

**Joint Climate Change Campaign by TV Stations Affiliated  
With the SDG Media Compact  
“Promise of 1.5°C. Act Now to Stop Global Warming.”  
Videos Streamed on LIVE BOARD Screens Nationwide  
From September 20, 2022**



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) has participated in a media campaign jointly conducted by the United Nations and a number of media companies in Japan. The campaign is the world’s first of its kind to be organized by the United Nations at the national level. NHK (Japan Broadcasting Corporation) and five commercial broadcasters have collaborated to develop the campaign, whose theme is “Promise of 1.5°C. Act now to stop global warming.”<sup>\*1</sup> In order to help promote this campaign, LIVE BOARD has been distributing content for the campaign on digital OOH,<sup>\*2</sup> a total of 75 of its screens nationwide (including Hokkaido Prefecture, Miyagi Prefecture, the Tokyo Metropolitan Area, Aichi Prefecture, Osaka Prefecture, Hiroshima Prefecture, and Fukuoka Prefecture), starting from Tuesday, September 20.

The campaign aims to show what people need to do now to limit the increase in the average global temperature rise to 1.5°C above pre-industrial levels. Original video content aired during the campaign will feature newscasters and mascots from six TV stations.

\*1 Reference: [https://www.unic.or.jp/news\\_press/info/44283/?lang=en](https://www.unic.or.jp/news_press/info/44283/?lang=en)

\*2 Abbreviation for “Digital Out of Home.” Advertising media using digital signage installed on public transportation, outdoor advertising, and in commercial facilities, etc.

◆ ["Promise of 1.5°C. Act now to stop global warming."](#)

Global warming not only raises temperatures but also causes climate change, which greatly affects the entire planet. Various impacts and damages have already arisen in the natural environment, affecting people's lives around the world. The term "climate crisis" has been used in recent years to convey the seriousness of the situation. It has been pointed out that unless global warming is adequately addressed, these problems will become even more serious, and the damage will be irreversible.

In this context, the United Nations Information Centre, Tokyo worked with Japanese media partners who are members of the SDG Media Compact to launch the world's first joint campaign at the national level, "Promise of 1.5°C. Act now to stop global warming." (See: [https://www.unic.or.jp/news\\_press/info/44283/?lang=en](https://www.unic.or.jp/news_press/info/44283/?lang=en)) The content distribution of the campaign will be intensified for the two-month period from Monday, September 19, 2022, the first day of the UN High-level Week of the 77th session of the UN General Assembly, which brings together Heads of State and world leaders in New York, to Friday, November 18, 2022, the last day of the 27th Conference of the Parties of the UN Climate Change Conference (COP27) held in Sharm El-Sheikh, Egypt. This video distribution is part of an initiative by six TV stations including NHK and the key commercial broadcasters (Nippon TV, TV Asahi, TBS, TV TOKYO, and Fuji Television).

◆ Distribution media overview

Start date: Tuesday, September 20, 2022

Displays: Digital OOH on a total of 75 screens throughout Japan (including Hokkaido, Miyagi, Tokyo metropolitan area, Aichi, Osaka, Hiroshima, Fukuoka)

Airing time: 7:00 to 24:00

\* Movies are delivered at random.

\* Start/end times may vary depending on each screen.

Currently, LIVE BOARD has more than 16,000 screens 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	<a href="https://liveboard.co.jp/en/">https://liveboard.co.jp/en/</a>

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