

## Where Are the Fashion and Cosmetics Enthusiasts? LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens

**Fashion Sensitive! The No. 1 Billboard Where Highly Fashion-  
Conscious People Gather Is Hakata Dontaku Vision**



Hakata Dontaku Vision, Hakata, Fukuoka Prefecture

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") today announced the latest results of an analysis it is conducting of LIVE BOARD outdoor screens using services such as NTT DOCOMO's "Audience Intelligence Engine\*<sup>1</sup>" and "docomo data square<sup>TM</sup>\*<sup>2</sup>." 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 consumers who like fashion and cosmetics**. 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.

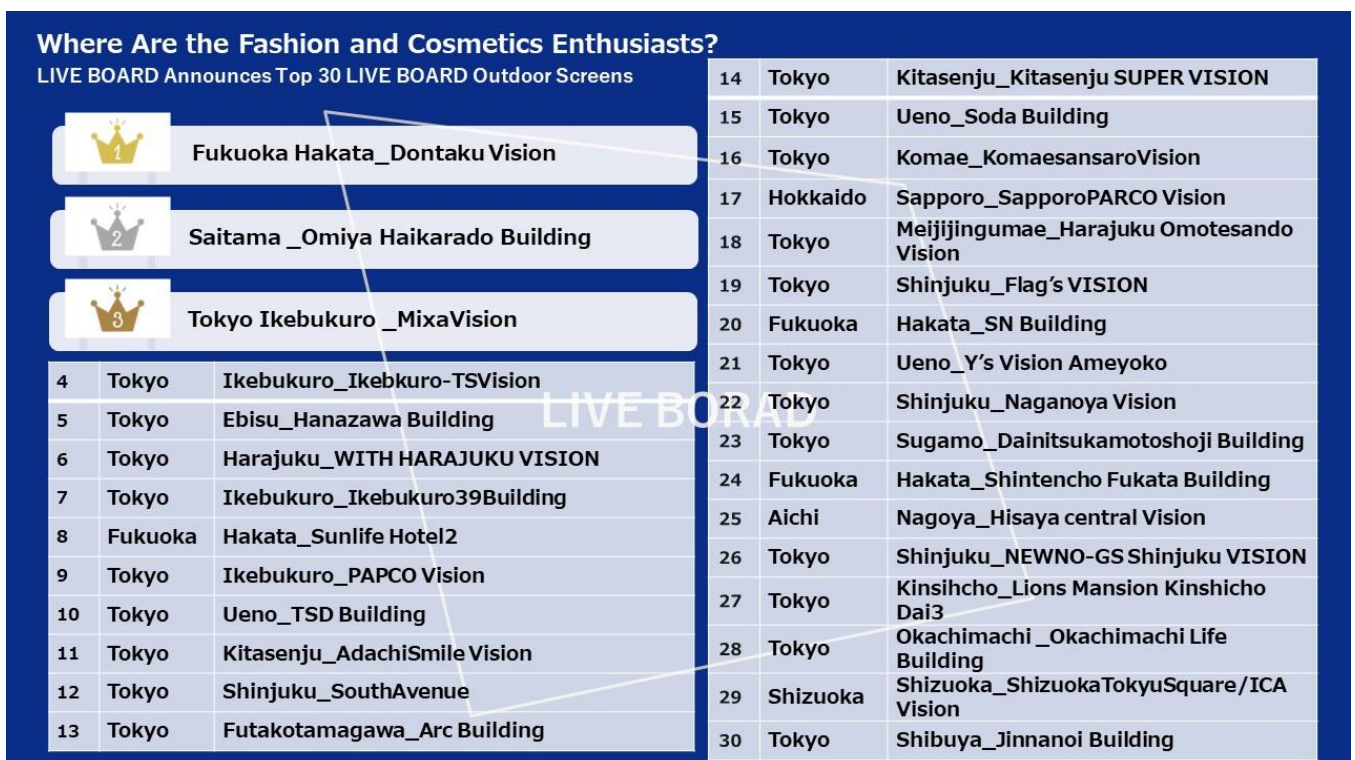
\*2. docomo data square is a registered trademark of NTT DOCOMO, INC.

◆ **“Where are the fashion and cosmetics enthusiasts?” LIVE BOARD announces the top 30 LIVE BOARD outdoor screens**

- **Fashion sensitive! The No. 1 LIVE BOARD screen where highly fashion-conscious people gather is Hakata Dontaku Vision, Hakata, Fukuoka Prefecture**

The analysis covered approximately 110 outdoor screens across Japan to identify **the screens that attract the most consumers who like fashion and cosmetics**. The results were as follows: 1st, Hakata Dontaku Vision, Hakata, Fukuoka; 2nd, Haikarado Building, Omiya, Saitama; 3rd, Mixa Vision, Ikebukuro, Tokyo. Fukuoka Prefecture has a high female population,\* and the shopping districts of Fukuoka City (Hakata Station, Tenjin, Daimyo, etc.) are likely to attract people who like fashion and cosmetics from surrounding prefectures in Kyushu, mainly on weekends and holidays, using public transportation (such as the Shinkansen, train, or express bus) come to visit.

\*Reference: Basic Complete Tabulation on Population and Households of the 2020 Population Census of Japan



- **The Ikebukuro area, the gateway to Tokyo for Saitama prefecture residents, has a strong showing in the top 10.**

Taking a look at the top 10, the Ikebukuro area of Tokyo had a strong presence, even beating the urban Tokyo area of Harajuku. The top-ranking Ikebukuro area screens were as follows: 3rd, Mixa Vision, Ikebukuro, Tokyo; 4th, Ikebukuro TS-VISION, Ikebukuro, Tokyo; 7th, Nishiikebukuro 39 Building, Ikebukuro, Tokyo; and 9th, PARCO Vision, Ikebukuro, Tokyo. The results suggest that as a gateway to Tokyo, Ikebukuro attracts not only its locals but also fashionable Saitama residents.

**<Overview of the survey>**

Target area: Nationwide

Target: "Fashion and cosmetics enthusiasts" is used to refer to (1) Respondents who had downloaded fashion or cosmetics-related apps; (2) Respondents who answered "fashion" or "cosmetics" when asked in a questionnaire "What is your specific hobby? Please select all that apply."

Target screens: LIVE BOARD outdoor screens at approximately 110 locations 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	<a href="https://liveboard.co.jp/en/">https://liveboard.co.jp/en/</a>

<Inquiries about this release>  
Contact: LIVE BOARD PR Office Contact persons: Asakura, Abe  
TEL: +81-90-5393-0219 / +81-3-5843-0932 E-mail: info\_press@liveboard.co.jp