
**Mitsui Fudosan Embarks on a New Venture in the Advertising Market
Development of SHIBUYA PARK VISION, Mitsui Fudosan's First 3D OOH
Advertising Medium and One of Japan's Largest**

—Turning Advertising into Urban Entertainment:

Inaugural Screening to Feature the Promotional Video for LE SSERAFIM's New Single—

Key Points of this Press Release

- **Mitsui Fudosan launches the development and provision of large-scale OOH advertising media, leveraging its strengths as a real estate developer.**
- **SHIBUYA PARK VISION, Mitsui Fudosan's first 3D OOH advertising medium and one of Japan's largest*, goes on sale June 1. (* Based on internal company research)**
- **The initiative proposes a new advertising experience integrated with neighborhood development, including coordinated advertising campaigns that tie in with park event spaces and surrounding media. It will support promotional activities for tenant companies and general advertisers.**
- **The inaugural screening will feature the promotional video for LE SSERAFIM's new song "BOOMPALA," with advertising that makes the most of the medium's 3D form.**
- **This "Media Developer" concept, which fuses real estate and advertising media, was born from an employee proposal through the MAG!C business proposal program.**

Tokyo, Japan, May 21, 2026 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo (hereafter, "Mitsui Fudosan"), announced today that, as a new venture into the OOH (out-of-home) advertising market, it has developed SHIBUYA PARK VISION—Mitsui Fudosan's first 3D OOH advertising medium and one of the largest in Japan—with sales and broadcasting set to begin on Monday, June 1, 2026.

Japan's total advertising expenditures have continued to grow for five consecutive years, reaching approximately 8 trillion yen, with promotional media advertising expenditures also expanding, including outdoor advertising and events, exhibitions, and screen displays. Against this backdrop of growing activity in DOOH (digital out-of-home) advertising, in-store signage, and other forms of retail media, this initiative represents a venture into the advertising market that leverages Mitsui Fudosan's strength in delivering real-world experiential value.



A new landmark medium developed by Mitsui Fudosan. The first project: SHIBUYA PARK VISION.

**■ Addressing the Disconnect Between Advertising Media Development and Urban Development: New Possibilities for OOH Advertising Media from a Developer’s Perspective
Exploring Future Expansion into Office Buildings, Retail Facilities, and Other Areas**

Traditionally, OOH advertising media have been handled primarily by advertising operators and developed and installed after the fact and outside the context of neighborhood development. While advertising media development and neighborhood development have each evolved within their respective roles, capturing the two together opens up new possibilities for value creation. Building on this idea, Mitsui Fudosan has begun developing OOH advertising media itself as an urban developer, with the goal of creating new advertising experiences that connect with the surrounding neighborhood and harmonize with the cityscape. Although Mitsui Fudosan has previously advanced media initiatives, such as signage, at its own managed properties, this is the first time the company has developed OOH advertising media together with a general building owner outside its own portfolio.

Through this initiative, advertisers gain access to highly visible, attention-grabbing promotional opportunities tied to the character of the surrounding neighborhood and the movement of visitors, as well as a wide range of applications that go beyond conventional OOH advertising, such as experiential advertising campaigns combined with nearby facilities and event spaces. Going forward, drawing on the insights gained through the SHIBUYA PARK VISION initiative, Mitsui Fudosan will pursue further expansion into office buildings and other areas, including networking these media together, and will advance new value creation that combines neighborhoods with advertising.

**■ Development of SHIBUYA PARK VISION as the First Project: Mitsui Fudosan’s First 3D OOH Advertising Medium and One of Japan’s Largest
Becoming Shibuya’s New Landmark Medium**

SHIBUYA PARK VISION will be newly developed and installed on the rooftop of the Shibuya Ichino Building, a position with a direct line of sight from MIYASHITA PARK, the commercial facility operated by Mitsui Fudosan. A 3-minute walk from the exits of Shibuya Station and attracting more than approximately 1.7 million visitors per month*, this is a premier location for advertising promotions at one of Shibuya’s most popular destinations. Through productions that integrate with the event space on the park’s lawn and advertising campaigns coordinated with surrounding media, SHIBUYA PARK VISION will serve as Shibuya’s new landmark medium, expanding the range of promotional possibilities for advertisers. (* From the “RAYARD MIYASHITA PARK Opening Survey Report” (2020))



3D productions that make the most of the L-shaped form. 2D commercial video can also be repurposed.



Combined with surrounding media, the space enables impactful advertising opportunities.

Overview

Medium name	SHIBUYA PARK VISION
Operator	Mitsui Fudosan Co., Ltd.
Location	Rooftop, Shibuya Ichino Building, 1-11-1 Jinnan, Shibuya-ku, Tokyo
Screening formats	Still images, 2D video, 3D video
Market reach	Shibuya Station: 3.3 million passengers per day; MIYASHITA PARK: 1.7 million visitors per month (including pedestrian deck visitors)
Target audience	1. Young, trend-conscious demographics; 2. Social media content creators; 3. Inbound tourists; 4. Premium-oriented consumers
Contact	URL: https://www.mitsuifudosan-media.com (in Japanese) Email: info-media@mitsuifudosan.co.jp

Inaugural Screening to Feature the Promotional Video for LE SSERAFIM’s New Song “BOOMPALA” 3D Form to Be Showcased through Immersive Video Production



(P)&(C) SOURCE MUSIC

The inaugural SHIBUYA PARK VISION screening has been confirmed to include the promotional video for LE SSERAFIM’s new song “BOOMPALA.” The campaign will feature three-dimensional video production that makes the most of the medium’s 3D form, with screenings beginning on June 1 (test screenings scheduled from May 23).

“BOOMPALA,” which is drawing attention as a song that showcases a new side of the group, is the title track from LE SSERAFIM’s second studio album “‘PUREFLOW’ Pt. 1,” released on May 22.

LE SSERAFIM is a five-member girl group consisting of Kim Chaewon, Sakura, Huh Yunjin, Kazuha, and Hong Eunchae. The group is signed to Source Music, a Hybe Music Group label and home to BTS and other global artists.

Going forward, Mitsui Fudosan will continue to actively support promotional activities for general advertisers and tenant companies.

Reference (Source: Dentsu, “2025 Advertising Expenditures in Japan”)

- **Japan’s total advertising expenditures: 8 trillion yen**
- **Promotional media advertising expenditures: market size of 1.7 trillion yen**

Total advertising expenditures in 2025 reached 8,062.3 billion yen for the year (105.1% year on year), marking five consecutive years of growth since 2021 and four consecutive years of record highs. Accelerated corporate digital investment driven by strong corporate earnings and the hosting of major events contributed to this growth.

Promotional media advertising expenditures also grew to 1,718.4 billion yen (102.0% year on year), marking three consecutive years of positive growth. Categories tied to the movement of people, such as outdoor advertising and events, exhibitions, and screen displays, performed strongly, supported by inbound tourism demand and increased foot traffic from major events.

**■ About the Mitsui Fudosan Group’s MAG!C Business Proposal Program
Custom Media Development Using Group Assets, Including Office Buildings and Retail Facilities—A
“Media Developer” Concept Leveraging the Property Acquisition and Implementation Capabilities Unique
to a Developer to Generate Urban Vibrancy**

Established in fiscal 2018, MAG!C is a program designed to take the individual visions of Mitsui Fudosan Group employees and, by engaging the company at large, elevate them through the stages of conceptualization and realization. Through this innovation, the program aims to position Mitsui Fudosan as an industry developer platform that goes beyond the boundaries of a real estate developer. Within this framework, the original proposer takes the role of business lead and personally drives the proposed initiative. This project also originated from the MAG!C program.

Launched as a new initiative to create media in an urban environment, the project draws on Mitsui Fudosan’s group assets, including its office buildings and retail facilities, in an integrated manner. Past initiatives have included custom media development tailored to advertiser requests, such as the media-led campaign along the route of the Hakone Ekiden. Under the banner of “Media Developer,” Mitsui Fudosan is taking on the challenge of becoming an advertising media development business that generates urban vibrancy by drawing on the property acquisition capabilities, tenant relationships, and implementation capabilities that are unique to a developer.

■ About the Mitsui Fudosan Group’s Past Advertising Media Initiatives



MIYASHITA PARK

Taking over Shibuya with 58 displays inside and outside the facility



Tokyo Midtown Yaesu

A combined display area of over 6,350 ft² (590 m²), one of the largest in the Tokyo Station area



Urban Dock LaLaport Toyosu

A nationwide facility popular with families

To date, the Mitsui Fudosan Group has provided indoor and outdoor advertising media, primarily in event spaces, at the retail facilities and mixed-use office properties it manages and operates. Going forward, like this new initiative, Mitsui Fudosan will broaden its support for promotional activities, ranging from developing OOH advertising at non-managed properties to proposals that leverage group assets in an integrated manner.

In addition, beyond advertising, Mitsui Fudosan will contribute to local communities by using these media to disseminate local information and support police and government awareness campaigns.

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision

<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>

- Group Materiality

https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/