

To members of the press

Press release

May 26, 2022

LIVE BOARD, INC.

Live Board

LIVE BOARD Launches “Screen Ranking List” Using Data From “Audience Intelligence Engine” That Analyzes Visitors to LIVE BOARD Outdoor Screen



LIVE BOARD, INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) analyzes visitors to screens in the LIVE BOARD Marketplace using the “Audience Intelligence Engine*.” This engine, owned by NTT DOCOMO, predicts user attributes, behaviors, and interests based on location data from base stations and member data from d POINT CLUB members who have opted in beforehand. This enables the identification of the features of approximately 110 screens (outdoor screens only) in 9 prefectures nationwide (Hokkaido, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka).

* Audience Intelligence Engine is the technology comprising the NTT Group’s corevo® AI. corevo® is a registered trademark of NIPPON TELEGRAPH AND TELEPHONE CORPORATION.

◆ What Is “Audience Intelligence Engine” Data?

The Audience Intelligence Engine has the capability to extract user locations, interests, and other information from NTT DOCOMO’s data, and analyze visitors to screens within the LIVE BOARD Network. This makes it possible to ascertain the features of approximately 110 screens nationwide. LIVE BOARD enables sales based on OOH* impression (number of viewers). When planning ad delivery, it analyzes the features of each screen from such attribute data as who, when, and where. LIVE BOARD can deliver ads to the people you want to communicate with through screens where the target audience is expected to be.

* An abbreviation for “Out of Home,” OOH is a general term for advertising media delivered outside the home, such as public transit advertising, outdoor advertising, and advertising in commercial facilities.

Contact: <https://liveboard.co.jp/en/contact>

Location data

Predicts user attributes and behaviors from base-station location data*. It can predict lifestyle contexts such as the train route that a person takes to work, where they work, and where they live.

* Obtain prior permission for use from the customer



Member data

Predicts user interests and other attributes by gathering data* from DOCOMO's membership base.

* Data retention period is one year



Subscriber information



Questionnaires

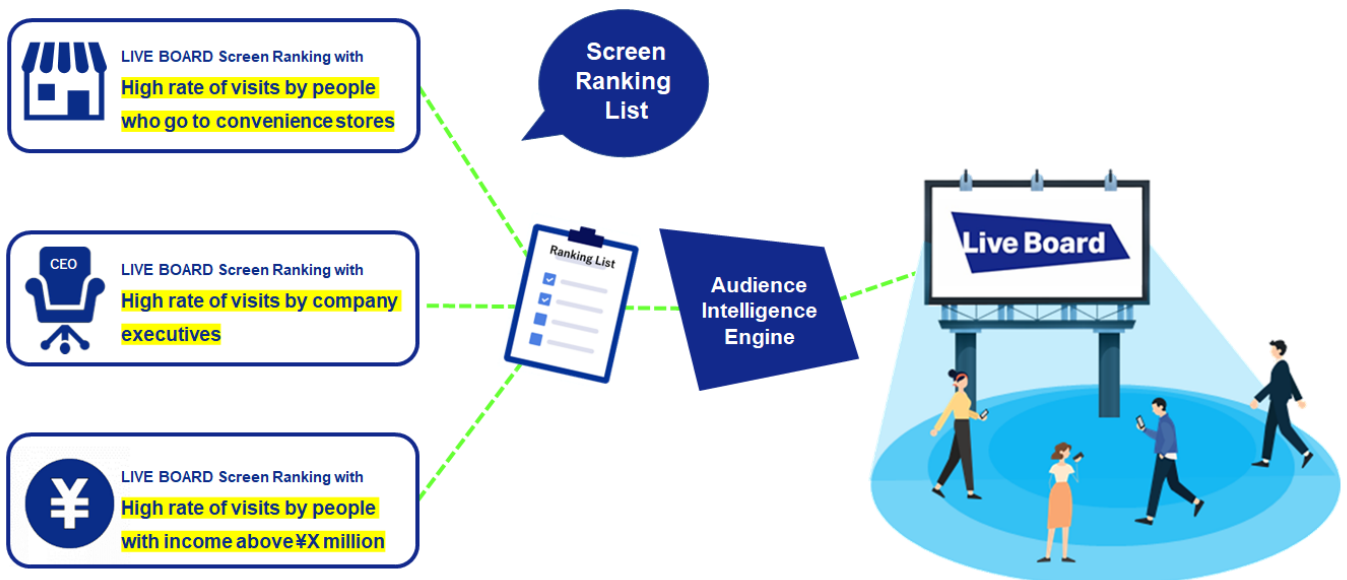


Other data



◆ What Is a Screen Ranking List?

The visitor histories of the approximately 110 outdoor screens nationwide within the LIVE BOARD Network are analyzed using the Audience Intelligence Engine. LIVE BOARD is then able to provide a ranking of the screens with the highest proportions of target visitors.



◆ LIVE BOARD Nationwide Screens

LIVE BOARD has currently grown its screen network to more than 16,000 screens and 20 million MAUs nationwide. LIVE BOARD continues to expand not only the number of screens installed, but also partnerships with other companies as well.

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



◆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	https://liveboard.co.jp/en