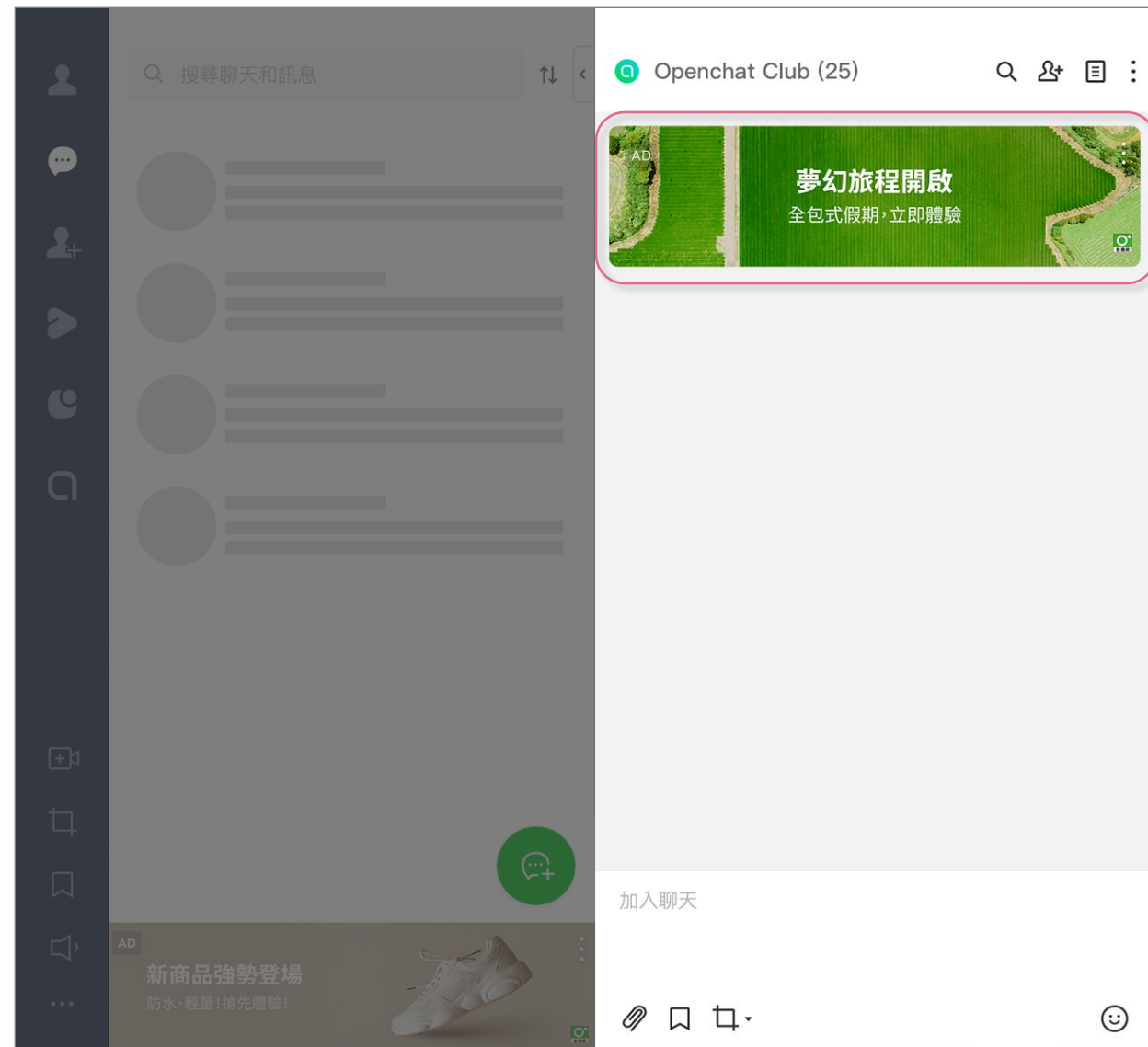
Maximizing Advertising Value: LINE Desktop Ad & Desktop Openchat
Interactive audiences can be retargeted via LAP

Desktop
Openchat

Desktop
Ad

Cross-product data reuse

Build a LINE traffic pool exclusive to the advertiser

LAP Ads

LINE Data Hub

Scale Reach

Increase
Awareness

Drive
Decisions

*Supports interactive audiences:
Image click audiences & video view audiences
*Advertisers must use the LINE Business Manager to share desktop ad audiences on LINE

9

Maximizing Advertising Value:
Interactive audiences from LINE desktop ads can be retargeted via LAP

LINE Desktop Ad & Desktop Openchat – Audience Usage Guidelines

If advertisers wish to retarget LINE desktop ad audiences via LAP (LINE Ads Platform),

please refer to the following instructions:

- **Audience Sharing via LINE Business Manager**

  Advertisers must create **a LINE Business Manager account** and bind it with their LAP

  (LINE Ads Platform) account in order to retarget LINE Desktop ad audiences within LAP.

* Supports interactive audiences: Image click audiences & video view audiences
* For detailed specifications, please refer to the LINE Business Manager media kit
* Advertisers must use the LINE Business Manager to share LINE Desktop ad audiences, and provide the BM ID for account binding.
* It is recommended to submit the BM ID along with the ad materials. If the BM ID is provided after submission or after the campaign ends,
please be aware of the audience validity period to avoid issues with audience backtracking or expiration.
* Audience status confirmation: If the LINE Desktop ad audience shows as "Preparing" when shared to LAP, advertisers can click the red warning icon in the LINE Business Manager
platform to view detailed audience status information.

LINE Desktop Ad Pricing Table

Talk Head View MVP (Desktop version)
Video Ad
The only full-day video takeover format available

Exclusive daily takeover by a single advertiser

Available days: Monday, Wednesday, Friday

Ad display time: 00:00 – 23:59 (Taiwan Time)

Estimated **visible impressions per day: 20–30 million**
Estimates are for reference only; actual impressions depend on campaign performance on the launch day.

Video Ad	Image Ad
NT$800,000 per day	NT$350,000 per day

Audience targeting by **gender and age** is supported (additional 20% charge applies)

Important Notes:
- LINE Desktop Ad is only delivered to users with LINE Desktop version 8.4 or above.
- All prices listed are before tax.
- Estimated visible impressions: These estimates apply only to regular weekdays (non-holidays). If Monday, Wednesday, or Friday falls on a public holiday, the estimates do not apply.
- Visible impression: The ad is considered visible when 100% of its pixels are displayed within the viewport (0 seconds). Only one impression/click is counted per user within a 10-minute window.
- LINE reserves the right to adjust pricing. Any changes will be announced one month prior to the adjustment.
- Ad creatives cannot be changed during the same campaign period.
- Election ads, age-restricted games, board/mahjong games, and adult medical ads are restricted to users aged 20 and above.
  (This age targeting does not incur extra charges. If targeting other age groups, standard fees apply.)
- Election ads must follow additional booking rules: A single political party (including independents, treated as one party) cannot book consecutive days. There must be at least a two-day gap between bookings.(e.g., if booking Monday, the next available slot is Thursday.)
- A single political party may book up to 5 slots per month.
- Age-restricted games can only use image ads.
- Movie ads must be non-restricted and approved by LINE before launch.
- Game-related advertisers must undergo pre-approval and submit copy and images for review.
- LINE reserves the right for final review and adjustments.

11

Desktop Openchat Pricing Table

Exclusive daily takeover by a single advertiser

Available days: Monday to Friday

Ad display time: 00:00 – 23:59 (Taiwan Time)

*Estimated visible impressions per day: 3 million

Estimates are for reference only; actual impressions depend on campaign performance on the launch day

Image Ad	NT$250,000 for 2 full-day ad placements

Audience targeting by **gender and age** is supported (additional 20% charge applies)

Important Notes:
- LINE Desktop Openchat is only delivered to users with LINE Desktop version 8.5 or above.
- All prices listed are before tax.
- Estimated visible impressions: These estimates apply only to regular weekdays (non-holidays). If Monday, Wednesday, or Friday falls on a public holiday, the estimates do not apply.
- Visible impression: The ad is considered visible when 100% of its pixels are displayed within the viewport (0 seconds). Only one impression/click is counted per user within a 10-minute window.
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- Age-restricted games can only use image ads.
- Movie ads must be non-restricted and approved by LINE before launch.
- Game-related advertisers must undergo pre-approval and submit copy and images for review.
- LINE reserves the right for final review and adjustments.

New Ad Feature **Creative Rotation**

Add-on price: NT$50,000 (before tax)

Boost click performance: CTR increase by 10%–40%

✓ **Supports 2 image creatives (A & B)**

✓ **Each creative can link to a different website**

✓ **Applicable to both Desktop Ad & Desktop Openchat**

- Performance data is for reference only and not guaranteed. Actual results should be based on real campaign performance.
- Creative rotation rules:
  1. Only applicable to image ads
  2. Creatives A and B will have similar overall exposure volume; ad reports will show individual performance for each creative
  3. Rotation is completely random by the system
- Creatives A and B do not alternate in a fixed order
- The duration each user sees creative A or B is random and not evenly distributed
- Images shown are for illustration purposes only
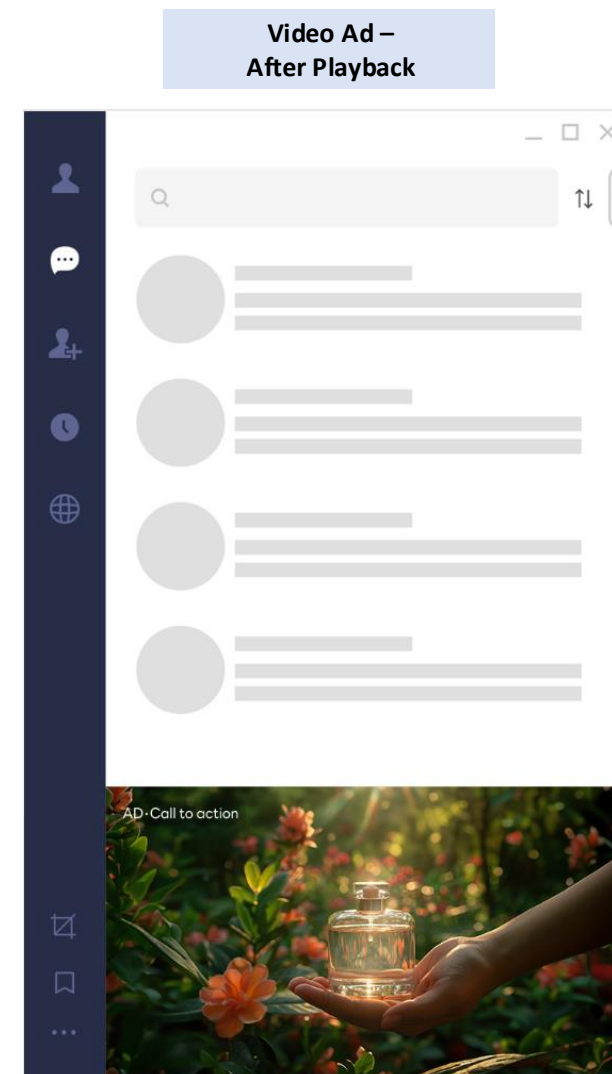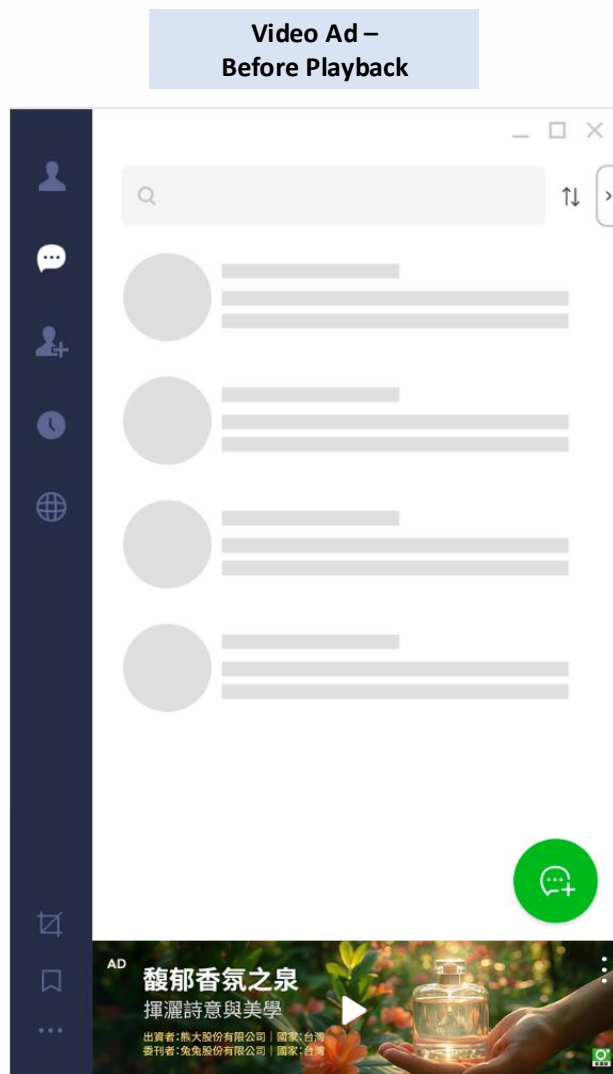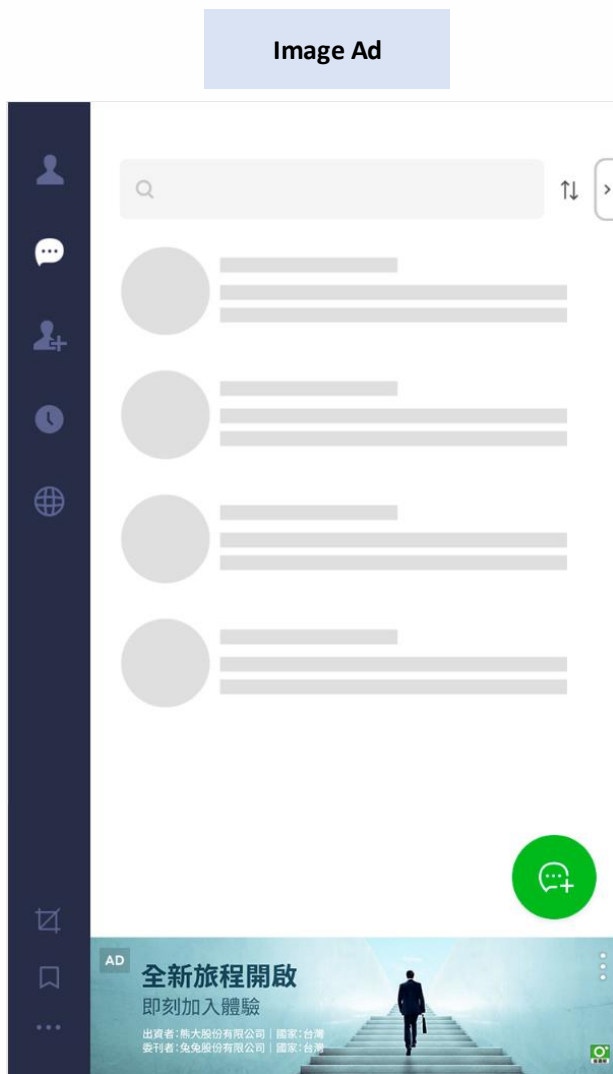- Ad appearance may vary slightly depending on LINE app version and device
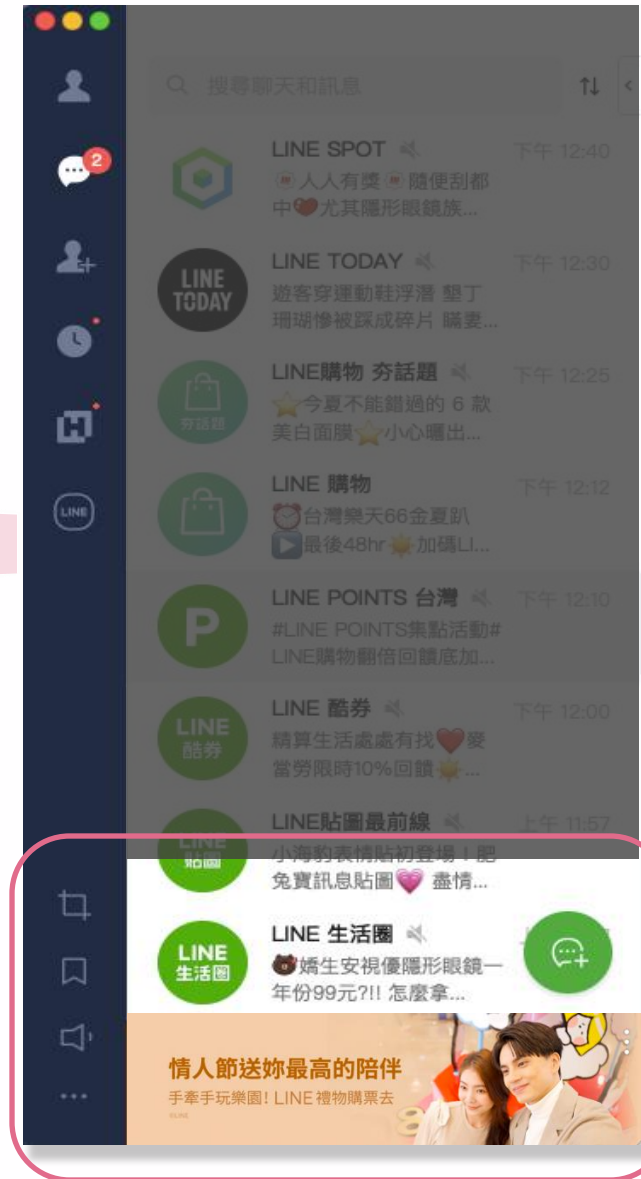
Creative A
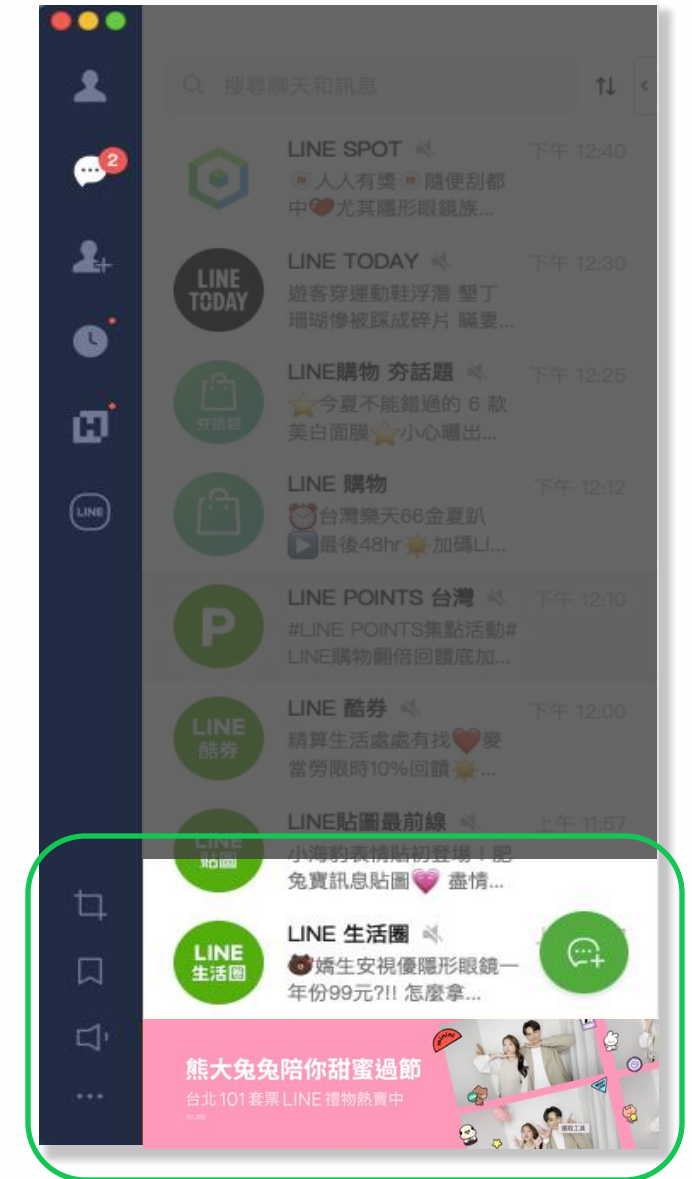
Creative B

Desktop Ad Ad Formats

- Ad Placement: Bottom of the chat page
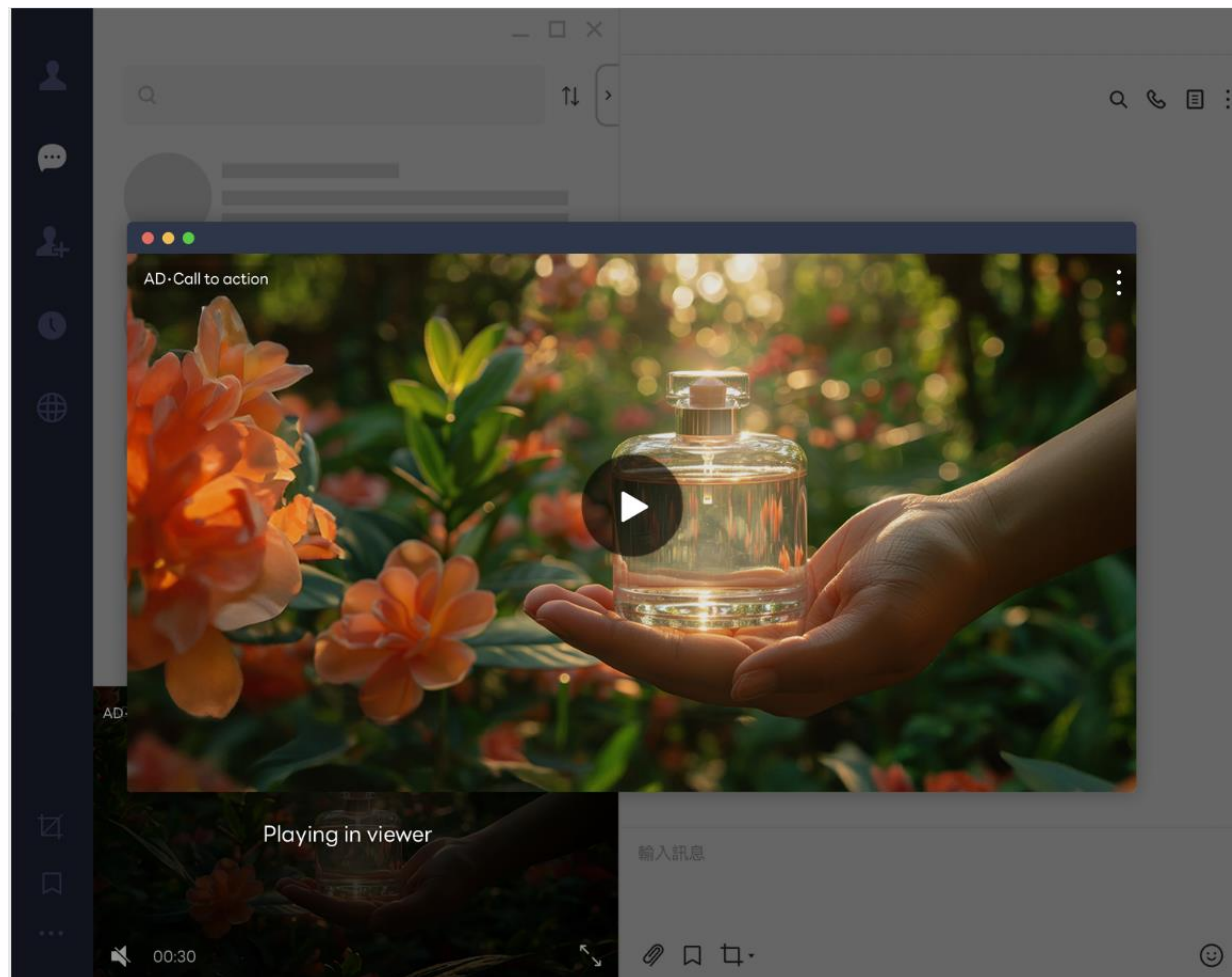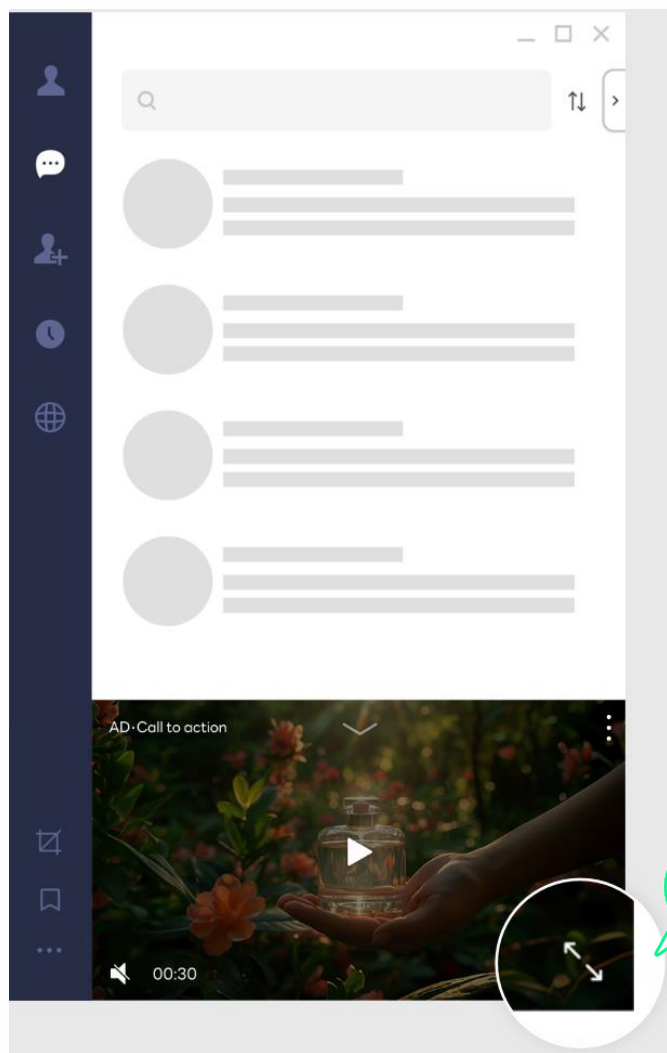

Image Ad

Video Ad – Before Playback

Video Ad – After Playback

※ Images shown are for illustration purposes only
※ Delivery Target: Users with LINE Desktop version 8.4 or above

Desktop Video Ad Formats

- Video ads can be played in a separate pop-up window

Click

Playing in viewer

※ Images shown are for illustration purposes only
※ Delivery Target: Users with LINE Desktop version 8.4 or above

16

LINE Desktop Ad & Desktop Openchat Report Metrics & Definitions

Campaign	210607_ABC Agency_LINE Shopping							
base Date	Impression	Clicks	CTR	Video plays (started)	Video plays (25%)	Video plays (50%)	Video plays (75%)	Video plays (complete)
2021/6/7								
Total								

Sample

※此為報表示意圖，實際版型請以收到的報表格式為準。

Report Item	詳細説明
Impression	100% image visible impression
Click	Number of link clicks
CTR	Click / Impression
Video plays (started)	Video plays (started): Number of times the video started playing
Video plays (25%)	Video plays (25%): Number of times 25% of the video was played
Video plays (50%)	Video plays (50%): Number of times 50% of the video was played
Video plays (75%)	Video plays (75%): Number of times 75% of the video was played
Video plays (complete)	Video plays (complete): Number of times the video was fully played

- LINE Desktop Ad is delivered to users with LINE Desktop version 8.4 or above. LINE Desktop Openchat is delivered to users with LINE Desktop version 8.5 or above.
- Video ad reports are not applicable to LINE Community Ads (Desktop version).
- Reports will be provided within 3 business days after the campaign ends.
- Visible Impression: The ad is considered visible when 100% of its pixels are displayed in the viewport (0 seconds). Only one impression/click is counted per user within a 10-minute window.
- For creative rotation formats, a single report will be provided, showing individual performance for each creative.