

Where screens attract "Business people"? Top 30 LIVE BOARD Outdoor screens ranking in Japan



Ueno TSD Building, Tokyo ,Japan

LIVE BOARD,INC. has announced a new solution to rank the top 30 LIVE BOARD screens in Japan utilizing NTT DOCOMO's "docomo Sense™ (Audience Intelligence Engine)^{※1}" and "docomo data square[®]^{※2}" and other tools to conduct the analysis. Many companies used to implement "remote response" at home as a countermeasure against the COVID-19 pandemic. There is currently a near complete recovery of the flow of people in the city of Tokyo since the COVID-19 pandemic and many advertisers are looking for ways to engage business audiences again. In response, LIVE BOARD has ranked the screens where business people are seen to be in closest proximity from approximately 110 outdoor screens covered by the LIVE BOARD network nationwide.

※1 Formerly known as the Audience Intelligence Engine. Audience Intelligence Engine is the technology that constitutes 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.

◆Outdoor screens ranking - Top 30 screens for reaching "business people"

The top 30 outdoor screens where "business people" gather are: No.1 TSD Building, Ueno, Tokyo; No.2 Himawari Vision, Nihonbashi, Tokyo; and No.3 Urban Mates Building, Tsukiji, Tokyo.

The results of the analysis of about 110 outdoor screens across the country showed that the Ueno TSD Building (Tokyo), Nihonbashi Himawari Vision (Tokyo), and Tsukiji Urban Mates Building (Tokyo) ranked first, second, and third, respectively, in terms of attracting businesspeople. In central Tokyo, it seems that business people tend to gather in the northern part of Tokyo (Chuo and Taito wards, etc.) from Tokyo Station. In other cities, Osaka and Fukuoka Prefecture were ranked among the most popular business districts, and in Chiba Prefecture, Makuhari, where there are exhibition halls, tended to attract many business people.

Where screens attracts "Business people"?
TOP 30 LIVE BOARD outdoor screens in Japan

1	Tokyo	Tokyo Ueno_TSD Building
2	Tokyo	Tokyo Nihonbashi_Kyowasyokuhin Building
3	Tokyo	Tokyo Tsukiji_Urbanmates Building
4	Tokyo	Ogawamachi_Kubokiku Building
5	Tokyo	KitasenjuAdachi_Smile Vision
6	Tokyo	Asakusa_Asakusa Cross Building
7	Osaka	Osaka_AD VISION
8	Fukuoka	Hakata_SN Building
9	Tokyo	Shimbashi_Higashishimbashi Building
10	Tokyo	Ogikubo_Toyotama Building
11	Osaka	Dotonbori_TOMBORISTATION
12	Tokyo	Ueno_H.A.Z. AMEYOKO VISION
13	Tokyo	Nishinippori_Nagahama Building
14	Chiba	Makuhari_VIS VISION Makuhari
15	Tokyo	Okachimachi_Okachimachi Life Building
16	Saitama	Omiya_Haikarado Building
17	Tokyo	Akihabara_Akihabara UDX Vision
18	Tokyo	Hachioji_YY VISION Hachioji
19	Tokyo	Shimbashi_Shimbashi Ryukakusan Vision
20	Tokyo	Hachioji_Hachioji City Vision
21	Tokyo	Akebonobashi_Nihon Meter Building
22	Tokyo	Ikebukuro_Ikebukuro TS-VISION
23	Tokyo	Musashisakai_QuOLa VISION
24	Tokyo	Oimach_Oimachi Ekimae Hayashi Building
25	Tokyo	Kitasenju_Kitasenju SUPER VISION
26	Tokyo	Onarimon_Yamauchi Building
27	Tokyo	Ningyocho_Wakeya Building
28	Tokyo	Gaiemmae_Aoyama Street Billboard
29	Tokyo	Gotanda_Ribio Gotanda Pragma G Tower_
30	Tokyo	Akihabara_Rajikan Vision

<Survey overview>

Target Area: Nationwide

Target respondents: The following, (1), (2)

(1) Respondents who answered "Company Employee/Company Executive/Manager/Public Official/Organization Employee" in the survey in the last one month.

(2) Those who have downloaded at least one of the 42 business tool applications such as Microsoft Teams, Slack, Kintone, etc.

Conditions: Respondents who answered "company employee/ company director/manager/public official/organization employee" in the survey, and those who downloaded one of the designated target apps.

Target: LIVE BOARD outdoor screens at approximately 110 locations nationwide

(Survey conducted by docomo data square®)

Data coverage period: July 2023

※Provided by NTT DOCOMO

Referenced Press Releases:

- Jul 6th 2023 [Announcing the TOP 30 LIVE BOARD outdoor screens in Japan for attracting "Home Appliance Lovers"](#)
- April 13th 2023 [No mask! Let's get in touch with nature to breathe fresh air to the fullest. Which vision attracts "outdoor lovers"?](#)
- 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 [The 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 the TOP 30 LIVE BOARD Outdoor Screens"](#)
- September 13th, 2022 ["Where Are the Fashion and Cosmetics Enthusiasts? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- August 25th 2022 ["Where Are the Gamers? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- July 21st 2022 ["Where Are the Football Fans? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- January 28th 2022 ["Where Are the Travel Enthusiasts? LIVE BOARD Announces the TOP 30 LIVE BOARD Outdoor Screens"](#)
- May 26th 2022 ["LIVE BOARD Launches a "Screen Ranking List" Using Data From the "Audience Intelligence Engine" That Analyzes Visitors to LIVE BOARD Outdoor Screens"](#)

◆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

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