

## Let's prepare for changing health conditions due to the spring season! Where are the screens where people with a high "drugstore visit rate" congregate? The TOP 30 LIVE BOARD outdoor screens in Japan



The Kitasenju SUPER VISION, Tokyo

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, referred to as "LIVE BOARD") has announced their latest analysis of on-the-go audiences around LIVE BOARD outdoor screens, based on key marketing technologies including NTT DOCOMO's "Audience Intelligence Engine<sup>※1</sup>" and "docomo data square<sup>TM</sup>※2." In anticipation of the change of seasons and the narrow season, when a larger number of people are likely to be taking care of their health, we have ranked the screens where people with a high rate of drugstore visits congregate, from amongst approximately 110 outdoor screens covered by the LIVE BOARD network nationwide.

※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.

- ◆The Top 30 LIVE BOARD outdoor screens with the highest "drugstore visit rate" has been announced.
- Tokyo's Kitasenju SUPER VISION, the previous No. 1 department store visitation rate winner, has won two awards in a row.

The results of the analysis of the screens that attract people with a high rate of drugstore visits, from amongst approximately 110 outdoor screens nationwide, indicated the following rankings among screens: [No. 1] Kitasenju SUPER VISION, Kitasenju, Tokyo; [No. 2] Adachi Smile Vision, Kitasenju, Tokyo; and [No. 3] Sanei Yoga Building, Yoga, Tokyo. The 1st and 2nd-ranked screens in the vicinity of Kitasenju Station were also ranked 1st and 3rd in the previous ranking of screens with high department store visitation rates, which gives the impression that many Kitasenju residents and visitors "like to go shopping."

Reference release: [https://liveboard.co.jp/en/information/img/2022/10/27/221027newsrelease\\_en.pdf](https://liveboard.co.jp/en/information/img/2022/10/27/221027newsrelease_en.pdf)

**Where are the screens where people with a high "drugstore visit rate" congregate?**  
**TOP 30 LIVE BOARD outdoor screens in Japan**

1	Tokyo	Kitasenju_SUPER VISION
2	Tokyo	Adachi Smile Vision
3	Tokyo	Yoga_SAN-A Yoga Building
4	Chiba	Kashiwa_Plaza Pascal Building
5	Tokyo	Ogikubo_Toyotama Building
6	Tokyo	Akebonobashi_Nihon Meter Building
7	Tokyo	Kyodo_Naito Building
8	Tokyo	Ningyocho_Wakeya Building
9	Tokyo	Mita_Yasuda PK
10	Tokyo	Shinjuku_South Avenue
11	Saitama	Soka_Soka Matsubara AKOS VISION
12	Tokyo	Yutenji_Komura Building
13	Tokyo	Tsukiji_Urbanmates Building
14	Tokyo	Gaiemmae_Kitaaooyama Building
15	Tokyo	Futako-tamagawa_Arc Building
16	Tokyo	Ikebukuro_Ikebukuro TS-VISION
17	Tokyo	Ebisu_Hanazawa Building
18	Tokyo	Kinshicho_Kinshicho Rakutenchi Vision
19	Tokyo	Sugamo_Dai2 Tsukamotoshoji Building
20	Tokyo	Meidaimae_Amemiya Building
21	Tokyo	Gaiemmae_Gran Aoyama
22	Tokyo	Kinshicho_Yamamoto Building
23	Tokyo	Ueno_H.A.Z. AMEYOKO VISION
24	Tokyo	Gotanda_Ribio Gotanda Pragma G Tower
25	Tokyo	Okachimachi_Okachimachi Life Building
26	Tokyo	Kichijoji_TOKUTAKE Building
27	Tokyo	Nihonbashi_Himawari Vision
28	Tokyo	Ikebukuro_Nishiikebukuro 39 Building
29	Tokyo	Kinshicho_Lions Mansion Kinshicho Dai3
30	Tokyo	Ikebukuro_PARCO Vision

◆ **The TOP 30 are all in the Kanto area**

Even though LIVE BOARD media surfaces are concentrated in the Kanto area, there has never been a time when no other areas were included in the TOP 30 rankings. Overall, the survey showed that a high percentage of people in the Kanto area utilize drugstores.

<Survey overview>

Target area: Nationwide

Target Audience: Those who have used d-payment or d-points at the following eligible drugstores in the past month

Survey methodology: d-payment and d-point users

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

Target data period: December, 2022

※Provided by NTT DOCOMO

Referenced Press Releases:

- February 21<sup>st</sup>, 2023 [Cherry blossom viewing party season is upon us! Where are the “Happy Drinkers”?](#)
- October 27<sup>th</sup>, 2022 [“Where Are the Frequent Visitors of Department Stores? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- September 13<sup>th</sup>, 2022 [“Where Are the Fashion and Cosmetics Enthusiasts? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- August 25<sup>th</sup>, 2022 [“Where Are the Gamers? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- July 21<sup>st</sup>, 2022 [“Where Are the Football Fans? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- January 28<sup>th</sup>, 2022 [“Where Are the Travel Enthusiasts? LIVE BOARD Announces TOP 30 LIVE BOARD Outdoor Screens”](#)
- May 26<sup>th</sup>, 2022 [“LIVE BOARD Launches “Screen Ranking List” Using Data From “Audience Intelligence Engine” That Analyzes Visitors to LIVE BOARD Outdoor Screens”](#)

◆ **LIVE BOARD screens across the country**

LIVE BOARD currently has more than 23,000 screens, and is continuing to expand its network every day, not only by installing their own new screens, 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 personalized 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 <sup>th</sup> Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo
Capital	2.5 billion yen
Date of Establishment	February 1 <sup>st</sup> , 2019
Business Details	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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