

Live Board

Where Are the Football Fans? LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens At No.1, A Billboard Uphill From That World-Famous Crossing



Nishinaya Building, Shibuya-ku, Tokyo

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") today announced the latest results of an analysis that it is conducting on LIVE BOARD outdoor screens using services such as NTT DOCOMO's "Audience Intelligence Engine"^{*1} and "docomo data square"^{TM*2}. Ahead of the FIFA World Cup to be held in November and December 2022, LIVE BOARD analyzed its network of approximately 110 outdoor screens nationwide to identify **screens that attract the most Football fans**. These screens were then ranked by the proportion of Football fans among their audiences.

*1. Audience Intelligence Engine is the technology comprising 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 Football fans?" LIVE BOARD announces the top 30 LIVE BOARD outdoor screens
- First place goes to the twin screens on Nishinaya Building, located on Dogenzaka in Tokyo's youth-culture area of Shibuya

The analysis covered approximately 110 outdoor screens across Japan to identify **the screens that attract the most Football fans**. The following screens were selected: Shibuya, Nishinaya Building, Tokyo (1st place); Konparu Building, Akasakamitsuke, Tokyo (2nd place); Kyowashokuhin Building, Shinagawa, Tokyo (3rd place). Shibuya Scramble Crossing is a world-famous trend-setting intersection and attracts many active people. One reason for the results may be the many sports bars in the area where fans can watch Football games.

Where Are the Football Fans?
LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens

1	Tokyo	Shibuya_Nishinaya Building	14	Tokyo	Musashisakai_QuOLa VISION
2	Tokyo	Akasakamitsuke_Konparu Building	15	Tokyo	Shimbashi_Igarashi Building
3	Tokyo	Shinagawa_Kyowasyokuhin Building	16	Fukuoka	Hakata_Sunlife Hotel 2
4	Tokyo	Shimbashi_Higashishimbashi Building	17	Tokyo	Onarimon_Yamauchi Building
5	Tokyo	Akihabara_Akihabara UDX Vision	18	Tokyo	Kinshicho_Kinshicho Rakutenchi Vision
6	Tokyo	Ueno_TSD Building	19	Tokyo	Kinshicho_Yamamoto Building
7	Chiba	Makuhari_VIS VISION Makuhari	20	Tokyo	Nakano_Dowa Fudousan Building
8	Tokyo	Tsukiji_Urbanmates Building	21	Saitama	Omiya_Haikarado Building
9	Kanagawa	ShinYokohama_Chitosekanko Building	22	Tokyo	Akihabara_Dowa Fudousan Building
10	Tokyo	Daimon_Koshin Building	23	Tokyo	Okachimachi_Okachimachi Life Building
11	Tokyo	Nihombashi_Koshin Building	24	Kawagawa	Yokohama_Yokohama Nishiguchi Building
12	Tokyo	Shimbashi_Shimbashi SL Vision	25	Tokyo	Asakusa_Asakusa Cross Building
13	Tokyo	Shibakoen_Maruya Building	26	Tokyo	Ueno_Y's Vision
			27	Chiba	Kashiwa_Plaza Pascal Building
			28	Tokyo	Ueno_Hayata Building
			29	Tokyo	Akihabara_Rajikan Vision
			30	Tokyo	Ogikubo_Toyotama Building

- Ranking features many areas of Kanto, including Kanagawa, Chiba, and Saitama prefectures

Looking at the top 30, the Kanto area around Tokyo was represented extensively, with VIS VISION Makuhari, Chiba Prefecture in 7th place, Chitosekanko Building in Shin-Yokohama, Kanagawa Prefecture in 9th place, and Haikarado Building in Omiya, Saitama Prefecture in 21st place. This may be because a large number of local fans gather at the screens since each of these prefectures are home to many top-ranked club teams in the Japan Professional Football League and large sports stadiums are also situated in the vicinity of the screens.

<Overview of the study>

Target area: Nationwide

Target audience: "Football fans" is used to refer to (1) respondents who had downloaded Football-related apps; (2) respondents who answered "Football" when asked in a questionnaire "What is your specific hobby? Please select all that apply."

Target screens: Approx. 110 LIVE BOARD outdoor screens nationwide

(Survey 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.

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/

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