

## Live Board

**Advertising Week Asia2022 Participate as a speaker !**  
**At the forefront of location data/ Where we are now with programmatic**  
**DOOH (Digital Out-of-Home)**  
**Thursday, 2 June 2022, starting at 10:10 AM. (Japan time)**



LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") together group company NTT DOCOMO (hereafter, DOCOMO) , will be speaking at Advertising Week Asia, which will be held from 31 May (Tuesday) to 2 June (Thursday), 2022.

### <Title>

**At the forefront of location data    Where we are now with programmatic DOOH (Digital Out-of-Home)**

### <Overview>

COVID-19 has had a impact on the OOH industry. Even in the midst of difficult time, the intention from marketers to use OOH advertising continued. The digitalization of OOH is being promoted in a progressive manner, particularly in New York and London, and the amount of investment in overseas markets in 2022 is expected to increase by more than 36% year-on-year. So how is DX taking place in Japan these days, and what new benefits are being created for advertisers? In this seminar, we will introduce historical data calculation using location data such as NTT DOCOMO's "Mobile Spatial Statistics ("Mobile Spatial Statistics" is a registered trademark of NTT DOCOMO, INC.)" and LIVE BOARD's impression measurement logic, which follows global standards. In the second half, examples of programmatic distribution based on these and the outlook for 'mobile data value' will be presented.

### <Seminar schedule>

Date and time: Thursday 2 June 2022, from 10:10 AM

Venue: Tokyo Midtown/Roppongi area or online

Official website: <https://asia.advertisingweek.com/aw/schedule/session/-103-2022-06-02-1010-session>

For enquiries: <https://advertisingweek.com/event/awasia2022>

### <Speaker>



**Shota Gennouzono**  
Client Servicesite Department Director  
LIVE BOARD, INC.

Joined Dentsu in 2012. After working as a media officer and planner in outdoor/transport advertising, he was seconded to Posterscope, dentsu international's specialised OOH brand, from 2019. Based in the UK, he worked on global OOH media planning work and was appointed Director of LIVE BOARD Client Services Department in May 2021.

**Tomohiro Nakagawa**  
Assistant Manager System Design & Development Group X-Tech Development Department  
NTT DOCOMO, INC.

Joined NTT DOCOMO in 2000. After working on R&D projects for terminal platforms, he started working on analysis and system development utilising location-based data in 2015. Since 2019, he has led the research and development of DOOH's advertising value measurement technology.



**Hiromi Nishinakamura**  
Client Servicesite Department Director  
LIVE BOARD, INC.

After working for Cyber Communications, Value Commerce and a retail tech start-up, he joined Live Board in May 2020. In the Client Services Department, he leads the collaboration with DSP companies and the education and dissemination of programmatic OOH.

### ■ About Advertising Week Asia

It is one of the world's largest and most comprehensive advertising, media, CR and marketing events in the world, and was launched in New York in 2004. The event is held annually in a central city in each region of the world and attracts around 160,000 advertising business professionals throughout the year. 2020-2021 saw the continuation of a new online format, with no real events possible due to COVID19. 2022 will see the addition of the online experience to the event. The new hybrid format will be held in different parts of the world. In the Asian region, Advertising Week Asia will be held in Tokyo for the seventh time in a row in 2022. Each year, more than 250 outstanding frontline speakers from Japan and around the world have taken to the stage, and more than 100 sessions and events have been organised. Advertising Week is the only place where essential discussions can take place across the advertising industry, without being confined to narrow categories.

## <Overview of the overall event>

Date: 31 May (Tue) - 2 June (Thu), 2022 (3 days)

Venue: Tokyo Midtown / Roppongi area

Organisers: Stillwell Partners Inc., Advertising Week Asia 2022 Executive Committee

Participation:

(1) On-site event: 4 types of passes available: special, general, student and new employee only

(2) Online event: Viewing IDs as above.

For enquiries: <https://advertisingweek.com/event/awasia2022>

### ◆About LIVE BOARD,INC.



**A digital OOH adnetwork 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.

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	<a href="https://liveboard.co.jp/en/">https://liveboard.co.jp/en/</a>

<Inquiries about this release>

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