

LINE Ads Network

About LINE Ads Network

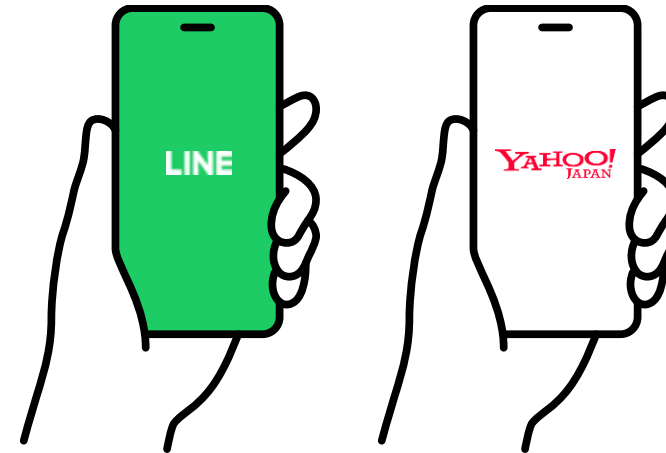
Corporate Business Company,
LY Corporation

Updated: October 2025

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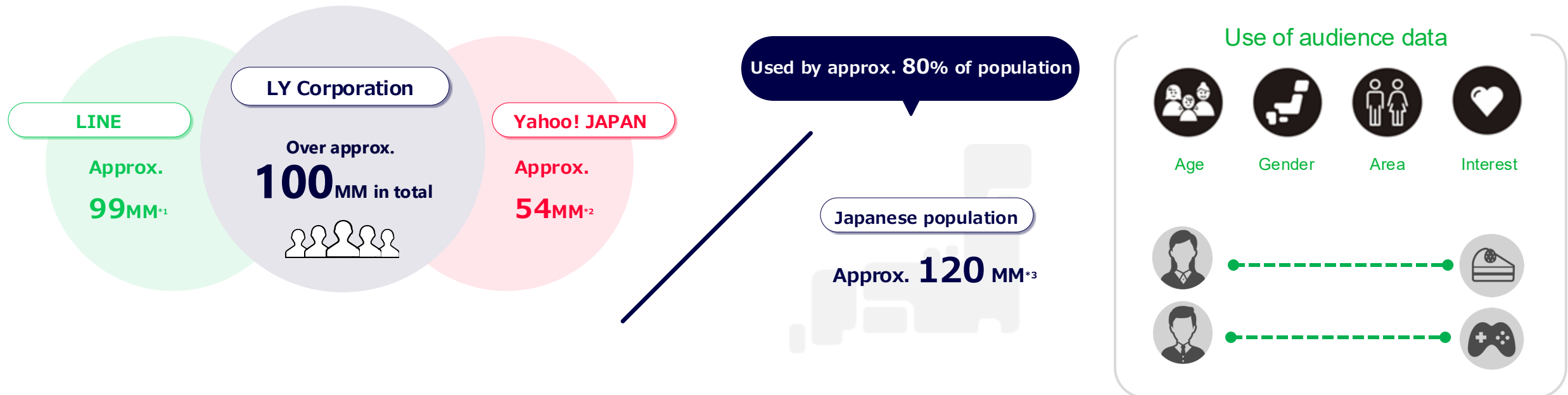
01. What is LINE Ads Network?

- The LINE Ads Network is a monetization solution for publishers that delivers a wide range of campaigns from LINE Ads and Yahoo! JAPAN Ads.
- In addition to exclusive campaigns from LINE and Yahoo! JAPAN, the network supports ad distribution from multiple DSPs through a single SDK.



02. Strength of LINE Ads Network

- By integrating the vast audience data generated by LINE and Yahoo! JAPAN with the diverse campaigns available on LINE Ads and Yahoo! JAPAN Ads, we deliver maximized monetization opportunities for publishers and highly tailored advertising experiences for users.



*1 Number of monthly active users (Japan) for LINE: 99 million as of late June 2025

*2 Number of monthly logged-in user IDs for Yahoo! JAPAN: 54 million as of late March 2025

*3 LINE's 99 million domestic MAU divided by Japan's population of 123.744 million. (Definite figures taken from the Statistics Bureau in the Ministry of Internal Affairs and Communications [MIC], current as of December 2024)

02. Strength of LINE Ads Network

- LINE Ads and Yahoo! JAPAN Ads deliver a wide variety of performance-based ads and brand advertising across multiple genres.

Diverse campaigns



Leisure/sports/lifestyle



Shopping



Health food



Technology



Education



Entertainment/Media



Cosmetics



Automobiles



Career/business



Fitness/medical service



Fashion



Food/Drink

02. Strength of LINE Ads Network

- All creatives are strictly reviewed in accordance with LY Corporation's advertising guidelines.
- The platform also supports category, domain, and app blocking, with domain and app settings configurable via the admin dashboard.



- ×Expressions that may cause discomfort to users
- ×Unauthorized use of content owned by third parties
- ×Expressions that impair usability, etc.

03. Supported Formats

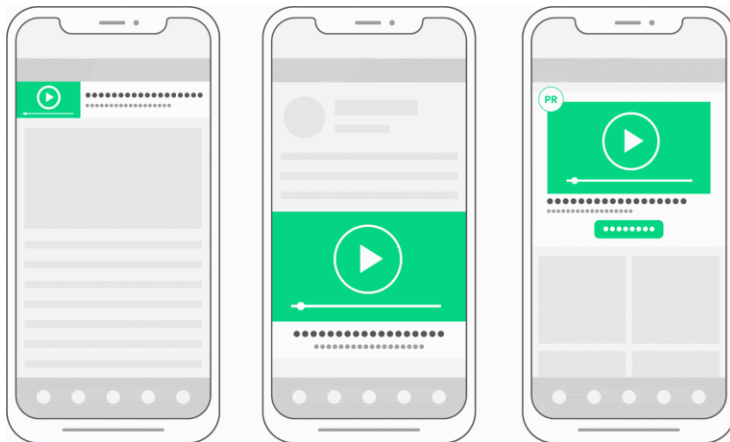
- Ad formats can be flexibly customized in terms of design and size to suit a wide range of ad placements.
- All formats support delivery of both video and static creatives, and the most profitable creative will be selected.

Supports various formats

Custom layout

Interstitial ads

Rewarded video ads



Size list of custom layouts

Banner	320×50
	320×70
	320×80
	320×100
Rectangle	320×180
	320×250
	320×320
Square	320×320

03. Supported Formats

	Custom layout	Interstitial ads	Rewarded video ads
Google (Admob/GAM)	✓	✓	✓
MAX	✓	✓	✓
ironSource* ¹	×	✓	✓
Adfurikun* ²	×	×	✓
Ad Generation* ²	×	×	✓
Fluct* ²	×	×	✓

*1 Custom connection (reporting not linked)

*2 SSP connected with LINE Ads Network. Direct contracts with LINE are not allowed.

04. Case Study—Partner Publishers

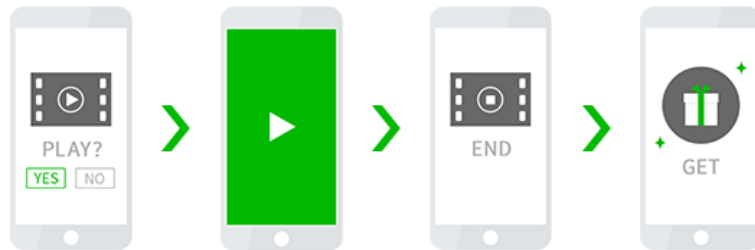
Ad implementation in game apps

App genre

Casual game/social game

Ad format

Reward-based



Result

- Overall CPM improved by 20% after introduction



LINE offers many Japan-targeted opportunities, making it a great match for domestic games.

We are grateful for your helpful support.

04. Case Study—Partner Publishers

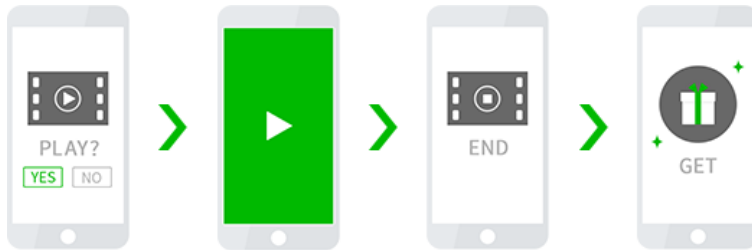
Ad implementation in point-reward apps

App genre

Points

Ad format

Reward /interstitial



Result

- Overall revenue increased by 15% after implementation
- Secured usability through well-designed creatives

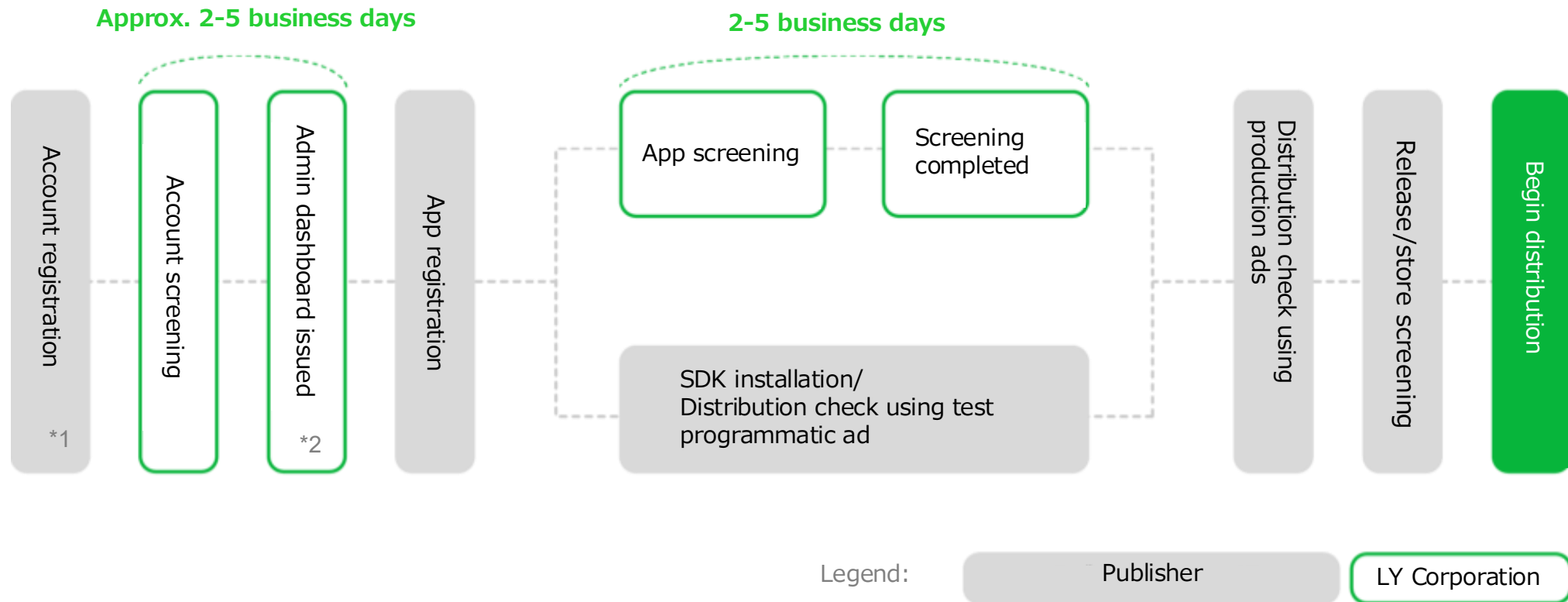


By effectively combining LINE Ads with bidding, we have been able to achieve efficient monetization, making it the most profitable network we are connected to.

The ads are highly compatible with our app, and the consistently well-designed creatives allow us to operate advertising with confidence.

05. Steps Until Ad Distribution

- Once we issue an account, you can begin delivering ads through the LINE Ads Network by setting up the account and installing the SDK on your end.



*1 **Register your account** here: <https://pages.linebiz.com/line-ads-network/>

*2 **After the admin dashboard is issued**, we will separately provide with you with a document explaining the subsequent flow.

06. FAQ

No.	Questions	Answers
1	Can we distribute ads outside of Japan?	The LINE Ads Network supports delivery within Japan only and is not currently available for international distribution.
2	Are there any restrictions on ad distributions (app screening criteria)?	Please note that ad delivery may be declined for apps that fall under the following categories. These are examples only. Each app is reviewed based on our distribution guidelines, which are subject to change without prior notice. • Incomplete registration information • IP issues (e.g., unauthorized use of content protected by copyright, portrait rights, trademarks, etc.) • Inappropriate expressions (including adult content or material likely to cause discomfort) • Communication features (e.g., dating/matching apps, apps with direct messaging or voice call functionality)
3	Can the network be used for native ads (formats created by the partners)?	Native ad functionality is not currently supported. Please use our custom layout formats.
4	Can you guarantee unit pricing?	Unit prices vary depending on factors such as seasonality, app category, user demographics, and ad placement. Therefore, we do not offer price guarantees.

For any inquiries or further clarification regarding the process following issuance of the admin dashboard, please contact your designated representative or the LINE Ads Network Media Partner Desk at: dl_lan_media_inquiry@linecorp.com

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