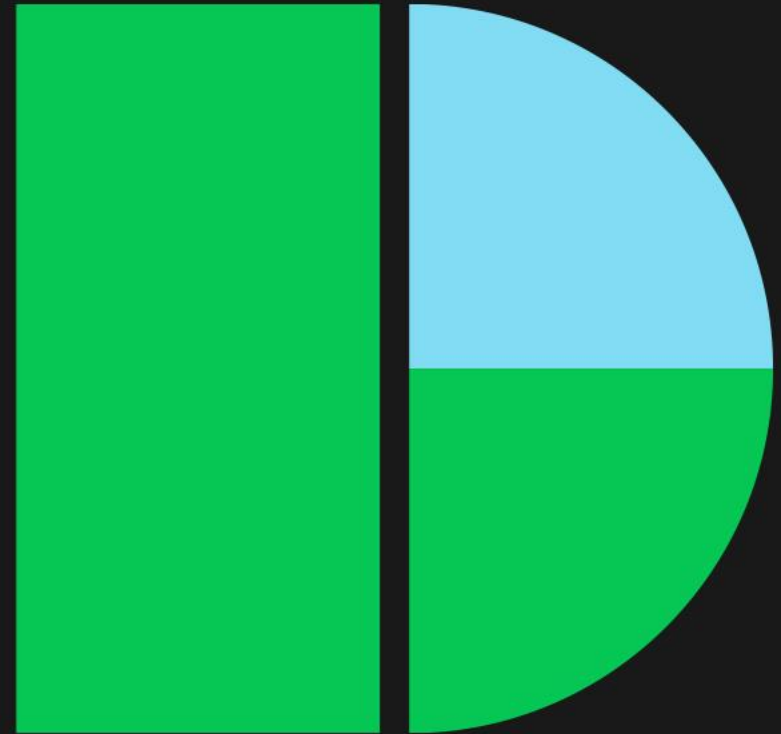


LINE Biz - Solutions

LINE Smart Channel MVP

Full Star Ad



LINE Chat List

22+ million Monthly Active Users **LINE's**
Highest-Reach Page

Highest Reach on LINE

The most visited page with the largest reach, ideal for advertisers aiming for maximum short-term exposure.

Visually Most Engaging

Eye-catching placement with video playback upon click, expanding within the chat list.

Most Talked-About Placement

Nationwide attention, becoming the MVP of daily trending topics.



LINE Chat List

LINE Smart Channel MVP Full Star Ad

*This ad placement is only available for LINE users on version 14.18.0 or above. Users on versions below 14.18.0 will not see the full-screen video ad.

*The captured image is a sample video from LINE Japan headquarters. Click to play the sample video.

*Sample video is for reference only. The actual ad display will follow the latest specifications at launch.



Brand-New Mobile Chat List Ad

LINE Smart Channel

MVP Full Star Ad

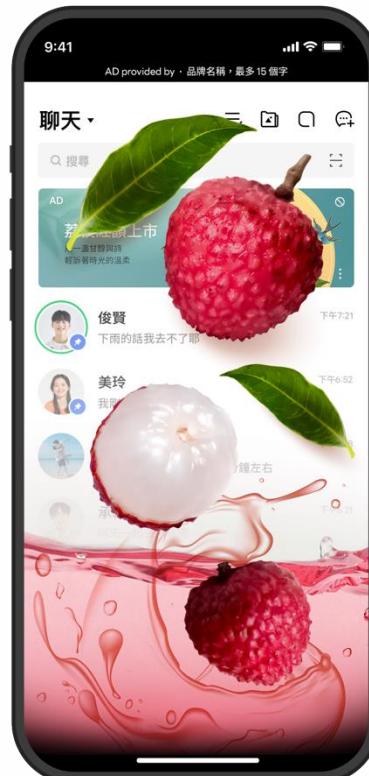
Static Banner

(Video expands after user clicks the image)



Play Full-Screen Video

(Full-screen video starts playing after user clicks the static banner)



*This ad placement is only available for LINE users on version 14.18.0 or above. Users on versions below 14.18.0 will not see the full-screen video ad.

*After 3 seconds of video playback, a SKIP button will appear in the upper-right corner. Clicking SKIP will redirect to the landing page. The close button (× icon) during video playback is only displayed on iOS.

*Captured image is a high-resolution sample. Icons and positions may vary depending on the user's LINE app version.

LINE Smart Channel

MVP Full Star Ad Star

Full-screen flagship video

Enhanced upgrade version

Expanded Ad Space

4x

Higher Average CTR
(Note 1)

8.5x

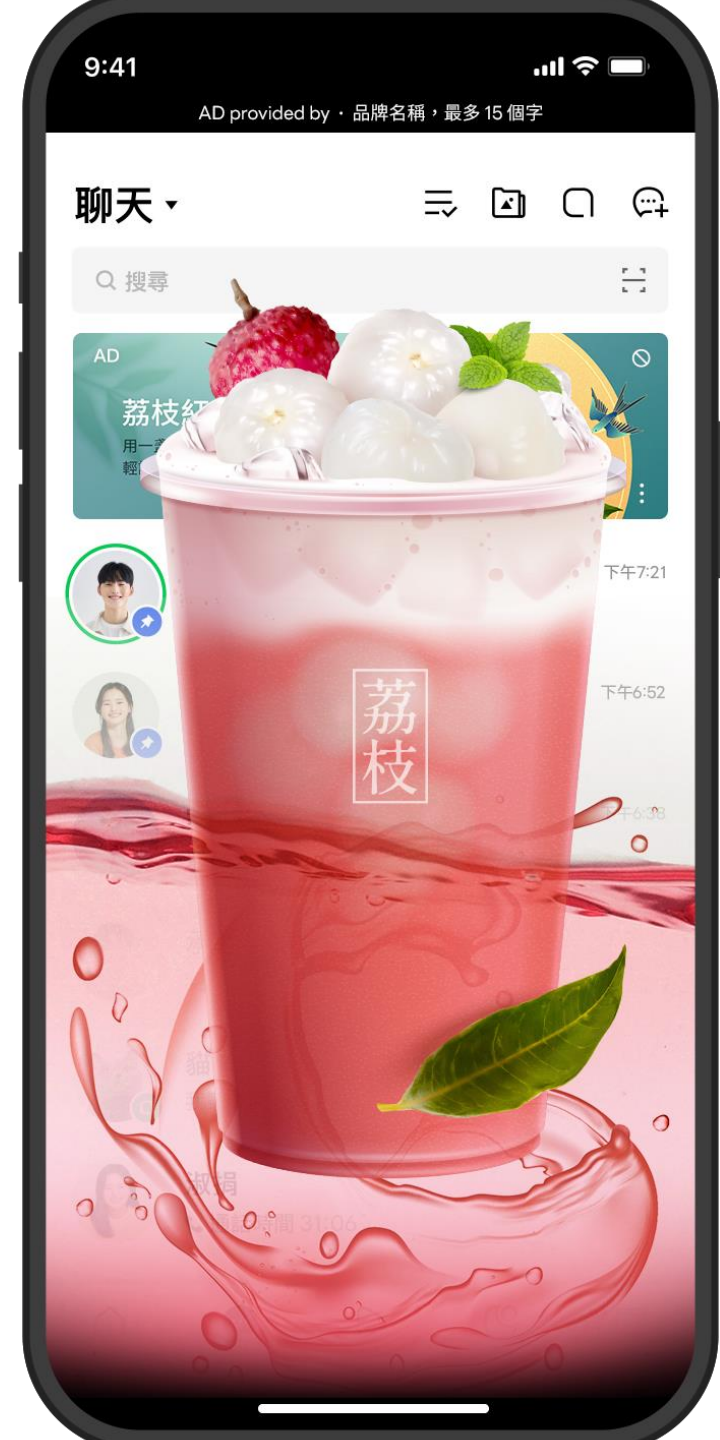
Lower Average CPC
(Note 2)

86%

*This ad placement is only available for LINE users on version 14.18.0 or above. Users on versions below 14.18.0 will not see the full-screen video ad.

*Note 1: Comparison period is Jan–Jul 2025 for expandable video ads (Maximum Reach & Guaranteed Impression) average performance vs. Jun–Jul 2025 Full-Screen Spotlight test ads average performance.

*Note 2: Comparison period is Jan–Jul 2025 for expandable video ads (Maximum Reach) average performance vs. Jun–Jul 2025 Full-Screen Spotlight test ads average performance.



LINE Smart Channel MVP Full Star



Newly Launched
\$2,000,000 per slot

Combine with other LINE ad products
Amplify brand awareness even faster

LINE BLS
Brand Lift Study

LINE BLS for Talk Head View
— One Question
(Minimum execution threshold: \$400,000)

LINE
TODAY

Masthead — 1Day Max Reach (One Slot)
(Product value: \$600,000)

LINE
Openchat

OpenChat Popup Ad — One Slot
(Product value: \$400,000)

Notes:

- All prices listed are before tax.
- For detailed usage instructions and specifications, please refer to the corresponding sales kit for each ad product.
- LINE reserves the right to adjust prices.
- Images shown are for illustration purposes only.
- Display may vary slightly depending on the LINE app version and the user's device.
- LINE reserves the final approval rights for ad scheduling and publishing guidelines.

Showcase

Success Stories



LINE Smart Channel MVP Full Star - NEW BALANCE Fresh Foam X 1080v14

Recommended Video Length*
15s
Ideal



CTR Growth*
8.4x

CPC Reduction*
88%

*Recommended Full-Screen Spotlight Video Length: Video length should not exceed 15 seconds for optimal ad performance.
*CTR and CPC Comparison Period: Same client's average performance for Headline MVP expandable video ads (Maximum Reach) in 2024–2025 vs. Full-Screen Spotlight test ads average performance.
*Images shown are for illustration purposes only.

Ad Delivery & Spec



LINE Smart Channel MVP Full Star Ad Delivery

Ad Audience (Note 1)	Delivery Method	Campaign Duration	Delivery Restrictions	Estimated Impressions	Estimated Unique Reach (Note 2)
<ul style="list-style-type: none"> All applicable LINE app versions Optional basic audience targeting (Gender & Age) — Additional 20% charge 	<ul style="list-style-type: none"> Maximum Reach Plan Audience frequency cap: 1 time during campaign (Note 3) 	Single-day only	Consecutive-day delivery not available (Note 4)	Estimated impressions: 14 million+ (Note 5)	Estimated unique reach: 14 million+ (Note 5)

Important Notes

Ad Start/End Time: 00:00–23:59 on the same day; booking available Monday to Friday.

- Note 1:** This ad placement is only available for LINE users on version 14.18.0 or above. Users on versions below 14.18.0 will not see the full-screen video ad.
- Note 2: Metrics shown are system estimates; actual data may vary by up to 4%.
- Note 3: For a single user, entries within 10 minutes are counted as one reach. Clicks and views within the same session are deduplicated. This number represents the maximum reach cap, not guaranteed impressions. When frequency cap = 1, a user will generally see the Headline MVP ad only once per day.
- Note 4:** Consecutive-day delivery is not allowed. All Full-Screen Spotlight ads must be scheduled with at least a one-day gap.
Example: If a client has already booked a Full-Screen Spotlight ad for Tuesday of the same week, other clients can only book Thursday or Friday of that week.
- Note 5: “Maximum Reach Plan” estimated impressions and unique reach are not guaranteed and may fluctuate based on overall LINE user behavior. Estimates assume no audience targeting; actual results vary if targeting is applied. On delivery day, due to system specs and user network conditions, a small number of log impressions from non-delivery ads may occur—this is normal.
- If user device connectivity is poor, repeated connection attempts may cause a margin of error (<1%) between impressions and unique reach. Actual delivery is based on impressions.
- Regardless of clicks, each exposure remains on Smart Channel for 10 minutes.
- LINE reserves final approval rights for ad scheduling and publishing guidelines.
- In rare cases, Headline MVP ads may be overlaid by:
 - (1) News alerts on major public safety events (e.g., earthquakes, disasters, elections, major incidents),
 - (2) LINE Beacon banners (requires prior consent, proximity to Beacon device, GPS & Bluetooth enabled),
 - (3) Major LINE service announcements (e.g., new services or important events).



LINE Smart Channel MVP Full Star **Ad Audience Sharing**

If advertisers need to use Headline MVP ad audiences for Full-Screen Spotlight remarketing in LAP, please refer to the following instructions:

LINE Smart Channel MVP Full Star

Switch to Audience Sharing via LINE Business Manager

Advertisers must create a LINE Business Manager account and link it to their LAP account in order to continue using Headline MVP ad audiences for remarketing within LAP.



- Please refer to the media kit on LINE Business Manager for detailed specifications.
- Advertisers must share Headline MVP audiences via LINE Business Manager and provide the BM ID for linking the Business Manager account.
- It is recommended to provide the BM ID at the time of submission. If the BM ID is provided after submission or after the campaign ends, please pay attention to the audience specification validity period to avoid situations where the audience cannot be fully traced back or becomes invalid when the BM ID is submitted.

LINE Smart Channel MVP Full Star Ad Audience Sharing

If the advertiser uses the LINE Smart Channel MVP Full Star, and has a remarketing need for the audience in LAP, please refer to the following information:

LINE Smart Channel MVP Full Star

Talk Head View MVP Audience	LINE Smart Channel MVP Full Star
Image Ads	180 days
Video Ads	
Time required for audience sync to BM	Automatically generated within 36 hours after ad delivery ends, viewable in the LINE Business Manager platform



• Please refer to the media specifications on the LINE Business Manager platform for detailed requirements.

• Advertisers must share the Talk Head View MVP audience via the LINE Business Manager platform and provide the BM ID for binding to the Business Manager account. It is recommended to provide the BM ID when submitting the ad. If the BM ID is provided after submission or after the campaign ends, please pay attention to the audience specification validity period to avoid situations where the corresponding audience cannot be fully traced back or becomes invalid.

• Audience status details for Talk Head View MVP: If the Talk Head View MVP audience shows as “Preparing” when shared to LAP, advertisers can click the red warning icon on the LINE Business Manager platform to view detailed status information for that audience.

LINE Smart Channel MVP Full Star **FAQ**

Applicable Format: LINE Smart Channel MVP Full Star

Q. Will the Full-Screen Spotlight video ad play automatically?

A. By default, the video will automatically play after clicking the banner image, but it still depends on the user's system settings.

Q. Is the sound set to autoplay or mute by default?

A. All Full-Screen Spotlight ads are muted videos.

Applicable Format: LINE Smart Channel MVP Full Star

Q. Can third-party ad impression and click tracking be used?

A. The system currently supports the following third-party ad tracking*:

Click Tracking:

Please note that Landing Pages cannot use shortened URLs. Supported platforms: DoubleClick (DCM), Sizmek, Miaozen

Impression Tracking:

Please note that Landing Pages cannot use shortened URLs. Supported platforms: Nielsen (DAR), Flashtalking

*This only indicates that the LINE system can be configured; it does not guarantee the accuracy of third-party tracking data.
System support status is subject to the current configuration.

Review Process & Leadtime



LINE Talk Head View MVP Full-Screen Star Video Ads – Ad Placement Process (Part 1)

NO.	Process Item	Responsible Contact	Required Days (Working Days)	Description
1	Booking Confirmation & Advertiser Approval	LINE	1-2	<ul style="list-style-type: none"> Advertiser and campaign schedule must be approved before proceeding. Please refer to the industry and product listing standards on the following pages.
2	Sign IO and Submit Materials	Advertiser		<ul style="list-style-type: none"> IO must be signed before publishing. Materials limited to 1 set (2 images + 1 video); Landing page link: 1 only. Follow material production guidelines on related pages. Submit the material upload form. Refer to material review standards on the following pages.
3	1st Review: Material Submission: Advertiser provides video briefing and storyboard	Advertiser		<ul style="list-style-type: none"> Use the provided template for briefing and storyboard.
4	1st-Review: Material Review	LINE	2	
5	2nd Review: Final Material Submission	Advertiser	1 - 7	<ul style="list-style-type: none"> Submission must include static images, video preview image, and video ad file. Upload form required.
6	2nd Review: Material Review	LINE	2	

- LINE reserves the right to adjust the above schedule.
- Please check with your LINE sales contact for available booking periods and assistance with reserving ad slots.
- If material review requires re-submission, allow an additional 10 working days for each review cycle.
- Japanese holidays may result in extra working days for review.

LINE Talk Head View MVP Full-Screen Star Video Ads – Ad Placement Process (Part 2)

NO.	Process Item	Responsible Contact	Required Days (Working Days)	Description
7	Ad Launch Setup	LINE	3	<ul style="list-style-type: none">• Advertiser and campaign schedule must be approved before proceeding.• Please refer to industry and product listing standards on the following pages.
	Total Time from 1st Review to Ad Launch (LINE only)		7	<ul style="list-style-type: none">• Estimated 7 working days, excluding client-side delays and re-review situations.• Japanese holidays may add extra working days for review.
8	Campaign Start	LINE	Based on client campaign schedule	<ul style="list-style-type: none">• Ads will start publishing according to the set schedule.• Start time: 00:00 (Taiwan time)• End time: Last day at 23:59 (Taiwan time).
9	Report Delivery	LINE	Within 3 working days after campaign ends	<ul style="list-style-type: none">• Video report includes: Impressions / Unique Reach / Video Plays (Start) / 4-Stage Video View Counts / Link Clicks / CTR.

- LINE reserves the right to adjust the above schedule.
- Please check with your LINE sales contact for available booking periods and assistance with reserving ad slots.
- If material review requires re-submission, allow an additional 10 working days for each review cycle.
- Japanese holidays may result in extra working days for review.

THANK YOU

