

Tokyo, Japan/ Sep 13, 2023, LIVE BOARD,INC.

2nd Joint Climate Change Campaign by the SDG Media Compact member TV broadcasters

Campaign video for “Promise of 1.5°C. Act Now to Stop Global Warming.” will be available on LIVE BOARD nationwide from September 18, 2023.



LIVE BOARD,INC. has supported joint campaign by the United Nations and Japanese media, “**Promise of 1.5°C. Act now to stop global warming.**” following last year's event^{*1}. In order to help promote this campaign, LIVE BOARD has been distributing content for the campaign on digital OOH,^{*2} a total of 67 of its screens nationwide (including Hokkaido , Miyagi, Tokyo, Aichi, Osaka, Hiroshima, Fukuoka and other prefectures), starting from September 18,2023(Monday).The campaign aims to show what people need to do now to limit the increase in the average global temperature rise to 1.5°C above pre-industrial levels.Original video content aired during the campaign will feature newscasters and mascots from six TV stations.

*1 Reference: https://www.unic.or.jp/news_press/info/44283/?lang=en

*2 Abbreviation for “Digital Out of Home.” Advertising media using digital signage installed on public transportation, outdoor advertising, and in commercial facilities, etc.

◆**An increase in the number of media participating in the “Promise of 1.5°C. Act Now to Stop Global Warming.”**

In the second year of the implementation, 155 companies have announced their participation in the campaign (as of Sep 12, 2023). All participating media are members of the SDG Media Compact, a framework for global collaboration between the United Nations and media. 21 of the 155 media are participating for the first time this year (146 media in 2022).



◆ [“Promise of 1.5°C. Act now to stop global warming.”](#)

Global warming not only raises temperatures but also causes climate change, which greatly affects the entire planet. Various impacts and negative consequences have already arisen in the natural environment, affecting people's lives around the world. The term “climate crisis” has been used in recent years to convey the gravity of the situation. It has been pointed out that unless global warming is adequately addressed, these problems will become even more serious, and the damage will be irreversible.

Under these circumstances, the United Nations Information Center, Tokyo together with Japanese media who are members of the SDG Media Compact, launched the world's first country-level joint campaign “Promise of 1.5°C. Act Now to Stop Global Warming.” on June 17, 2022. This is the second year of the campaign. (See: https://www.unic.or.jp/news_press/info/47272) The intensive promotional period will run from September 18 to 25, 2023 coinciding with the United Nations General Assembly High-Level Week at the UN Headquarters in New York. During the same period, the "Climate Ambition Summit" convened by the UN Secretary-General Antonio Guterres as well as the quadrennial "SDG Summit" will be held at UN Headquarters. The video distribution is in support of an initiative by NHK and five commercial key broadcasters (NTV, TV Asahi, TBS, TV Tokyo, and Fuji TV).

◆ **Distribution media overview**

Start date: Tuesday, September 18, 2023

Displays: Digital OOH on a total of 67 screens throughout Japan (including Hokkaido, Miyagi, Tokyo metropolitan area, Aichi, Osaka, Hiroshima, Fukuoka)

Airing time: 7:00~24:00

* Movies are delivered at random.

* Start/end times may vary depending on each screen.

Official website of the United Nations Information Center, Tokyo : https://www.unic.or.jp/news_press/info/47272

◆ **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 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.

Company Name : LIVE BOARD, INC

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

Website : <https://liveboard.co.jp/en/>

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