

LIVE BOARD Leverages NTT DOCOMO's Carrier Roaming Data to Enable DOOH Media Planning, Using Inbound Tourists' Behavioral Analysis

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- Visualizing High Inbound Visitor Dominance in Screen Rankings -

LIVE BOARD, INC., an operator of a digital out-of-home (DOOH) ad network that achieves data-driven targeting and effectiveness verification, has successfully utilized NTT DOCOMO's carrier roaming data (roaming ID data) (*1) to analyze information on the location of inbound tourists, finding signs of recent recovery in foreign travelers to Japan (*2). In addition to the existing criteria for out-of-home (OOH) media planning, such as circulation data and reputation of the area concerned, LIVE BOARD has incorporated such analytical data into DOOH media planning (primary analysis) for advertisers, enabling more sophisticated and efficient ad delivery. This is an innovative technology both domestically and internationally.

Image1:

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/_prw_PI2fl_I02YI3xo.jpg

Image2:

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/_prw_PI3fl_0L63YZ61.png

Roaming ID data refers to the overseas carrier data obtained when inbound tourists connect to NTT DOCOMO's network. By analyzing the data along with base station location information, it has become possible to understand the characteristics of inbound tourists, including "when," "where," and "which country's visitors" are present, within the DOOH screen of the LIVE BOARD marketplace, covering a total of 26,400 or more screens in 9 cities across Japan (in Hokkaido, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka prefectures).

Download materials from: <https://liveboard.co.jp/en/download>

Visualizing Inbound Tourist Trends and High Visitor Ratio Rankings on LIVE BOARD

Screens

Leveraging roaming ID data, LIVE BOARD has conducted a comprehensive analysis of inbound tourist data from among the 26,400 screens connected to its nationwide marketplace. This dataset enables the ranking of screens based on the highest percentage of visitors from each country, providing valuable insights for strategic planning.

Image3: Analysis Visual

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/_prw_PI5fl_C_T2ZI52W.png

Example: Screen Rankings of Inbound Visitors - "Global" and "Chinese" Segmentation

Image4:

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/_prw_PI6fl_wr_Qi1Bdt.png

Segment: Global Visitors to Japan (Representing Approximately 220 Nations)

- 1st: Osaka AD VISION
- 2nd: Osaka TOMBORI STATION
- 3rd: Osaka Metro Network Vision Nippombashi Station

Segment: Chinese Visitors to Japan (Comprising Influential Part of Japan's International Visitors)

- 1st: Marunouchi Station Vision Ginza Station
- 2nd: Shimbashi SL VISION
- 3rd: Shimbashi Ryukakusan Vision

This service is recommended specially for clients that deal with the following services:

- Home appliance manufacturers
- Travel-related
- Daily necessities/cosmetics/medical supplies
- Luxury brands
- Souvenir-related

Image5:

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/ prw PI7fl_w MTItM62.png

LIVE BOARD Screens Across the Country

LIVE BOARD currently has more than 26,400 screens, and is continuing to expand its network every day, not only by installing its own new screens, but also by aggregating screens from partners across the country.

URL: <https://liveboard.co.jp/en/screen>

Notes:

(*1) LIVE BOARD utilizes data for which the company has obtained prior consent from customers.

(*2) Inbound Tourism Shows Signs of Recovery

According to a transition report by the Japan National Tourism Organization (JNTO), there was a notable recovery in tourism from various countries between July 2022 and June 2023.

Trend of Visitor Arrivals to Japan between July 2022 and June 2023

https://cdn.kyodonewsprwire.jp/prwfile/release/M105808/202308258518/ prw PI4fl_uC Y9J443.png

*Reference: JNTO's June 2023 Estimates Report, compared to the same month in 2019.

About LIVE BOARD, INC.

LIVE BOARD is the first company in Japan to achieve impression-based ad delivery in OOH. It deploys advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest mobile carrier with its own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, LIVE BOARD has been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

- Company name: LIVE BOARD, INC
- Business details: DOOH advertising distribution platform management, DOOH advertising media development, DOOH advertising space sales
- Website: <https://liveboard.co.jp/en/>

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