'hololive Dreams' (holodori) 'holodori Takeover' Now Underway Across 7 Cities Worldwide

SHIBUYA-KU, TOKYO, JAPAN, September 28, 2026 / EINPresswire.com/ -- QualiArts, Inc. (Head office: Shibuya-ku, Tokyo; Representative Director & President: Yoshitatsu Tsujioka) announced that the “holodori Takeover,” a large-scale advertising campaign spanning seven cities worldwide, is currently underway for “hololive Dreams” (abbreviated as “holodori”), the first official game for hololive, currently available and jointly developed and operated with COVER Corporation (Head office: Minato-ku, Tokyo; Representative Director & President: Motoaki Tanigo).



holodori Takeover


Tokyo

The “holodori Takeover” is a campaign featuring holodori videos, large-scale advertisements, and other special activations tailored to each of seven cities around the world: Osaka, Taipei, Seoul, Jakarta, Los Angeles, New York, and Tokyo.

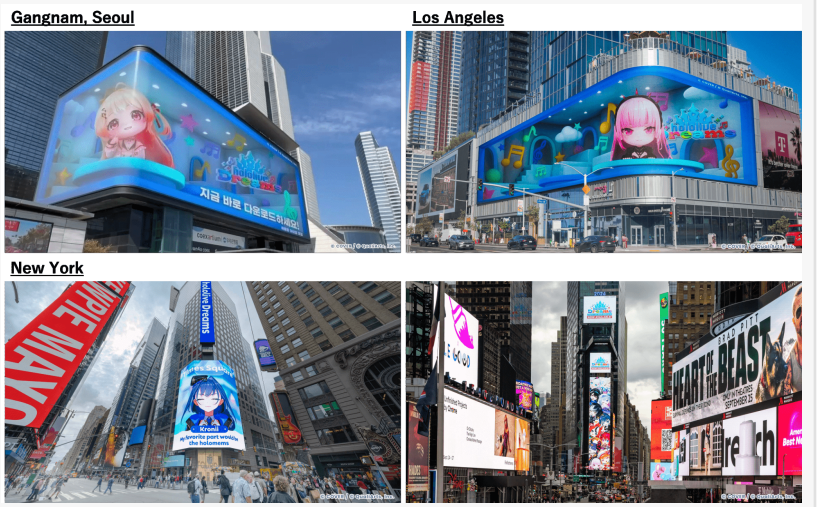
The campaign began in Osaka, Taipei, Seoul, and Jakarta on Monday, September 7, followed by a holodori-wrapped train on the Yamanote Line starting Friday, September 18. New activations also began in Tokyo, Seoul, Los Angeles, and New York on Tuesday, September 22. From 3D billboard visuals and giant screens to transit advertising, holodori is appearing in a variety of locations across each city.

Enjoy the holodori Takeover as it continues to spread around the world, whether on site or through social media.

“holodori Takeover” Expands Across 7 Cities Worldwide!

Since September 2026, the “holodori Takeover” has been taking place across seven cities: Osaka, Taipei, Seoul, Jakarta, Los Angeles, New York, and Tokyo.

Each city features a variety of unique creatives, including music videos for songs written exclusively for holodori, special messages from talents, 3D billboard visuals, and more.



Seoul/Los Angeles/New York



Jakarta

Tokyo Features a Yamanote Line Train Wrap and a 3D Billboard Visual in Shinjuku!

As part of the “holodori Takeover” in Tokyo, a special holodori-wrapped train is currently running on the Yamanote Line.

In addition to the holodori designs covering the exterior of the train, a variety of game-related content can also be found inside, allowing passengers to enjoy the world of holodori both inside and out.



Osaka and Taipei

Campaign Period
Friday, September 18 – Friday, October 2, 2026 (scheduled)

In Shinjuku, a 3D billboard visual of Tokino Sora is appearing on Cross Shinjuku Vision.

A special voice message is also being broadcast alongside the 3D billboard visual, offering a dynamic experience unique to Shinjuku’s giant screen.

Broadcast Period
Tuesday, September 22 – Monday, September 28, 2026

Enjoy holodori across a variety of locations in Tokyo, including the Yamanote Line and Shinjuku.

Please refrain from contacting the railway company or station staff regarding train formations or operating schedules.
Advertising periods and content are subject to change or cancellation without notice.

Otonose Kanade's 3D Billboard Visual Appears in Gangnam, Seoul!

In Seoul, where the holodori Takeover has been underway since Monday, September 7, holodori is taking over the giant K-POP SQUARE screen in Gangnam.

As a new addition beginning Tuesday, September 22, a 3D billboard visual of Otonose Kanade has also appeared.

Enjoy the dynamic visual experience on the giant screen in person.

Location
K-POP SQUARE

Broadcast Period
Monday, September 7 – Wednesday, September 30, 2026

*Otonose Kanade's 3D billboard visual has been airing since Tuesday, September 22.

Mori Calliope's 3D Billboard Visual Airs in Los Angeles!

In Los Angeles, a 3D billboard visual of Mori Calliope is currently being broadcast.

The holodori-exclusive 3D billboard visual is appearing on a giant screen near the Los Angeles Convention Center.

Location
The Moxy Spectacular

Broadcast Period

Tuesday, September 22 – Monday, September 28, 2026

Enjoy this special visual that can only be seen on site.

holodori Takes Over Times Square in New York!

In New York, holodori is appearing in Times Square, home to some of the world’s most iconic giant digital displays.

Special messages from talents are being broadcast alongside special videos featuring Mini holomems from holodori.

Location
Times Square, New York

Broadcast Period
Tuesday, September 22 – Monday, September 28, 2026

Enjoy the special holodori visuals lighting up Times Square in person.

A Total of 9 Talents Appear in Jakarta, Along with Special Messages!

At LED Ratu Plaza in Jakarta, special videos featuring all hololive Indonesia talents are currently being broadcast.

Different generations appear during each period, with special videos featuring ID 1st Generation, ID 2nd Generation, and ID 3rd Generation.

Location
LED Ratu Plaza

Broadcast Period

ID 1st Generation: Monday, September 7 – Monday, September 14, 2026 [Ended]
ID 2nd Generation: Tuesday, September 15 – Monday, September 21, 2026 [Ended]
ID 3rd Generation: Tuesday, September 22 – Wednesday, September 30, 2026

Special videos featuring ID 3rd Generation are currently being broadcast.

Large-Scale holodori Advertising Was Also Featured Across Osaka and Taipei!

To kick off the “holodori Takeover,” large-scale holodori advertisements were displayed across Osaka and Taipei from Monday, September 7 through Sunday, September 13.

In Osaka, music videos for songs written exclusively for holodori and other visuals were broadcast across various screens in the Umeda, Namba, and Shinsaibashi areas. Different visuals were shown at different locations, bringing holodori to the streets of Osaka.

In Taipei, holodori videos were broadcast for three hours each day on a large LED screen in Ximending. Special messages from 12 hololive talents, available exclusively in Taipei, were also shown.

The Taipei advertisements can also be viewed on the official holodori Traditional Chinese Instagram account.

 Official holodori Traditional Chinese Instagram
https://www.instagram.com/hololivedreams_zh_/

Osaka
Campaign Period: Monday, September 7 – Sunday, September 13, 2026 [Ended]

Taipei
Campaign Period: Monday, September 7 – Sunday, September 13, 2026 [Ended]
Broadcast Hours: 6:00 PM – 9:00 PM (TST) daily during the campaign period

*Locations, broadcast schedules, and content in each city are subject to change or cancellation without notice.

*When taking photos, please be mindful of pedestrians and traffic around you and ensure your safety.

hololive Dreams Overview

Title: hololive Dreams (holodori)

Genre: Rhythm & RPG

Price: Free-to-play (In-app purchases available)

Supported OS:

iOS/Android/Steam (May not be available on some devices)

App Store:https://apps.apple.com/us/app/id6756641249

GooglePlay:https://play.google.com/store/apps/details?id=game.qualiarts.hololive.dreams.com

Steam:https://store.steampowered.com/app/4282500/hololive_Dreams/

Official Website:https://hololive-dreams.com/en

Official X(Japanese): @hololive_dreams (https://x.com/hololive_dreams)

Official X (English): @holo_dreams_en (https://x.com/holo_dreams_en)

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