

Live Board

Where Are the Gamers? LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens The Screens of Akihabara, Tokyo's Game Mecca, Make a Clean Sweep of the Top 3



Onoden MX Vision, Akihabara, 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}. The end of the year, which is always packed with events, is approaching, so LIVE BOARD analyzed its network of approximately 110 outdoor screens nationwide to identify **screens that attract the most gamers**. These screens were then ranked by the share percentage.

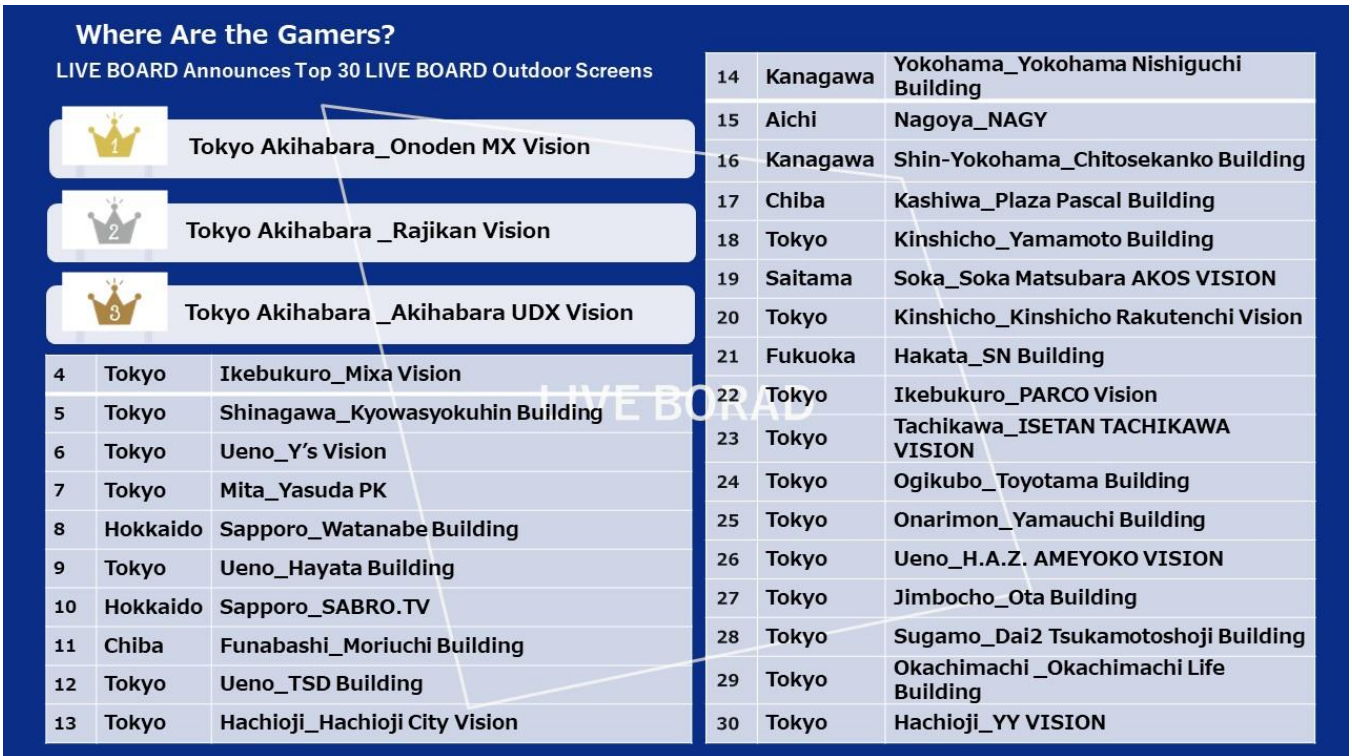
*1. Audience Intelligence Engine is the technology comprising the NTT Group's corevo® AI. corevo® is a registered trademark of NIPPON TELEGRAPH AND TELEPHONE CORPORATION.

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

◆“Where are the gamers?” LIVE BOARD announces the top 30 LIVE BOARD outdoor screens

- The screens of Akihabara, Tokyo’s game mecca, make a clean sweep of the top 3

The analysis covered approximately 110 outdoor screens across Japan to identify the screens that attract the most gamers. In first place was Onoden MX Vision, Akihabara, Tokyo, followed by Rajikan Vision, Akihabara, Tokyo, and then Akihabara UDX Vision, Akihabara, Tokyo. Not only is Tokyo’s famous Akihabara area packed with appliance retailers, but it’s also a mecca for anime lovers, idol fans, and gamers. We’re sure that this ranking will come as no great surprise to the many.



- Besides Akihabara, high ranking screens were concentrated in the Ueno area, and Hokkaido had several screens in the top 10.

Looking at the top 30, a large number of screens are also concentrated in the Ueno area. These include Y’s Vision, Ueno, Tokyo (6th place), Hayata Building, Ueno, Tokyo (9th place), and TSD Building, Ueno, Tokyo (12th place). The distribution of screens outside Tokyo was also evenly spread out, with a variety of regions appearing in the top 30. Hokkaido was also near the top, with Watanabe Building, Sapporo, Hokkaido (8th place) and SABRO.TV, Sapporo, Hokkaido (10th place). Hokkaido appears to be home to many e-sports cafes with high-spec computers and devices*, which is reflected in these results.

* Ref) Ranking of prefectures by number of online game fans <https://otona-life.com/2021/10/11/86084/2/>
 Online gaming by prefecture <https://news.yahoo.co.jp/byline/fuwarai/20150810-00048301>

<Overview of the study>

Target area: Nationwide

Target audience : People who have downloaded game-related apps

Target screens: Approx. 110 LIVE BOARD outdoor screens nationwide

(Survey by docomo data square™)

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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