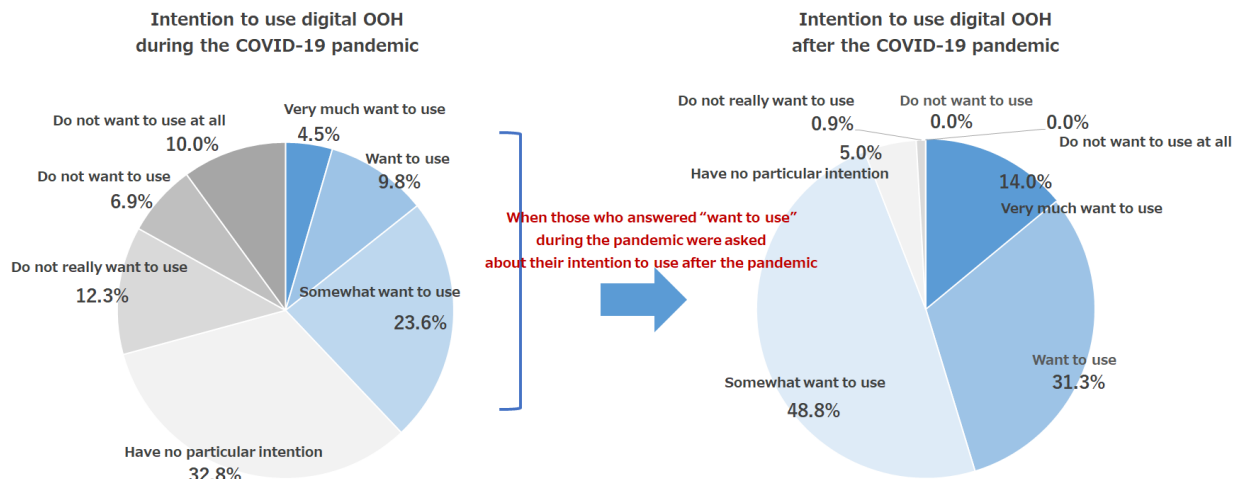


Survey on Intention to Use Digital OOH and Application Prospects During and After the COVID-19 Pandemic in 2022

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") conducted a questionnaire survey on the intention to use digital OOH, and the prospects of its use during and after the COVID-19 pandemic in 2022. The questionnaire was conducted on men and women between the ages of 20 and 69, who are working in companies throughout Japan. We focused on people who had experience placing ads on digital OOH, and asked them what they thought about its use during and after the pandemic.

◆ Changes in intention to use digital OOH during and after the COVID-19 pandemic

We found that 37.9% of respondents wanted to use digital OOH (very much want to use / want to use / somewhat want to use) during the pandemic, which was higher than the 29.2% who did not (do not really want to use / do not want to use / do not want to use at all). Of those who answered that they wanted to use the service, 94.1% answered that they would like to continue to use it (very much want to use / want to use / somewhat want to use) after the pandemic. Those who intended to use digital OOH during the pandemic also expressed a need to use it after the pandemic, indicating that they expect to see positive effects from their ad placements.



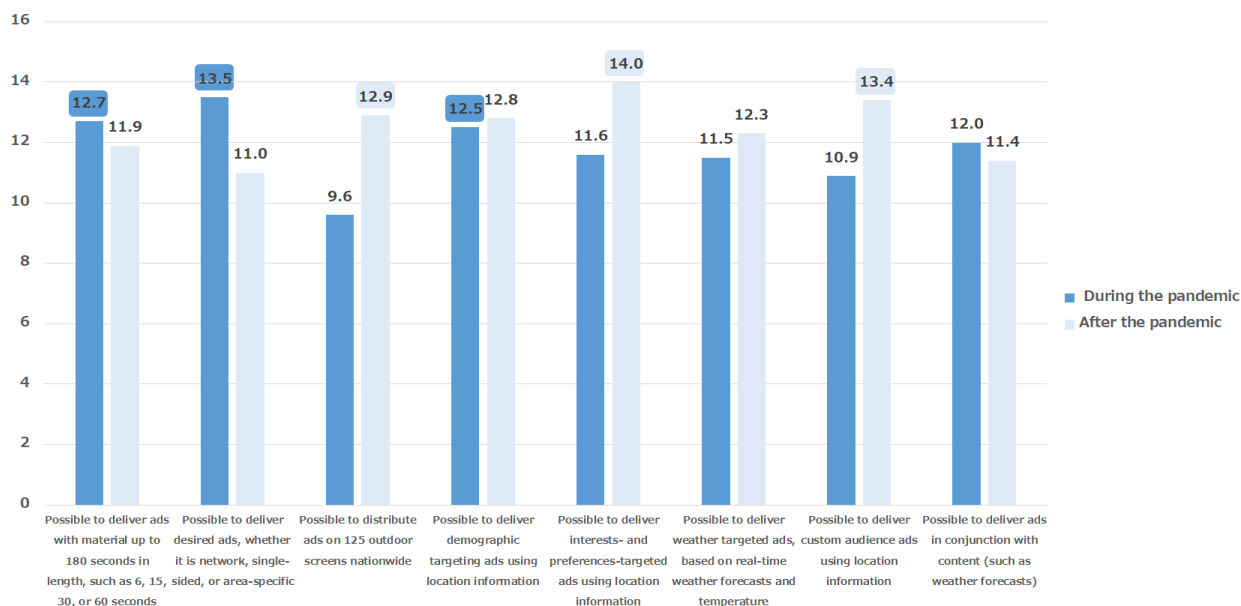
◆ Application prospect of digital OOH during and after the COVID-19 pandemic

The top three application prospects during the pandemic were: "possible to deliver desired ads, whether it is network, single-sided, or area-specific (13.5%)," "possible to deliver ads with material up to 180 seconds in length, such as 6, 15, 30, or 60 seconds (12.7%)," and "possible to deliver demographic targeting ads using location information (12.5%)."

The results regarding after the pandemic were: "possible to deliver interests- and preferences-targeted ads using location information

(14.0%),” “possible to deliver custom audience ads using location information (13.4%),” and “possible to distribute ads on 125 outdoor screens nationwide (12.9%).”

Features that made the respondents feel that they wanted to place an ad during and after the COVID-19 pandemic



From this survey, it became clear that there is a **high level of expectation for the efficient delivery of ads in the face of limited movement of people**, with the following features of use during the pandemic: “the freedom to replace advertising materials,” “possible to deliver ads in any desired network or area,” and “possible to measure the effectiveness of ads using location information.” As for the characteristics of the application prospects after the pandemic, there is a **growing need** for a revival of the movement of people in outdoor areas, such as “distribution on 125 screens nationwide,” and for **distribution in differentiated outdoor ads**, such as “distribution of tweets on SNS” and “linking with content.”

In addition, demand for “delivery of up to 180 seconds,” “effectiveness measurement using location information,” and “custom audience using location information” was high for both during and after the pandemic, indicating **high expectations not only for efficient outdoor ad delivery, but also for the sense of exposure that only OOH can provide.**

By utilizing DOCOMO’s Mobile Kukan Toukei® and other location data, LIVE BOARD is beginning to respond to the current demand for DX, such as targeted delivery and visualization of a unique reach.

In 2022, LIVE BOARD will continue to expand its services in order to provide advertisers with the benefits of DX in an easier-to-understand manner, and to further enhance the value of digital OOH.

<Survey overview>

Survey method: Web-based quantitative survey * Pre-survey and main survey distributed separately

Monitor: Mighty Monitor (d POINT CLUB member / INTAGE Net Monitor)

Area of scope of questionnaire: Nationwide

Target: Men and women between the ages of 20 and 69, who are currently working at a company (targeting company employees and executives), and have experience placing ads at the company they work for within the last three years, and being involved in ad placement work (to be confirmed by the monitor himself/herself via questionnaire)

Survey period: Pre-survey from September 10 to September 13, 2021, main survey from October 1 to October 4, 2021

Number of respondents: Pre-survey: 183,262 / Main survey: 14,339

* Research by DOCOMO InsightMarketing, INC. and INTAGE Inc.

◆ Media overview

LIVE BOARD: 77 digital OOH locations in 9 cities nationwide (Tokyo, Hokkaido, Miyagi, Kanagawa, Chiba, Saitama, Aichi, Osaka, and Fukuoka)

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

▼ 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	Service website: https://service.liveboard.co.jp/en/ Corporate website: https://liveboard.co.jp/en/

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