

PRESS RELEASE

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Live Board

Leveraging NTT DOCOMO's Carrier Roaming Data Enables DOOH Media Planning Using Inbound Tourists' Behavioral Analysis - Achieving More Refined and Efficient Ad Delivery through Roaming ID Data Utilization



LIVE BOARD,INC. (Address: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter referred to as "LIVE BOARD") has successfully utilized "Mobile Spatial Statistics®*," demographic statistics based on NTT DOCOMO's cell phone network operation data to analyze the location information of inbound tourists, showing signs of recent recovery.

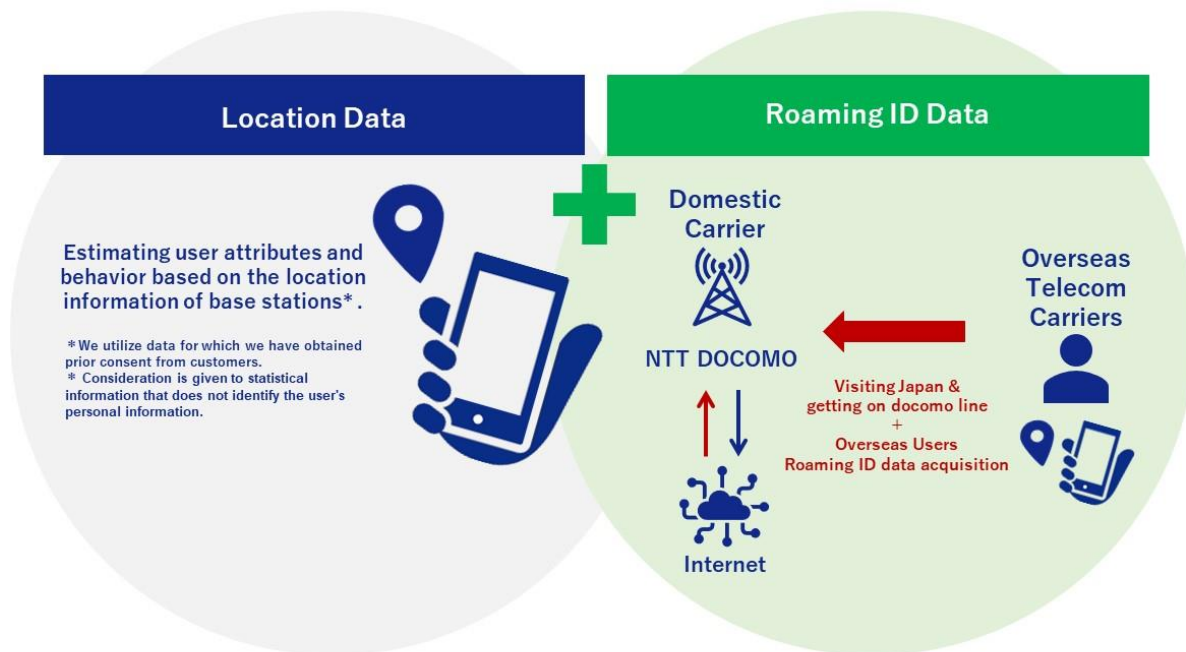
Roaming ID Data refers to the overseas carrier data obtained when inbound tourists connect to NTT DOCOMO's network. By analyzing this data along with base station location information, it has become possible to understand the characteristics of inbound tourists, including "when," "where," and "which country's visitors" are present, within the DOOH screen of the LIVE BOARD marketplace, covering a total of 26,400 or more screens in 9 cities across Japan (Hokkaido, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka). In addition to the existing criteria for OOH media planning, such as circulation data and reputation of the area, LIVE BOARD has incorporated this analytical data into DOOH media planning (primary analysis) for advertisers, enabling more sophisticated and efficient ad delivery.

* Mobile Spatial Statistics is demographic information generated using NTT DOCOMO's cell phone network system. In order to strictly protect

the privacy of our customers, NTT DOCOMO has published guidelines that outline the basic rules to be followed when creating and providing Mobile Spatial Statistics. Please refer to the following link

(https://www.docomo.ne.jp/corporate/disclosure/mobile_spatial_statistics/guideline/index.html) for the Mobile Spatial Statistics Guidelines.

Mobile Spatial Statistics is a registered trademark of NTT DOCOMO, INC.



◆What is the Screen Ranking List?

Out of over 26,400 screens in 9 cities across Japan (Hokkaido, Miyagi, Chiba, Saitama, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka), that are operated by LIVE BOARD, we made a list of top ranked screens, this list provides information on screens with a high proportion of desired target visitors, allowing for easy access during the media planning phase.



- This package is recommended specially for clients that deal with the following services:



◆ **LIVE BOARD screens across the country**

LIVE BOARD currently has more than 26,400 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 ad 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.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

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