

To members of the press

Press release

October 27, 2022

LIVE BOARD, INC.

**Live Board**

## Where Are the Frequent Visitors of Department Stores? LIVE BOARD Announces Top 30 LIVE BOARD Outdoor Screens

### Visiting Department Stores Regularly!? Screens in Kita-senju Station Area Rank 1st and 3rd



Kitasenju SUPER VISION, Tokyo

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>." In preparation for the end of the year, LIVE BOARD analyzed its network of approximately 110 outdoor screens across Japan to identify **the screens that attract the most consumers who often go to department stores (frequent visitors of department stores)**. 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 frequent visitors of department stores?” LIVE BOARD announces top 30 LIVE BOARD outdoor screens**

**- Visiting department stores regularly? Screens in Kita-senju Station area rank 1st and 3rd**

The analysis covered approximately 110 outdoor screens nationwide to identify the screens that attract consumers who visit department stores frequently. The results were as follows: Kitasenju SUPER VISION, Kitasenju, Tokyo (1st place), ISETAN TACHIKAWA VISION, Tachikawa, Tokyo (2nd place), and Adachi Smile Vision, Kitasenju, Tokyo (3rd place). Kita-senju Station, the nearest station to the first and third-ranked screens, is on the Hibiya Line. It connects directly to stations such as Ginza and Hibiya stations, which have many department stores. This may explain why consumers in that area tend to go to department stores for regular shopping. Filled with traditional downtown atmosphere, Kitasenju tends to be seen as having a high elderly population. However, it is also a gateway to Tokyo where the JR Joban Line, Tobu Isesaki Line, Tsukuba Express, and Keisei Main Line converge. The student population has grown, thanks to its four universities, Tokyo Denki University, Teikyo University of Science, Tokyo University of the Arts, and Tokyo Future University. The area appears to have quietly grown in popularity. It has ranked No. 1\* for four consecutive years in a ranking of the “Best places to live/Not-very-well-known area” in the Kanto area.

\*Reference: [Survey by SUUMO](#) (in Japanese only)

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1	Tokyo	Kitasenju_SUPER VISION
2	Tokyo	Tachikawa_ISETAN TACHIKAWA VISION
3	Tokyo	Kitasenju_Adachi Smile Vision
4	Chiba	Makuhari_VIS VISION Makuhari
5	Tokyo	Musashisakai_QuOLa VISION
6	Tokyo	Oimachi_Oimachi Ekimae Hayashi Building
7	Saitama	Omiya_Haikarado Building
8	Chiba	Funabashi_Moriuchi Building
9	Tokyo	Kichijoji_TOKUTAKE Building
10	Chiba	Kashiwa_Plaza Pascal Building
11	Tokyo	Kichijoji_Musashinoshi Kaihatsukosha Daisan Building
12	Fukuoka	Tenjin_Shintencho Fukaya Building
13	Tokyo	Kichijoji_Kichijoji Toa Kaikan Wall
14	Tokyo	Shinagawa_Kyowasyokuhin Building
15	Tokyo	Gotanda_Ribio Gotanda Pragma G Tower
16	Hiroshima	Hatchobori_Hatchobori C-Vision
17	Tokyo	Shinjuku_South Avenue
18	Tokyo	Nihonbashi_Himawari Vision
19	Tokyo	Akihabara_Akihabara UDX Vision
20	Tokyo	Ueno_TSD Building
21	Kanagawa	Shin-Yokohama_Chitosekanko Building
22	Fukuoka	Hakata_Hakata Dontaku Vision
23	Tokyo	Shimbashi_Higashishimbashi Building
24	Aichi	Nagoya_NAGY
25	Tokyo	Ogikubo_Toyotama Building
26	Tokyo	Kinsicho_Yamamoto Building
27	Tokyo	Ebisu_Hanazawa Building
28	Tokyo	Akihabara_Rajikan Vision
29	Tokyo	Daimon_Koshin Building
30	Tokyo	Kokubunji_Saito Building

◆ **The Kichijoji area in Tokyo also had numerous high-ranking screens**

Although it did not rank in the top three, Musashino City in Tokyo ranked 5th, 9th, 11th, and 13th. Kichijoji Station area is a popular town that consistently ranks high on the list of desirable places to live. The station is surrounded by Inokashira Park, Ghibli Museum, Mitaka, and large-scale commercial facilities, as well as old-fashioned shopping districts. While offering the convenient access to the city center, the area is seen as a place that attracts people who love its environment of abundant nature and greenery. The station is also a gathering place for JR and Keio lines,

and many shoppers come from the neighboring Mitaka Station. As in Kitasenju, consumers in the area tend to visit the department stores around the station for regular shopping.

**<Overview of the study>**

Target area: Nationwide

Target audience: Those who have visited a department store in the last three months

Target screens: Approx. 110 LIVE BOARD outdoor screens nationwide

(Study using 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
Website	<a href="https://liveboard.co.jp/en/">https://liveboard.co.jp/en/</a>

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