Introduction to LiveBoard Marketplace

Q2 2022

Client Services, LIVE BOARD, INC.

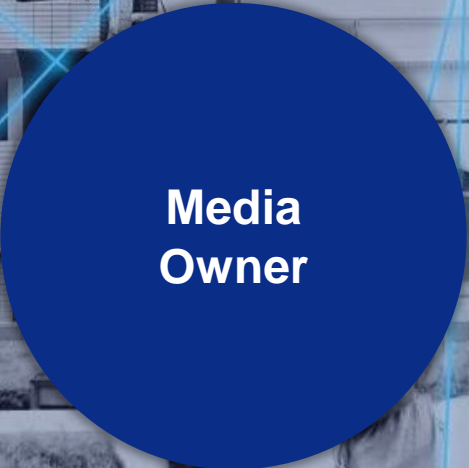# Who We Are

Japan's Fastest Growing DOOH Solution Company

Media Owner

Platform Distributor

Data-driven Operator

LIVE BOARD

Joint venture company between NTT DOCOMO & Dentsu that runs Japan's first DOOH marketplace, leveraging the big data to allow you to personalize and target your advertising messages.

docomo

Japan's largest mobile carrier and network operator

Live Board

49%

51%

dentsu

Japan's largest advertising company and international ad agency network

Outdoor： 117 screens
Indoor： 232 screens
Train： 480 screens
Retails： 10,000+ screens

15,000+

Heavy foot traffic, data-driven

Weekly impressions

160 Million
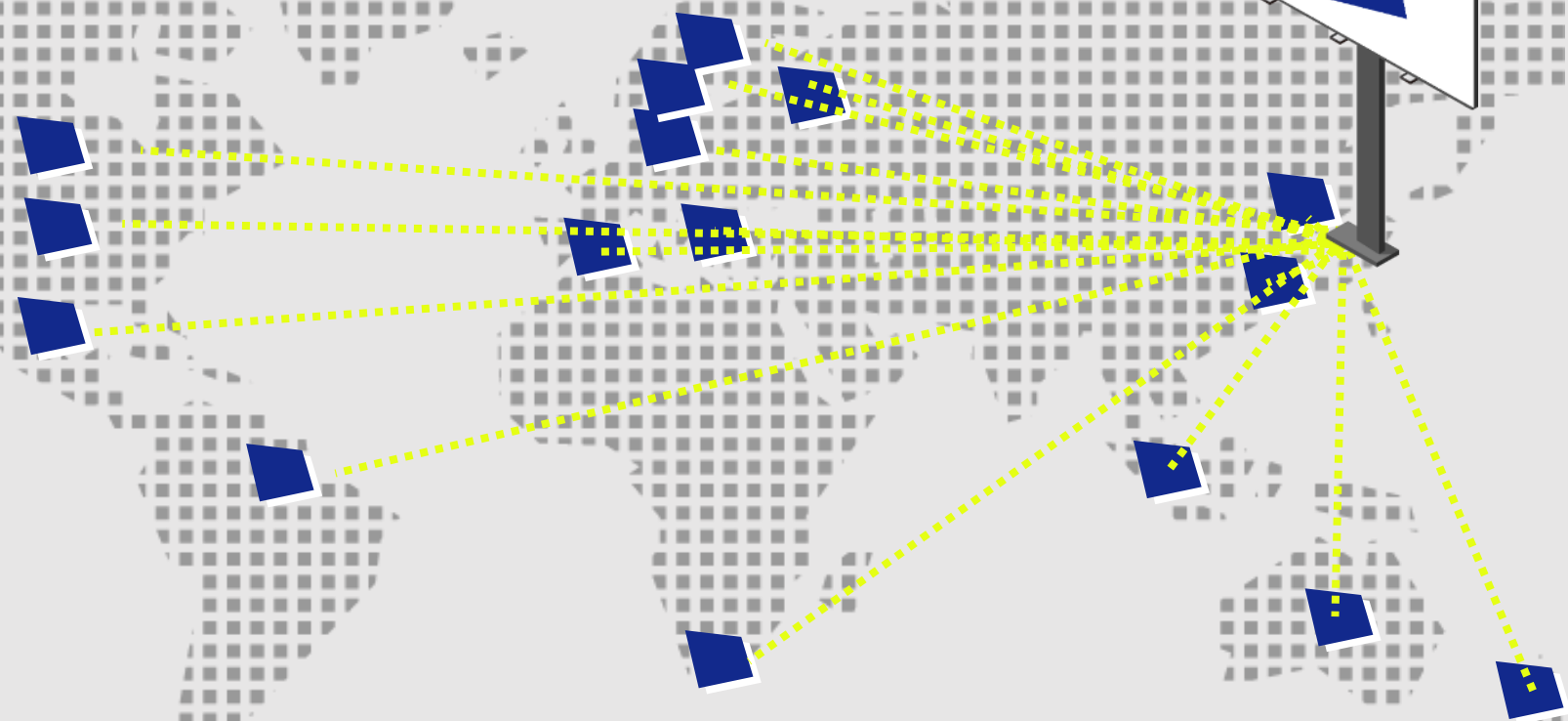
Screens

15,000+

Programmatic

100%

Global Expansion

Fully accessible from global buyers through each of the integrated DSPs in a partnership with Hivestack Inc.

Nationwide DOOH Network

One-stop hub for the buying and selling of premium DOOH inventory in key cities in Japan.

01.
City Center

02.
Roadside

03.
Transportation

04.
Retails

Mobile shops
Beauty salons
Shopping malls

15,000+
screens

Hokkaido
3/-/-/130

Tohoku
1/-/-/185

Chugoku
Shikoku
1/-/-/289

Chubu
4/82/-/410

Kyushu
7/-/-/355

Kanto
97/55/480/605

Kansai
4/95/-/334

Outdoor / Indoor / In-train / Mobile shops

*As of July 2022
*Beauty salons excluded

01.

City Center

Osaka - Suncity Palace

Shibuya - Miami Building

Nagora - Santoku Building

Hakata - Shintencho Fukaya Building

02.

Roadside

Shinjuku - Naganoya Building

Gaienmae - Kitaaoyama Building

Ebisu - Shinmitsu Building

Gotanda - Ribio Gotanda Pragma G Tower

03.

Transportation

Shinjuku K-DG King Wall

**Saitama Railway Line
Tokyo Metro Namboku Line
Tokyu Meguro Line**

Tokyo Metro Station Visions

JR West Osaka Station NGB 1F East-West Passage Digital Signages

Nagoya & Sakae Square Visions

04.

Retails

**Mobile Shops
Beauty Salons
Shopping Malls**

Mobile Carrier (NTT DOCOMO) Shops

Shopping Malls

Beauty Salons

Measure Ad Value

1 Ad Play

= n Imp(s)

Impression

**LIVE BOARD's impression measurement is compliant with
the audience measurement guidelines of
the Digital Signage Consortium.**

Impression* Calculation Method

*the number of viewers

01.

Determine the Visible Area

02.

Estimate screen traffic

03.

Estimate potential viewers

Mobile data

04.

Estimate actual viewers

Research of Visibility

05.

Assign attribute data

DOCOMO DMP 3rd Party DMP

06.

Report daily impression and concentration
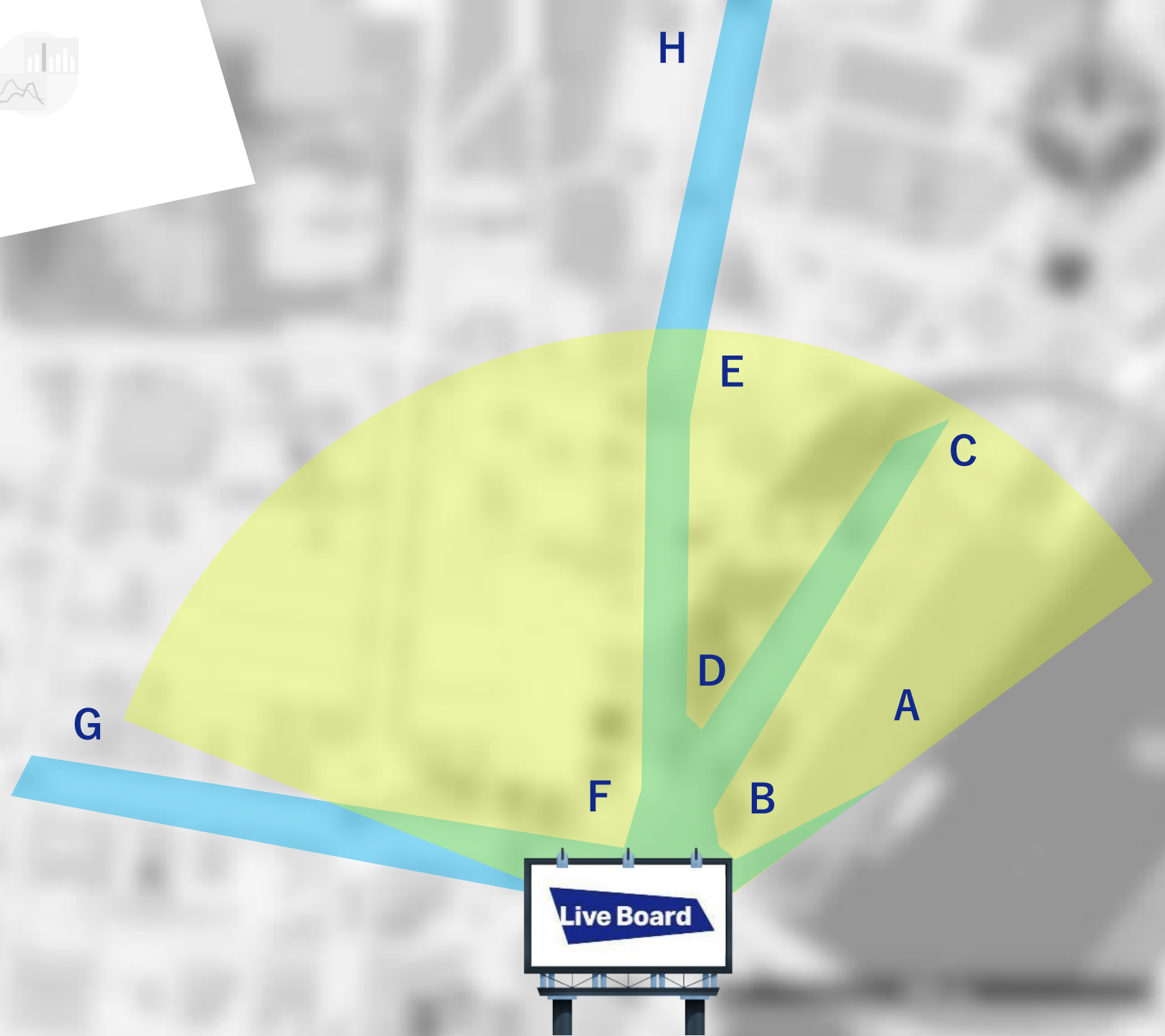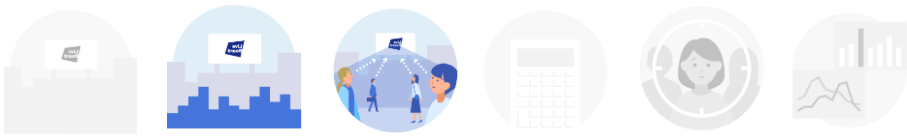
Mobile Data

Impression
Count "Opportunity To Contact" (OTC) per Ad Delivery

**Start with "MOBAKU" (Mobile Spacial Statistics) data with 125m x 125m mesh based on 78M+ DOCOMO subscribers**

Apply with various mobile data sources to statistically refine and alocate the # of audiences into smaller meshes which belong to visible area of a screen
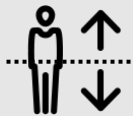
Eliminate the counts which might come from the audience who pass in underground

Define several travel models to extrapolate the # of audiences who are located in the visible area during the each spot (15"") of ad delivery
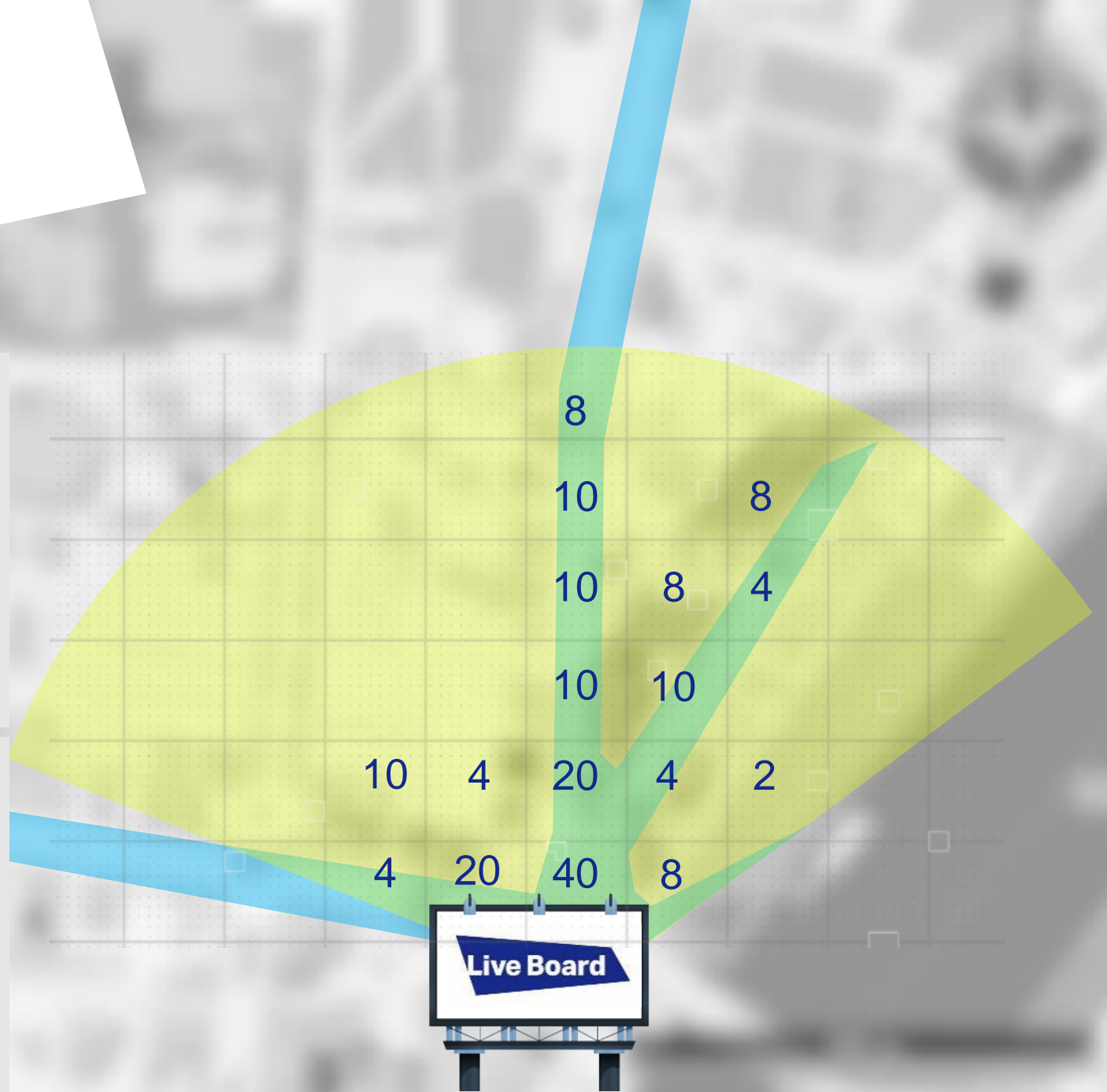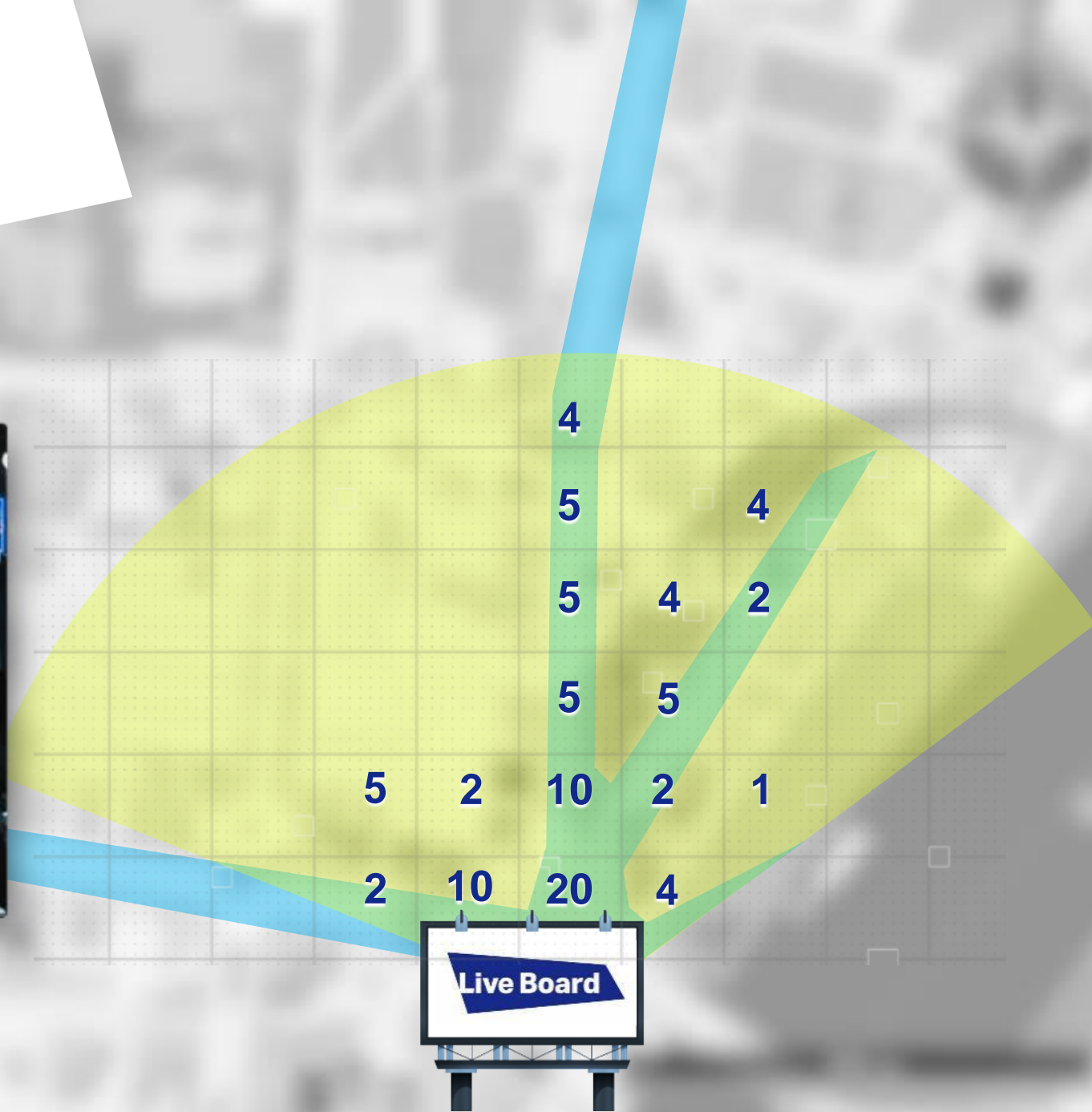
Impression
Count "Visibility Adjusted Contact"
(VAC = Impressions) per Ad Delivery

Apply "Visibility Rate" (%)
Research Data to estimate
the VAC (Impressions) of
each Ad Delivery

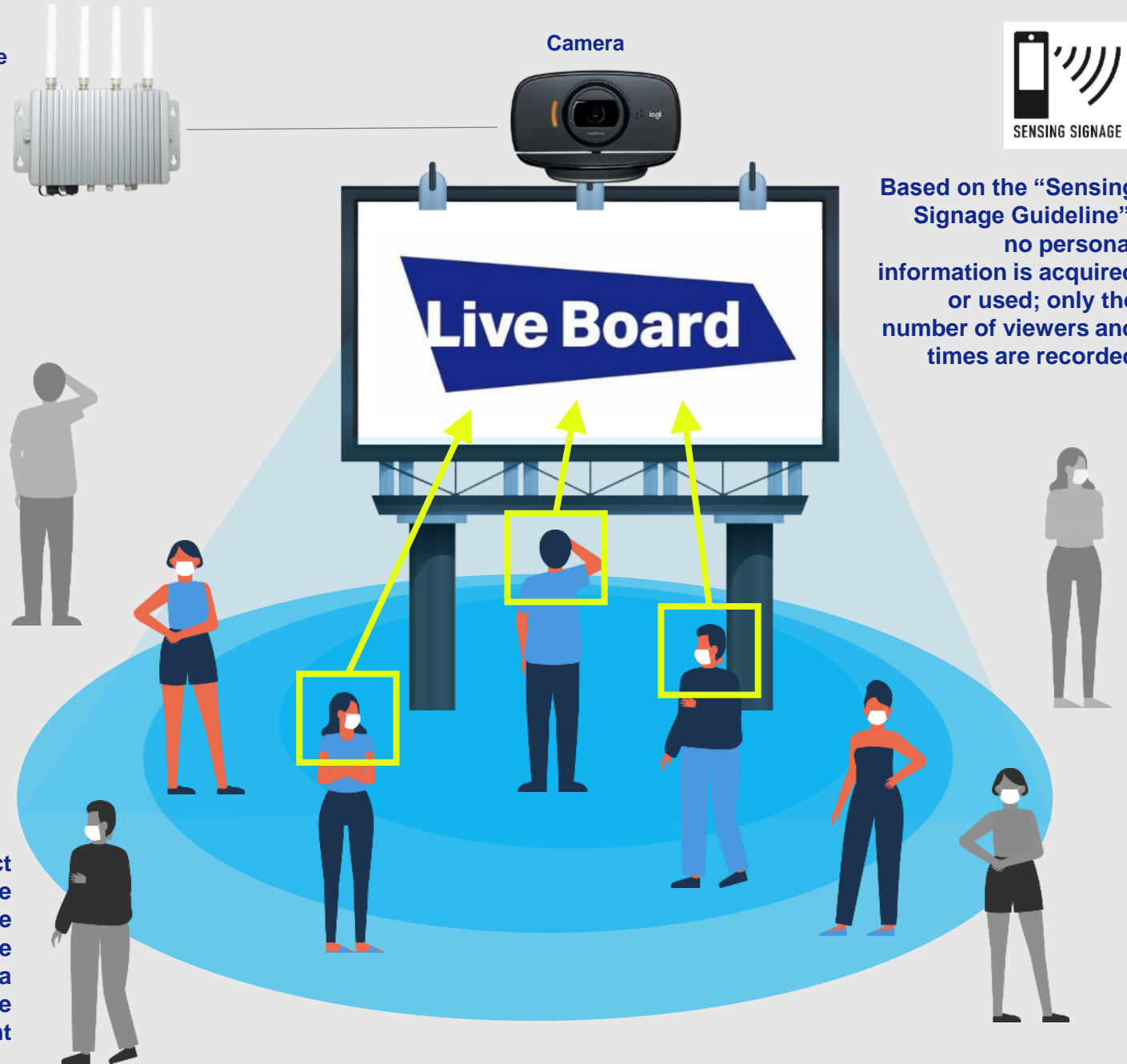# Impression Measurement for Indoor Screens

AI Edge Device

Camera

SENSING SIGNAGE

Based on the "Sensing Signage Guideline", no personal information is acquired or used; only the number of viewers and times are recorded

Live Board

AI camera detect where passersby are facing and count the number of people within the visible area who are viewing the advertisement
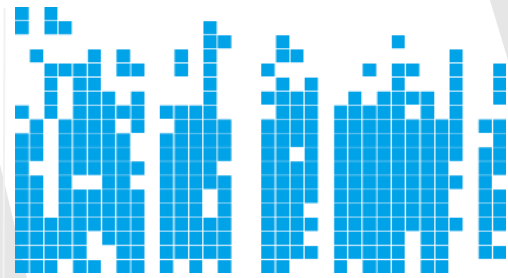
TARGETING

Targeting Lineups

Target by Location

- Urban Area
- Local Area
- Tourist Area
- Nearby XXX

Target by Demographic

- Age
- Gender

Target by Weather
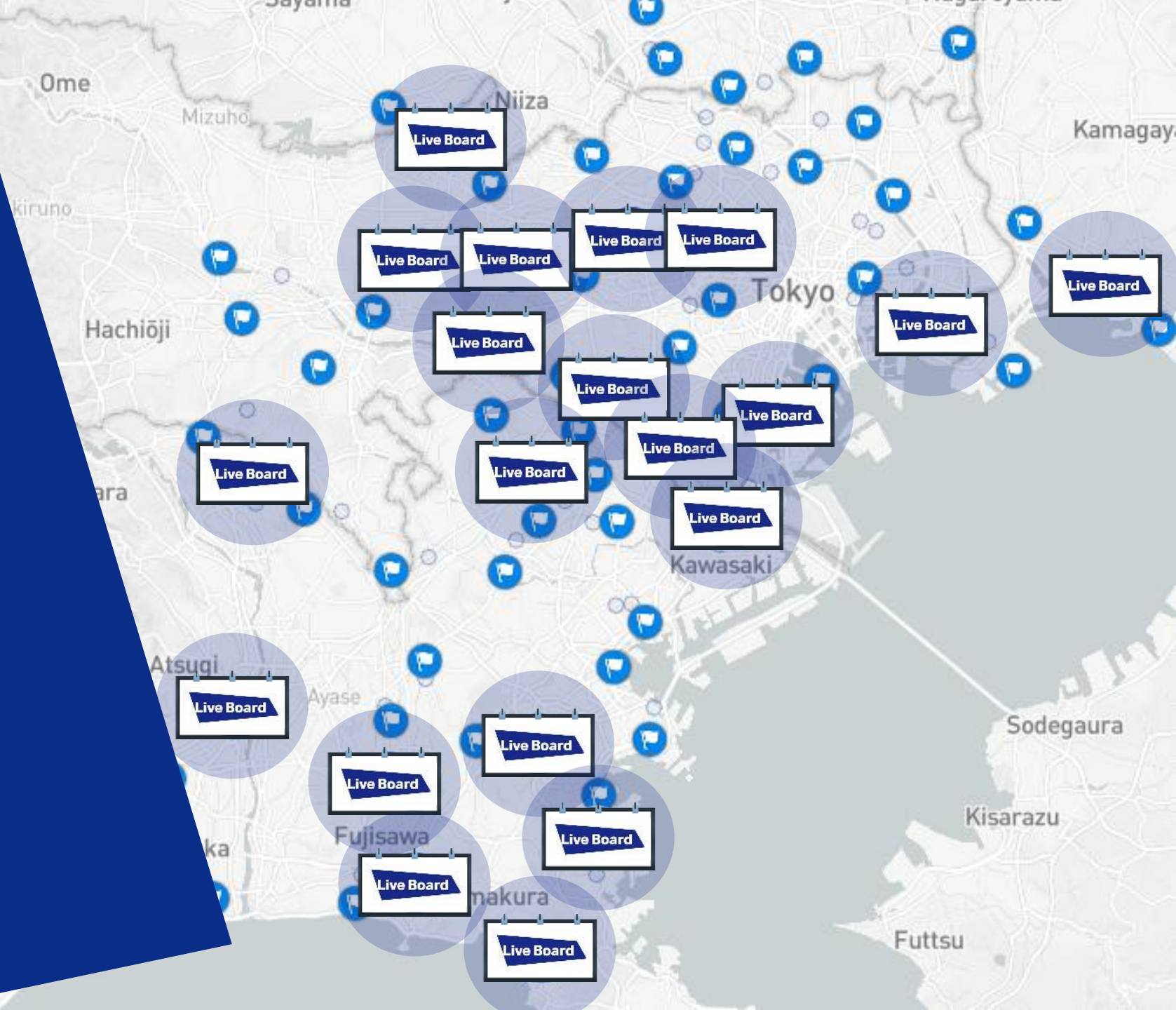
- Weather
- Temperature
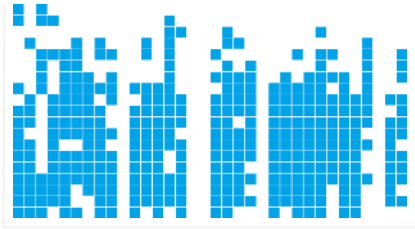- Pollen Level

Target by Attribute/ Psychographic

- Business Executive
- High-Income
- Entertainment Fans
- Sport Enthusiasts etc.
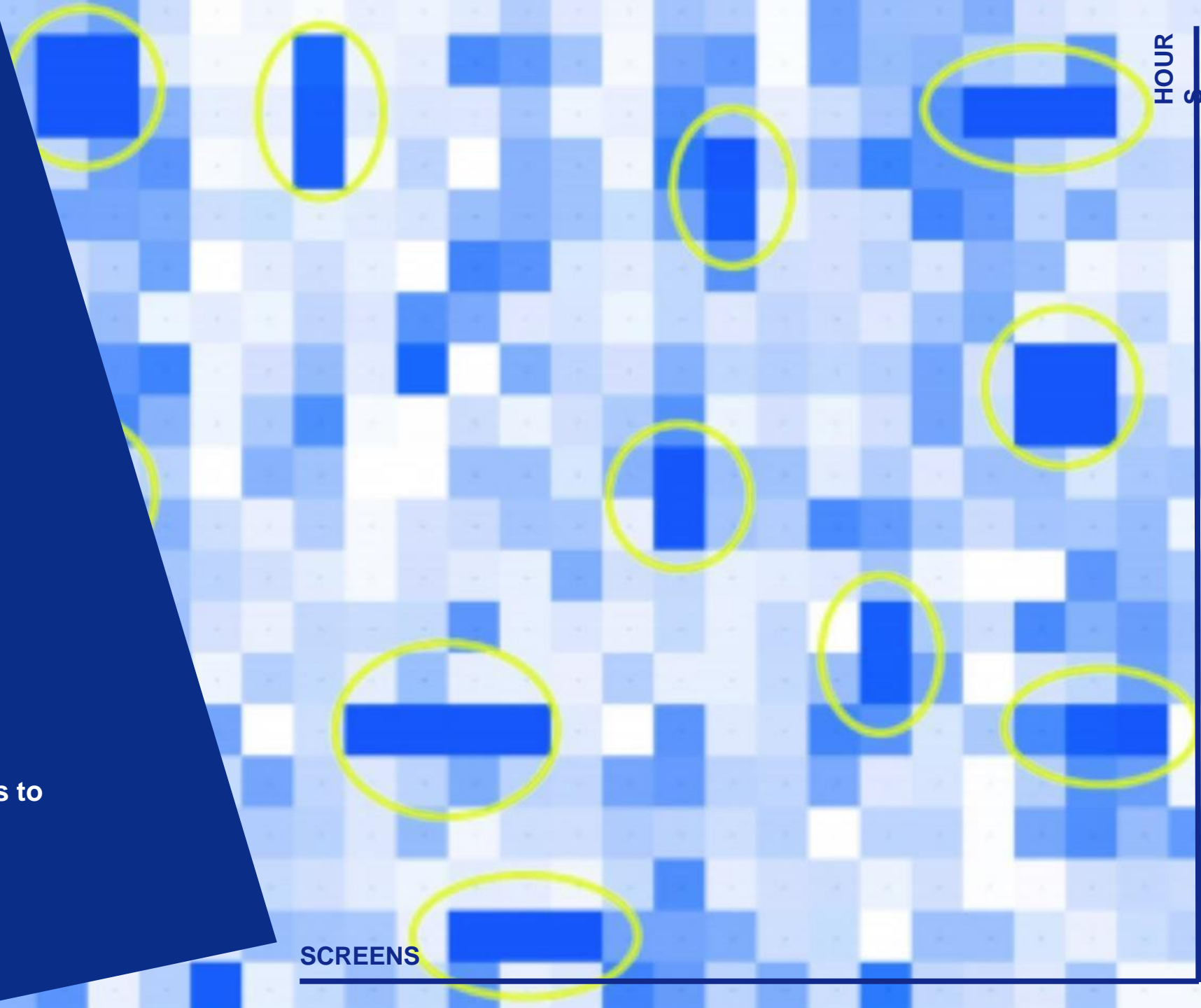
Custom Area Segmenting

Segment target venues by location.

Demographic Targeting

Choose the optimum venues and times to target specific demographics by using DOCOMO's mobile data.

HOUR

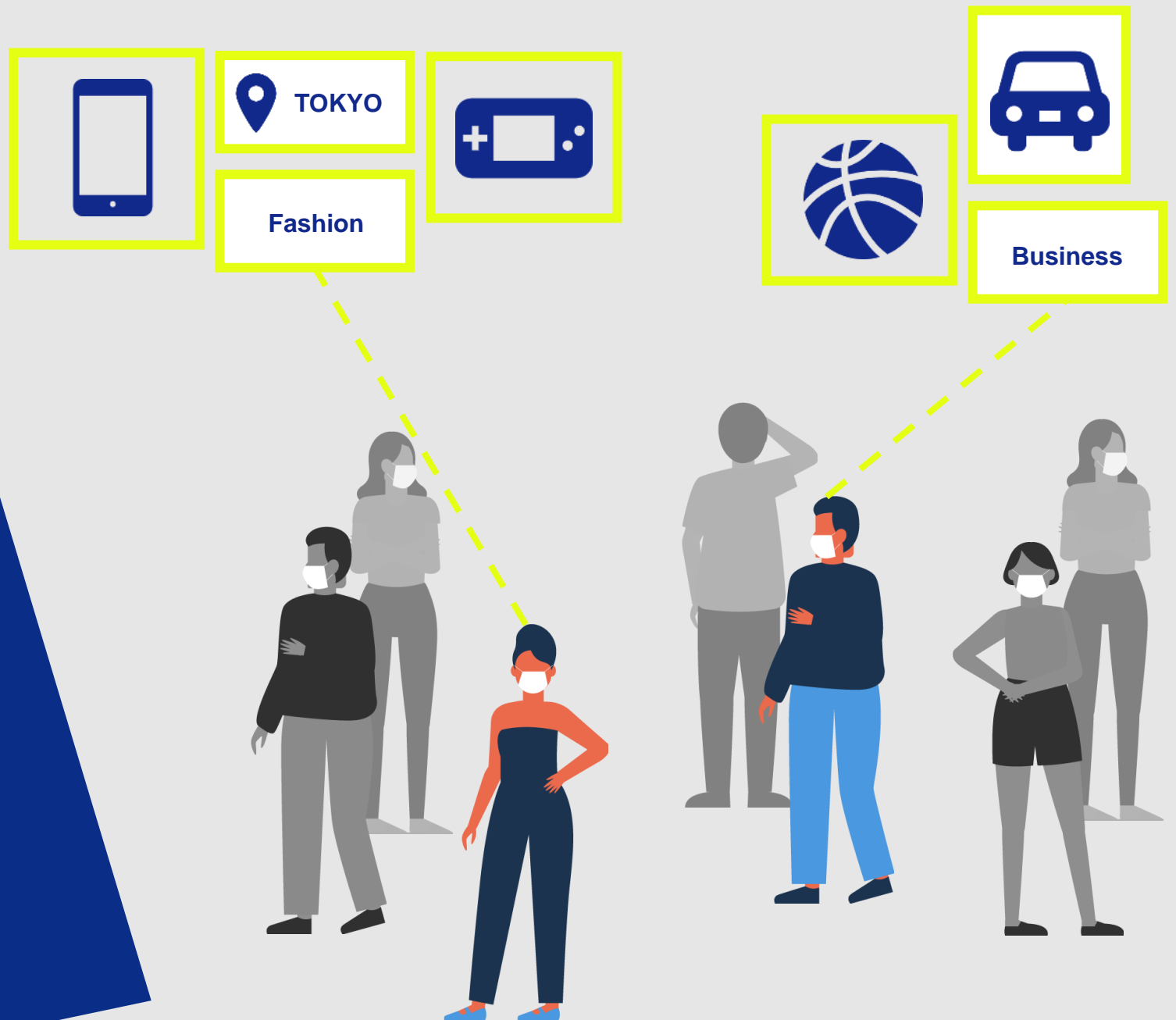SCREENS

Live Board

Weather Targeting

Create ad designs that speak to weather patterns and local temperatures and deliver them when appropriate.

Audience Targeting

Target venues and times with the highest concentration of your desired audiences by leveraging NTT DOCOMO's/other mobile data.
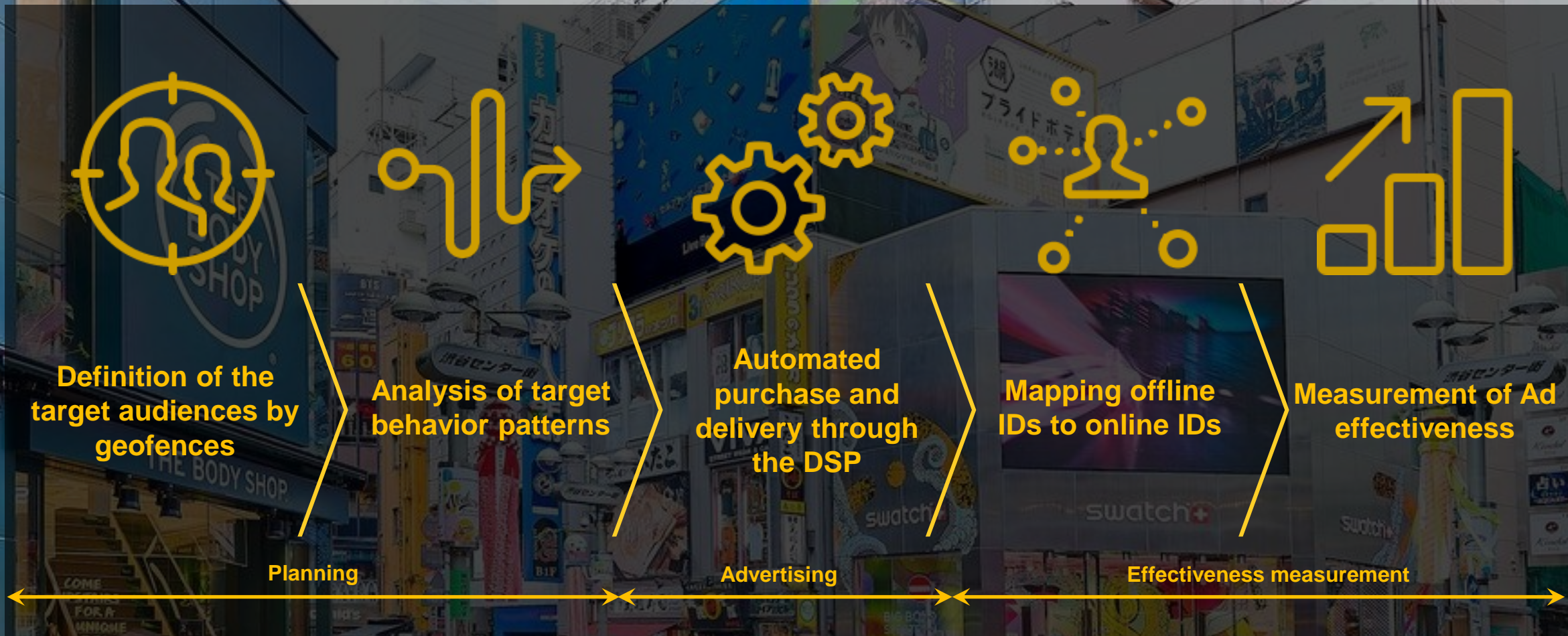
TOKYO

Fashion

Business

CASE STUDY
"B2B AUDIENCE TARGETING"

Case Study: Intel Corporation "See It All" Campaign
Targeted Key Decision Makers of multiple B2B industries

Basic Scheme of "See It All" Campaign

Definition of the target audiences by geofences

Analysis of target behavior patterns

Automated purchase and delivery through the DSP

Mapping offline IDs to online IDs

Measurement of Ad effectiveness

Planning

Advertising

Effectiveness measurement

Definition of the target audiences by geofences

By using location data, we identified and targeted key decision makers in "IT Business", "Manufacturing", "Retail" and "Healthcare" industries.

Device ID   Time   Lat/Long   GPS Accurate

各面ごとのターゲット含有スコア

Low ▬▬▬▬▬▬▬ High
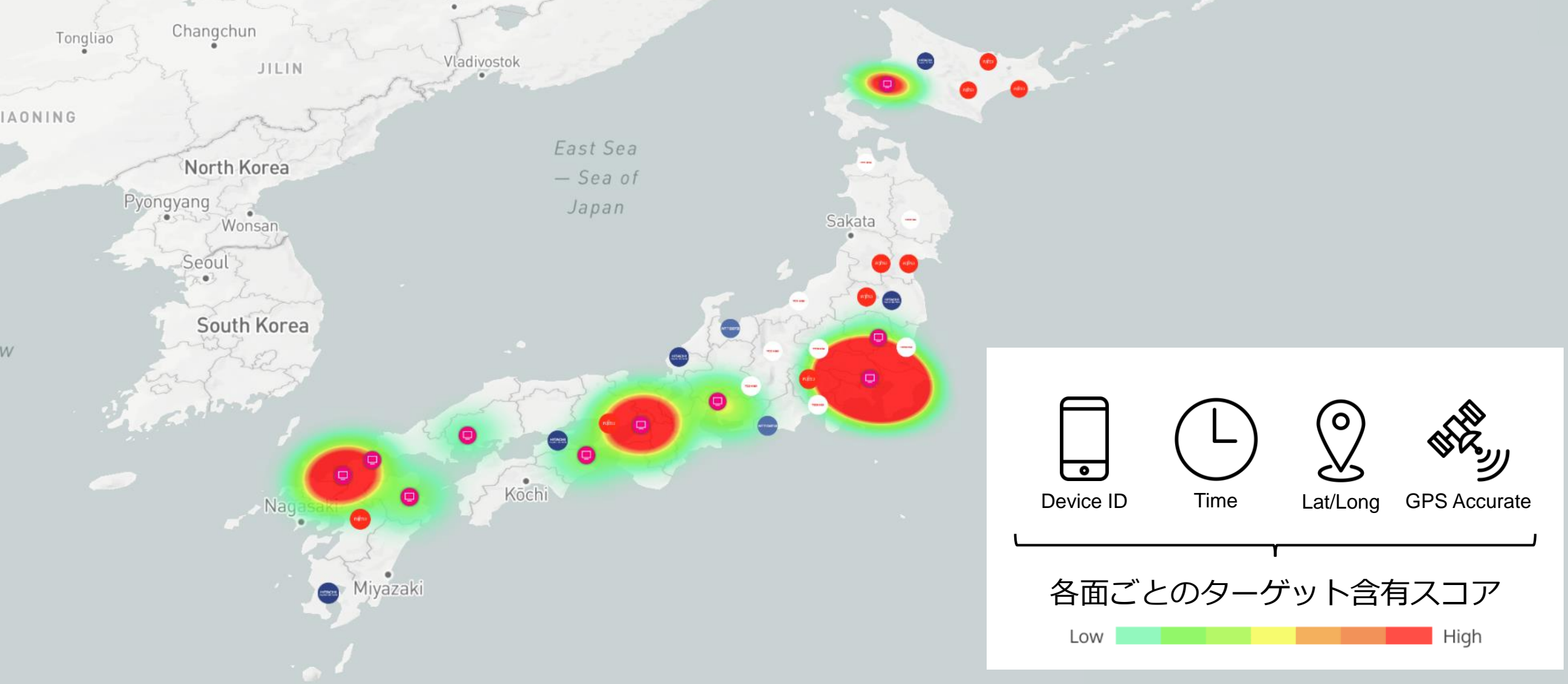
Analysis of target behavior patterns

Built time-based audience concentration scores for each DOOH screens to understand what times and screens are the best to programmatically activate.
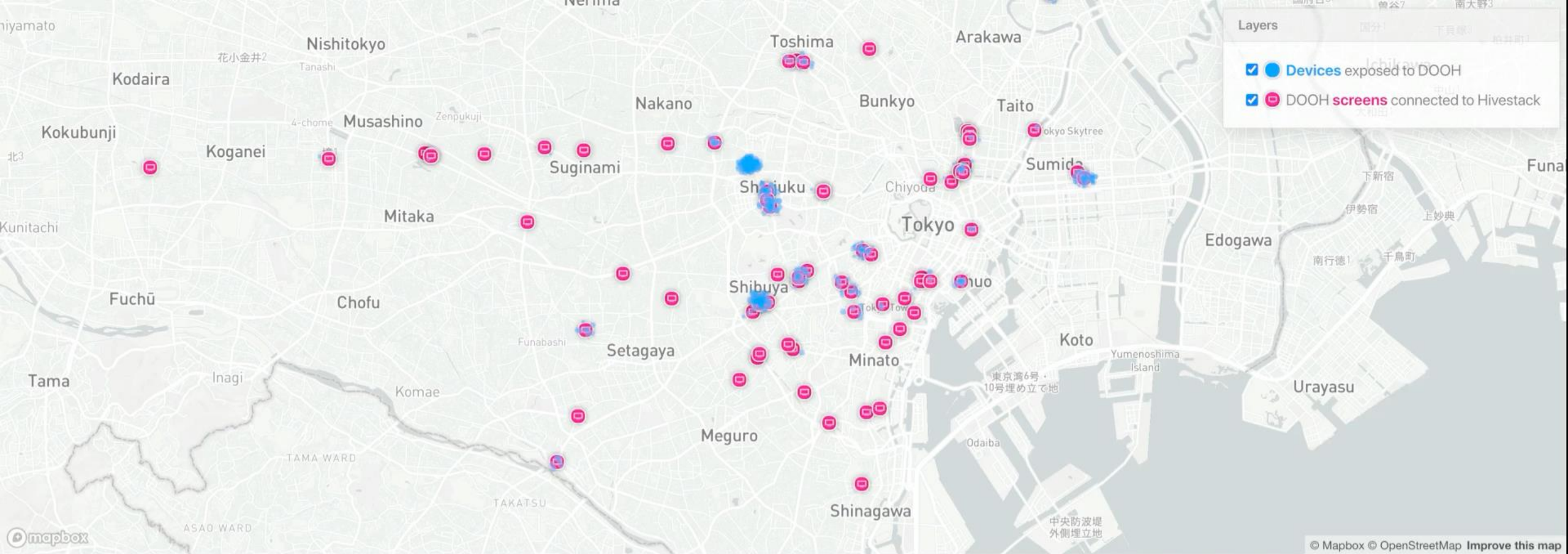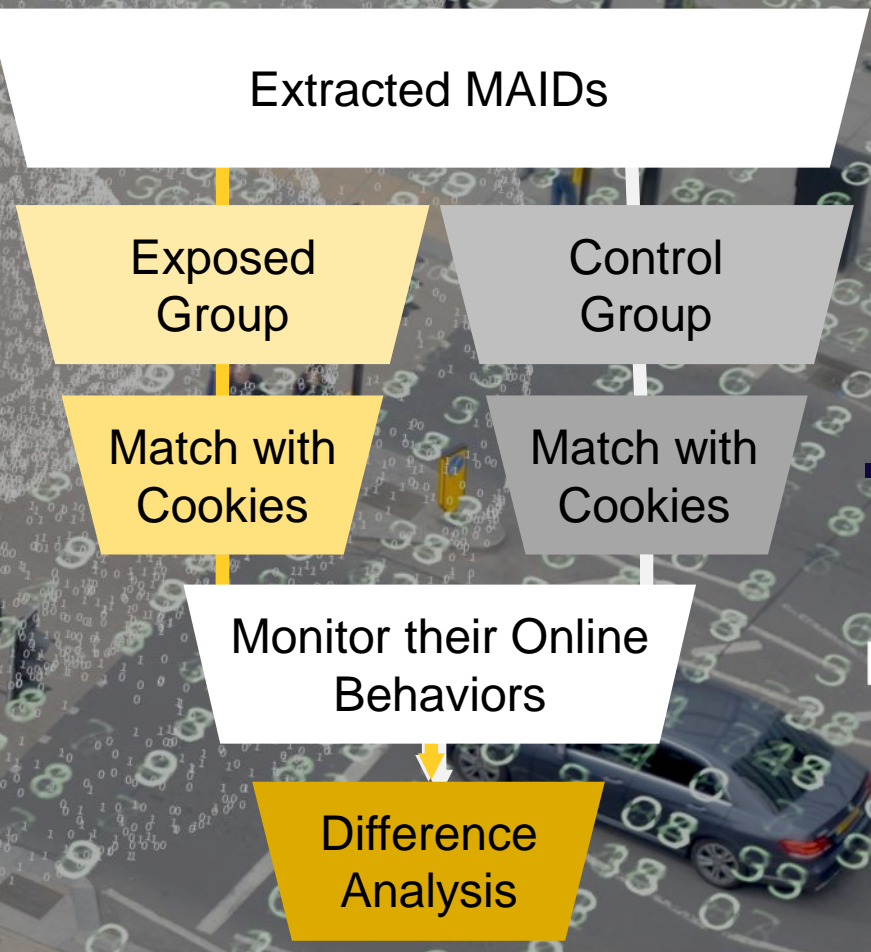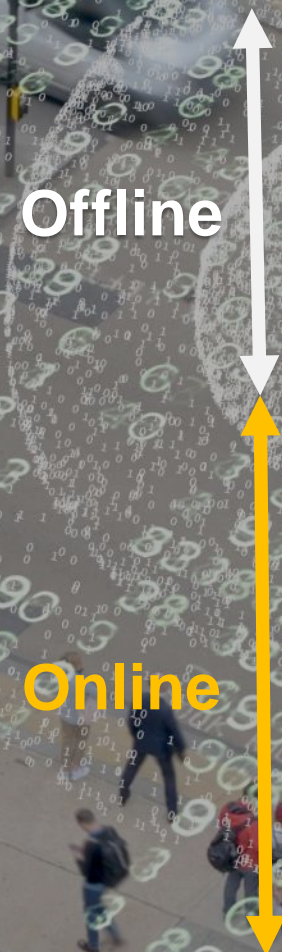
Automated purchase and delivery through the DSP

Based on location data and audience movement patterns, Intel programmatically activated screens targeting a high concentration of business executives.
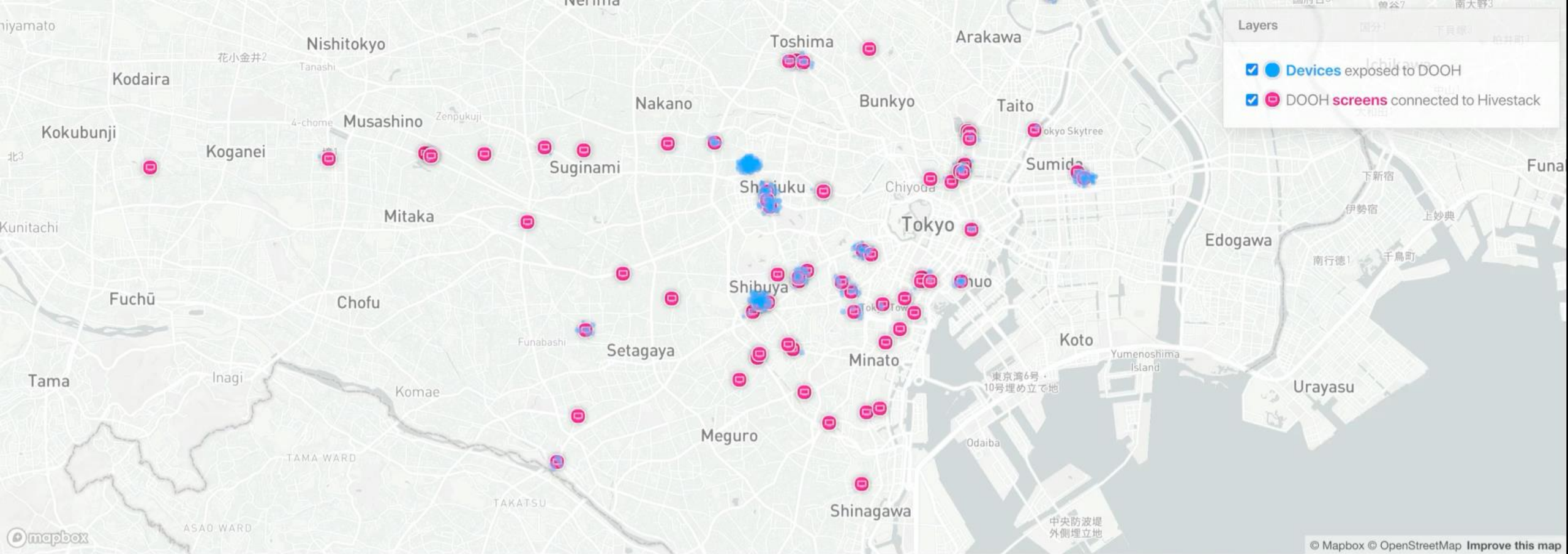
33

Mapping offline IDs to online IDs

With these partners, bridge from offline world to online world to analyze the lift in surge among key decision-makers by measuring an increase in intent among the exposed group versus the unexposed control group of devices to determine the impact of the campaign

Offline

Online

Extracted MAIDs

Exposed Group	Control Group
Match with Cookies	Match with Cookies

Monitor their Online Behaviors

Difference Analysis

TAPAD

bombora

☑ 🔵 **Devices** exposed to DOOH
☑ 🔴 DOOH **screens** connected to Hivestack

Jul 25th
12:00 PM

06/28 06/29 06/30 07/01 07/02 07/03 07/04 07/05 07/06 07/07 07/08 07/09 07/10 07/11 07/12 07/13 07/14 07/15 07/16 07/17 07/18 07/19 07/20 07/21 07/22 07/23 07/24 07/25 07/26 07/27 07/28

Measurement of Ad effectiveness: +8.8% per campaign

Surge by decision maker segments are; for "IT Business" 11.2% lift, for "Manufacturing" 6.8% lift, for "Retail" 6.9% lift and for "Healthcare" 11.1% lift.
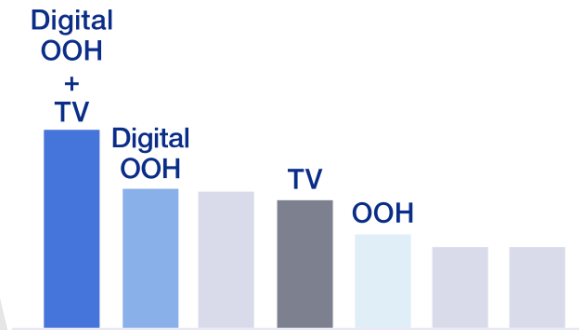
35
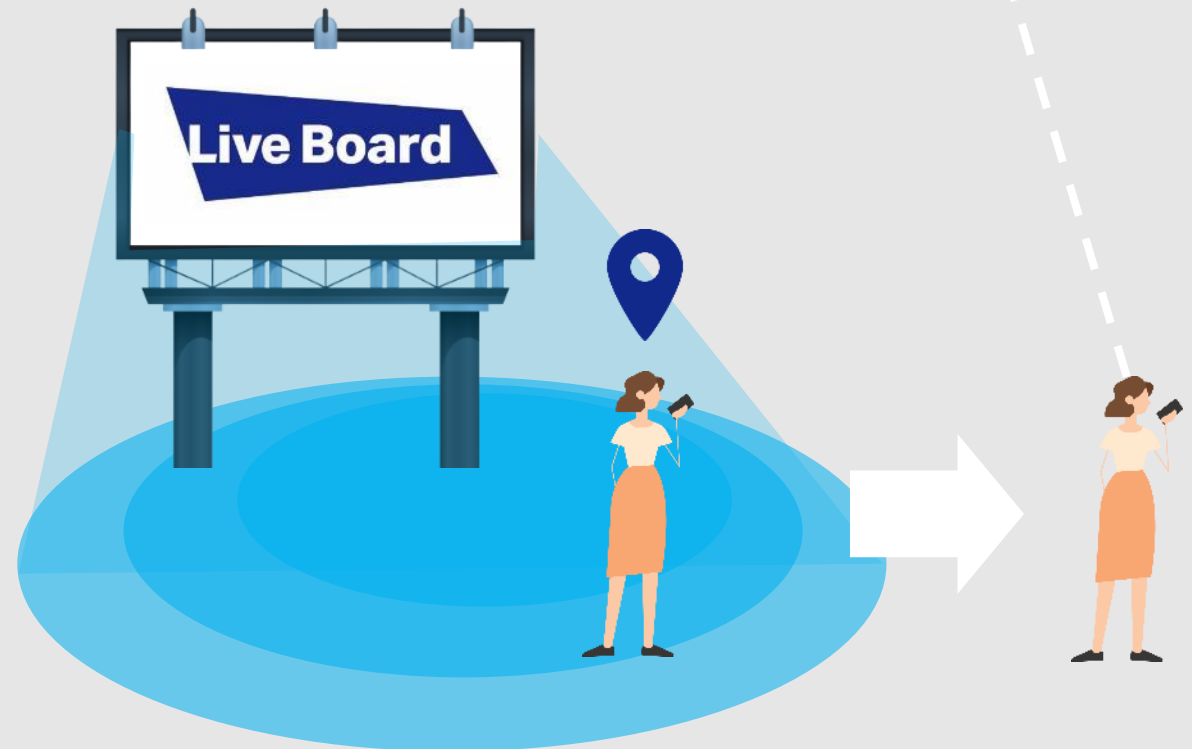
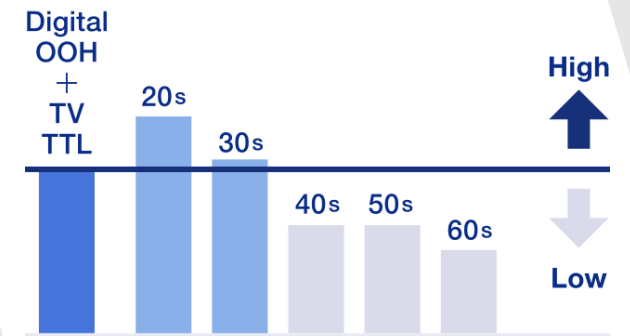# MEASUREMENT

BLS Report Metrics
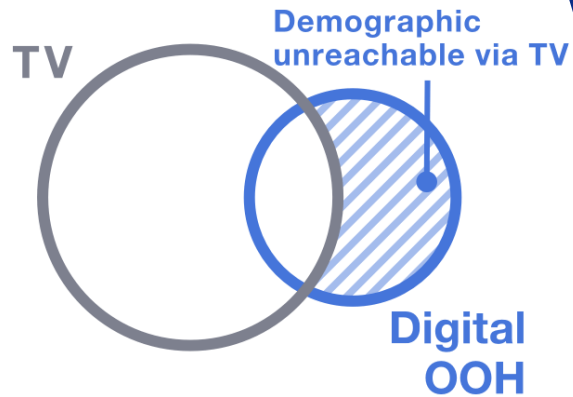
Incremental Reach

When used in conjunction with other medium, we can unveil duplicated and incremental reach with each of them

Multimedia Effect

Multimedia effects can be measured with ad campaigns developed for TV, online, traditional OOH etc.

Brand Lift by Targets

Determine Brand Lifts by analyzing brand awareness among viewers and non-viewers

Koko-Research

Brand Lift by Target

44.2%
Vs. industry norm
+21.0pt
Awareness

23.2%
Vs. industry norm
+3.3pt
Interest

28.6%
Vs. industry norm
+5.9pt
Intention to Use

Multimedia Effect

Searched on the internet

11.7%   Online Ads + DOOH **+2.1pt**

Visited the website

8.2%   Online Ads + DOOH **+1.7pt**

Visited the store

2.0%   Online Ads + DOOH **+1.0pt**

Incremental Reach

Incremental Recognition

11.2%   Vs. industry norm **+4.2pt**

Non-recognition

Online Ads

Social Media

DOOH

DOOH (Incremental)

Recognition

25.6%

Vs. industry norm
+6.8pt

Thank you

**For further information,
feel free to contact us**
client_services@liveboard.co.jp