

Live Board

New Standard

LIVE BOARD launches a measurement scheme (beta) to track effectiveness of in-train OOH based on docomo data square™

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, "LIVE BOARD") launches a measurement scheme for in-train screens associate with the LIVE BOARD network, which enables to track a variety of KPIs including "store visits", "app downloads/activations", "site visits", based on docomo data square™※. Effective from December 2022, LIVE BOARD provides the service as a beta version.

※ "docomo data square" is a registered trademark of NTT DOCOMO, INC.

◆Proves effectiveness of OOH ads based on docomo data square™



Since June 2022, LIVE BOARD has supported measurement capabilities based on docomo data square™ – a platform which visualizes effectiveness of ads using anonymous IDs which are not able to identify each individuals, generated from datasets based on DOCOMO's location data and d POINT membership data, and LIVE BOARD's digital OOH ads exposure logs, in order to prove effectiveness of OOH ads. Previously, the measurement capabilities applied only to outdoor digital OOH, but by establishing new technologies to identify "train passengers" with the anonymous IDs, now that LIVE BOARD is also able to apply these capabilities to in-train digital OOH. By leveraging the measurement scheme, LIVE BOARD continues to accelerate the project called "New Standard".

◆Measurement capabilities

Here shows major measurement capabilities to prove effectiveness of OOH ads (Bespoke capabilities are also negotiable) ;

1) KPI lift comparison between ad exposure group and non-exposure group

The most basic capabilities. By comparing the "store visit rate" and "app downloads/activations rate" between ad exposure group and non-exposure group to prove the effectiveness of LIVE BOARD ads.

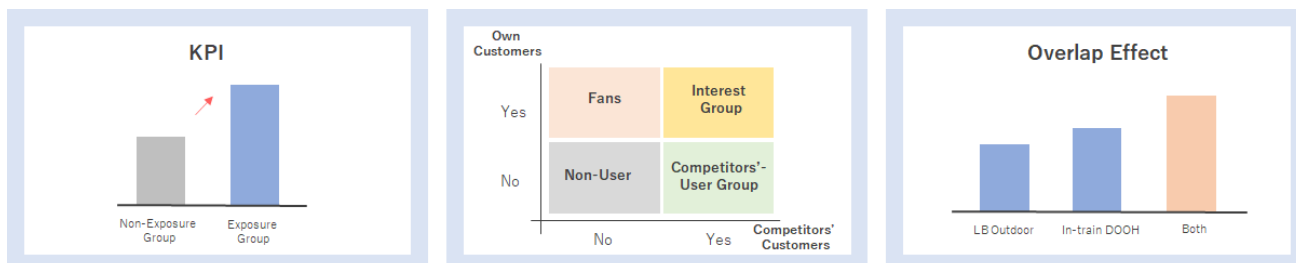
2) Analysis by segments (ex. new customers / non-active customers / royal customers)

Since LIVE BOARD is able to grasp the initial conditions (such as frequency of store visits, app usage, etc.) prior to activating a campaign, it is also possible to visualize ads effectiveness by segments like new/existing/non-active customers or own/competitors' customers.

3) Visualizing the “Overlap Effect”

Previously, the measurement capabilities applied only to outdoor digital OOH though, now that the capabilities also apply to in-train digital OOH with the same scheme, LIVE BOARD expects to visualize the “Overlap Effect” between outdoor digital OOH and in-train digital OOH.

LIVE BOARD continues to develop this capability to achieve more accurate outcomes.



◆LIVE BOARD – Measurable and Effective OOH

LIVE BOARD continues to lead the market to establish “measurable” and “effective” OOH in order to provide solutions for advertisers to cope with their issues. The scheme announced today is just a first step of following series of developments to achieve more accurate outcomes in accordance with [\[3A Initiatives\]](#) that advertisers are seeking for. To carefully meet advertisers’ variety of expectations, LIVE BOARD keeps providing more valuable services to the market.

◆About LIVE BOARD, INC.



A digital OOH ad network 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
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Capital	2.5 billion yen
Date of Establishment	February 1 st , 2019
Business Details	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
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