



2022 COVID-19 Pandemic/Post-Pandemic Awareness Survey What Are Companies' Expectations of DX in the DOOH Market?

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") has conducted a survey of companies' expectations of digital transformation (DX) in the digital OOH market during and after the COVID-19 pandemic.

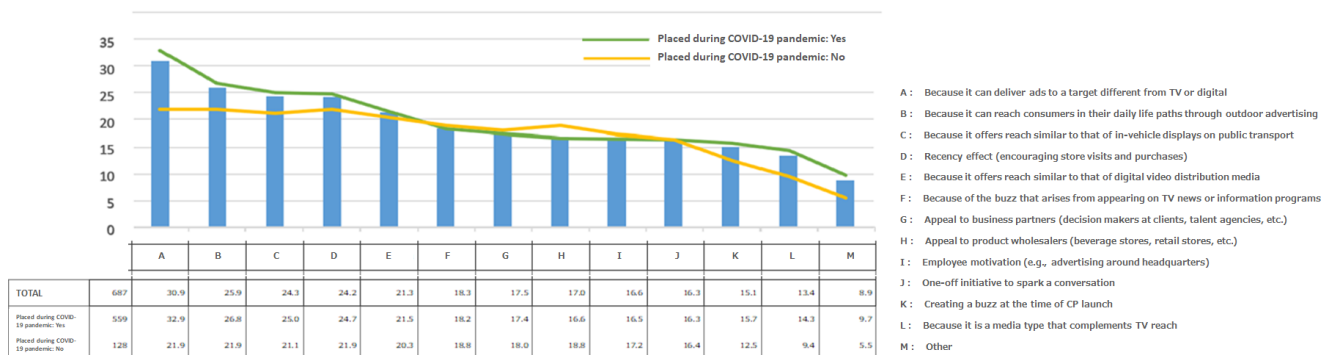
The survey was conducted among men and women between the ages of 20 and 69 who work for companies across Japan. Respondents with experience placing digital OOH advertising were asked about their reasons for the placement.

◆What results do companies expect from digital OOH advertising?

Overall, the most common response at 30.9% was "Enable delivering ads to a target different from TV or digital." This was followed by "Reach consumers in their daily life paths through outdoor advertising" at 25.9%, "Achieve reach similar to that of in-vehicle displays on public transport" at 24.3%, and "Recency effects (encouraging store visits and purchases)" at 24.2%.

In addition to the top three items, respondents who had placed digital OOH ads during the COVID-19 pandemic also cited their aim to "Supplement TV reach."

Reasons for having bought or intending to buy digital OOH advertising



The results revealed high expectations of OOH during the COVID-19 pandemic. Respondents saw OOH as a way of **reaching audiences not reached by TV or online advertising**. They also saw it as **a media type that offers outdoor reach comparable to in-vehicle displays on public transport**.

Base survey: Respondents who have placed digital OOH ads in the past three years *Sorted by total

*Placed during COVID-19 pandemic/Yes: Respondents who placed digital OOH ads during FY2021

Placed during COVID-19 pandemic/No: Respondents who placed digital OOH ads in FY2019 to FY2020 but not during FY2021

◆What do those who have not placed digital OOH ads expect to see in the coming digital transformation to OOH?

For people who did not have experience of placing digital OOH ads, we conducted a survey regarding their expectations for the coming digital transformation to OOH, and the following results were obtained:



Many expressed expectations for effectiveness in relation to posting costs (visualization of numbers, high accuracy, ease of understanding, etc.), the implementation of quantitative verification of the effectiveness, as well as the desire to distribute to specific target groups (age, gender, demographics, etc.).

While there were high expectations for the sophistication of OOH advertising, it was also found that even if the requests could be met, companies found many aspects **difficult to explain internally (e.g., to upper management), which prevented implementation**. Others indicated a desire to wait and see how events unfold **due to the uncertainty caused by the COVID-19 pandemic**.

◆LIVE BOARD,INC.



A digital OOH ad network operator achieving data driven targeting and effectiveness verification

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy 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 the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.

LIVE BOARD, INC.	
Company name	LIVE BOARD, INC.
Representative	President and CEO, Jun Sakurai
Location	7th Floor, Daiwa Aoyama Building, 3-1-30 Jingumae, Shibuya-ku, Tokyo
Capital	2.5 billion yen
Start of operation / Date of establishment	February 1, 2019
Business areas	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	https://liveboard.co.jp/en/

<Inquiries about this release>
 Contact: LIVE BOARD PR Office Contact persons: Asakura, Abe
 TEL: +81-90-5393-0219 / +81-3-5843-0932 E-mail: info_press@liveboard.co.jp