

Live Board

Where Are the Travel Enthusiasts? LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens Billboards in Sapporo, Hokkaido, Take Top Positions



Watanabe Building, Sapporo, Hokkaido

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") conducts an analysis of LIVE BOARD outdoor screens using services such as NTT DOCOMO's "Audience Intelligence Engine"^{*1} and "docomo data square"^{TM*2}. With the relaxation of COVID-19 restrictions and the opening of Japan's borders to foreign travelers, tourism demand is showing signs of recovery. As the Japanese vacation season of July to September (which includes both summer vacation and Silver Week) is approaching, LIVE BOARD has analyzed its network of approximately 110 screens nationwide to determine which **screens draw a largest number of travel enthusiasts** and ranked them by the proportion of travel enthusiasts.

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

*2. docomo data square is a registered trademark of NTT DOCOMO, INC.

◆ "Where are the travel enthusiasts?" LIVE BOARD announces the top 30 LIVE BOARD outdoor screens
- Travel lovers concentrated in Japan's northern and southern main cities: Hokkaido takes the top positions, four screens in Fukuoka also appear in top 10.

As a result of analyzing roughly 110 outdoor screens across Japan to determine which **screens draw a large number of travel enthusiasts**, Sapporo took the top two positions, with the Watanabe Building screen in Sapporo, Hokkaido coming in first place and SABRO.TV in Sapporo, Hokkaido coming in second. Furthermore, Hakata, Fukuoka, had four screens in the top 10: Sunlife Hotel 2 in Hakata, Fukuoka (third), SN Building in Hakata, Fukuoka (fourth), Hakata Dontaku Vision in Hakata, Fukuoka (fifth), and CS Vision in Hakata, Fukuoka (seventh).



- Deciding factors: increase in tourists due to the rebound from COVID-19 and rise in business travel?

In Hokkaido, the number of visitors from outside the prefecture is large in relation to the population as it is a tourist city by nature, and it is predicted that the eased mood of self-restraint has increased the travel demand*, which has attracted people who love to travel. Furthermore, in addition having a similar condition as Hokkaido, Hakata, Fukuoka also has convenient transportation access from Fukuoka Airport and Hakata Station, and tends to attract many airport users such as office workers, which may have contributed to the higher figures for the entire city. These same factors appear to be responsible for the Shinagawa Station area coming in sixth place.

* The volume of searches for “旅行” (travel) has been gradually increasing since the start of 2022, according to [Google Trends](https://www.google.com/trends/), and the rise has been particularly prominent since April. (See figure on the right)

<Overview of the study>

Target area: Nationwide

Target audience: Respondents who selected “domestic travel” or “overseas travel” in response to questions regarding interests, hobbies, activities in the past three months, intended activities in the coming three months, etc., respondents whose download history contained overseas travel apps, and respondents with history of travelling by plane and using airport Wi-Fi data

Target screens: Approx. 110 LIVE BOARD outdoor screens nationwide

(Study by docomo data square™)

Target data period: April 2022

* Courtesy of NTT DOCOMO, INC.

◆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.

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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
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