

Live Board

Cherry blossom viewing party season is upon us! Where are the “Happy Drinkers”? TOP 30 LIVE BOARD outdoor screens in Japan; Surprise!? Ahead of Shimbashi and Ueno in Tokyo, No.1 goes to ...



The Komaesansaro Vision in Tokyo

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter referred to as “LIVE BOARD”) announced the latest analysis of on-the-go audiences around LIVE BOARD outdoor screens based on key marketing technologies including NTT DOCOMO’s “Audience Intelligence Engine^{※1}” and “docomo data squareTM※2.” For the upcoming cherry blossom viewing party season, LIVE BOARD analysed its network of approximately 110 outdoor screens across the country to identify the **screens that attract the “Happy Drinkers”** and ranked the screens according to their share of the target audience.

※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.

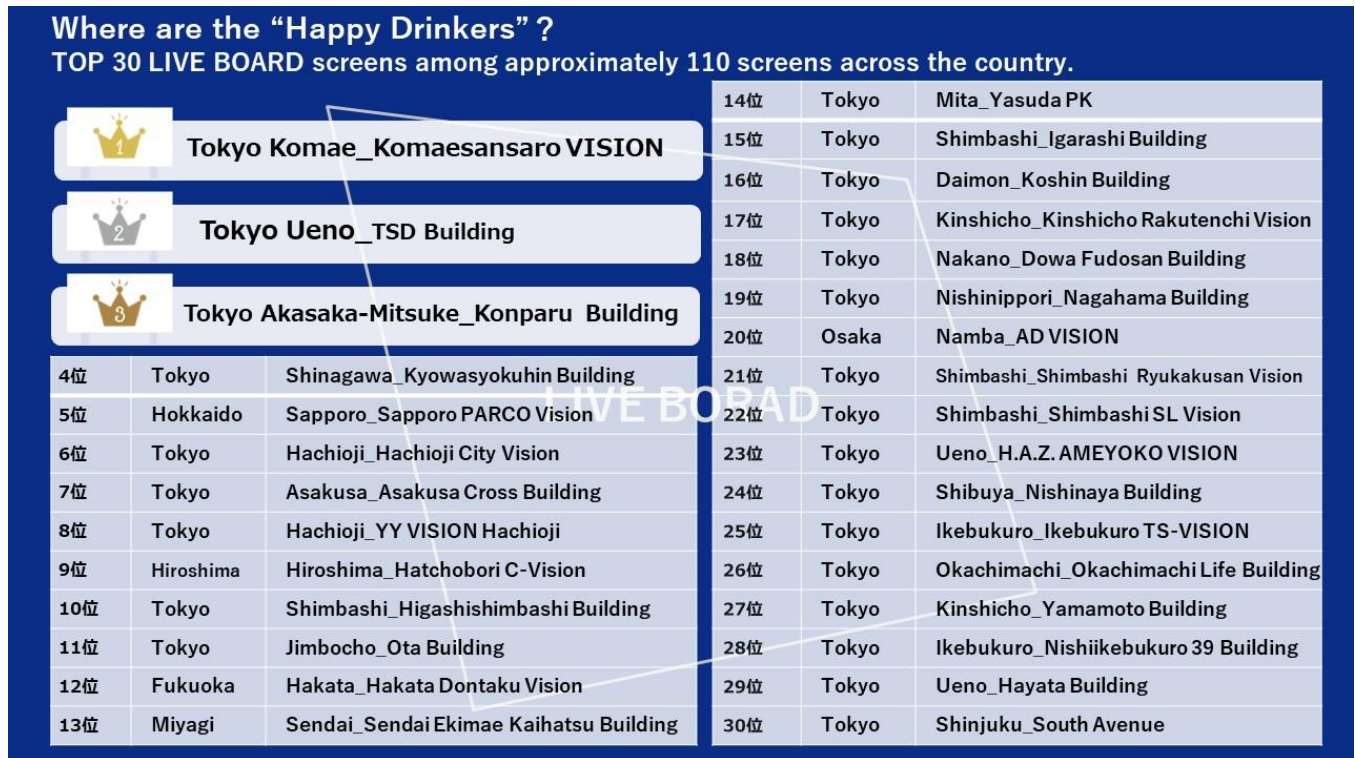
※2 docomo data square is a registered trademark of NTT DOCOMO, INC.

◆“Where are the ‘Happy Drinkers’?” TOP 30 LIVE BOARD outdoor screens.

・ Surprise!? No.1 is “Komaesansaro Vision” in Tokyo ahead of famous drinking districts of Shimbashi and Ueno!

According to the result of the analysis of approximately 110 outdoor screens across the country to determine which screens attract “Happy Drinkers”, the “Komaesansaro Vision” in Komae, Tokyo came in first, the “TSD Building” in Ueno, Tokyo came in second, and the “Konparu Building” in Akasaka-Mitsuke, Tokyo came in third. The first-place winner, Komae City, is located along the Tamagawa River in Tokyo, where much nature remains, and the city has adopted, “Komae, a city of water and greenery”, as its future urban vision. The city is also a transport hub for local football fans, with buses running directly to Ajinomoto Stadium.

The results of this study clearly demonstrated that “Audience Intelligence Engine” found the best screens by analysing the results from objective data such as audience location data and log-based data, rather than human biased data, images or stereotypes.



◆ Many famous drinking districts are also on the list!

Areas known as drinking districts are also well represented in the TOP 30. In Ueno, the “TSD Building” is in second place, followed by the screens in 23rd and 29th place. Although Shimbashi, a sacred place for “salarymen” in Tokyo, did not rank high this time, four screens are in the TOP 30 overall. Other places that could easily be imagined as “drinking districts”, such as Sapporo, Hiroshima, Fukuoka, and Sendai, also appeared in the ranking.

<Survey overview>

Target area: Nationwide

Target Audience: Respondents who answered “Alcohol” in the “Hobbies” section and who have been to a pub (Izakaya Restaurant) or drank alcohol at home in the last month

Survey methodology: Based on questionnaire survey

Target screens: LIVE BOARD outdoor screens located in approximately 110 locations across the country. (Research conducted by docomo data square™)

Target data period: August, 2022

※Provided by NTT DOCOMO

Referenced Press Release :

- October 27th, 2022 [“Where Are the Frequent Visitors of Department Stores? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- September 13th, 2022 [“Where Are the Fashion and Cosmetics Enthusiasts? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- August 25th, 2022 [“Where Are the Gamers? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- July 21st, 2022 [“Where Are the Football Fans? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- January 28th, 2022 [“Where Are the Travel Enthusiasts? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- May 26th, 2022 [“LIVE BOARD Launches “Screen Ranking List” Using Data From “Audience Intelligence Engine” That Analyzes Visitors to LIVE BOARD Outdoor Screen”](#)

◆LIVE BOARD screens across the country

LIVE BOARD currently has over 16,000 screens and continues to expand its network, not only with its owned, but also by aggregating screens from partners across the country.

URL : <https://liveboard.co.jp/en/screen/>

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves 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 people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalised ads, such as targeting by gender and age, that was not possible with traditional OOH.

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Representative	President and CEO: Jun Sakurai
Location	7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo
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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