

**Live Board**

**No mask! Let's get in touch with nature to breathe fresh air to the fullest.**

**Which vision attracts "outdoor lovers"?**

**The TOP 30 LIVE BOARD outdoor screens in Japan**



Ota Building, 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." The temperature is gradually rising, and it has become a pleasant season. Finally, it seems like we can spend time without masks this year! That's why we feel like taking a deep breath outdoors. So this time, we ranked the visions that attract outdoor enthusiasts from approximately 110 nationwide outdoor visions targeted by the LIVE BOARD network.

※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 rate of "outdoor lovers" have been announced.  
 · No. 1 is "Jimbocho, Tokyo," which is an impressive town for books! In fact, it is a student town with many mountain climbing and ski equipment stores.

The results of the analysis of approximately 110 outdoor visions nationwide that attract outdoor enthusiasts was as follows: [No. 1] Ota Building, Jimbocho, Tokyo; [No. 2] Kyowasyokuhin Building, Shinagawa, Tokyo; and [No. 3] South Avenue, Shinjuku, Tokyo. Jimbocho, Tokyo, which was ranked first, certainly has the strong impression of being a well-known "book town." However, the mountain climbing boom of the 1960s and 1970s, and the ski boom of the 1980s led to the opening of many sporting goods stores along Yasukuni Street, and the vestiges of these two booms appear to have remained strong in the area.

Reference release: <https://san-tatsu.jp/towns/77266/>

**Where are the "outdoor lovers"?**  
**TOP 30 LIVE BOARD outdoor screens in Japan**

1	Tokyo	Tokyo Jimbocho_Ota Building
2	Tokyo	Tokyo Shinagawa_Kyowasyokuhin Building
3	Tokyo	Tokyo Shinjuku_South Avenue
4	Tokyo	Ueno_TSD Building
5	Chiba	Makuhari_VIS VISION Makuhari
6	Tokyo	Gaiemmae_Aoyama Street Billboard
7	Tokyo	Komae_Komaesansaro VISION
8	Tokyo	Asakusa_Asakusa Cross Building
9	Tokyo	Shimbashi_Higashishimbashi Building
10	Tokyo	Futako-tamagawa_Arc Building
11	Tokyo	Tsukiji_Urbanmates Building
12	Tokyo	Ogawamachi_Kubokiku Building
13	Tokyo	Ogawamachi_Inoue Building
14	Tokyo	Daimon_Koshin Building
15	Kanagawa	Shin-Yokohama_Chitosekanko Building
16	Tokyo	Gotanda_Ribio Gotanda Pragma G Tower
17	Tokyo	Shimbashi_Shimbashi SL Vision
18	Tokyo	Shibuya_Arai Building
19	Hiroshima	Hiroshima_Hatchobori C-Vision
20	Tokyo	Onarimon_Yamauchi Building
21	Tokyo	Akihabara_Akihabara UDX Vision
22	Fukuoka	Hakata_Hakata Dontaku Vision
23	Tokyo	Shimbashi_Igarashi Building
24	Tokyo	Akasakamitsuke_Konparu Building
25	Tokyo	Shimbashi_Shimbashi Ryukakusan Vision
26	Tokyo	Oimachi_Oimachi Ekimae Hayashi Building
27	Hokkaido	Sapporo_SABRO.TV
28	Hokkaido	Sapporo_Sapporo PARCO Vision
29	Tokyo	Hachioji_Hachioji City Vision
30	Tokyo	Nihonbashi_Himawari Vision

### <Survey overview>

Target area: Nationwide

Target Audience: Those who have used d-payment or d-points at participating sporting and outdoor goods stores 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: January, 2023

※ Provided by NTT DOCOMO

Referenced Press Releases:

- March 14th, 2023 [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?](#)
- February 21st, 2023 [Cherry blossom viewing party season is upon us! Where are the "Happy Drinkers"? TOP 30 LIVE BOARD outdoor screens in Japan](#)
- 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 more than 26,000 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
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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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