

PRESS RELEASE

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Live Board

New research reveals key locations for engaging with "Generation Z". Top 30 LIVE BOARD Outdoor screens ranking in Japan



Amemiya 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. Research shows the current Generation Z (referring to the generation in their teens to early 20s as of 2023) is moving away from television as their preferred media channel. Out of home (OOH) advertising is said to have greater success amongst this generation of audiences due to its disposition as a channel with ads that cannot be skipped or missed. Therefore, this time we ranked the top performing OOH screens for engaging "Generation Z" from approximately 110 outdoor visions nationwide that are part of the LIVE BOARD Network.

※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 engaging "Generation Z"

The top 30 outdoor screens where "Generation Z" gather are: No.1 Amamiya Building, Meidaimae, Tokyo; No.2 Miami Building, Shibuya, Tokyo; No.3 Plaza Pasqua Building, Kashiwa, Chiba.

Other top performing screens were Matsuya Building, Shimokitazawa in Tokyo and this survey also measured high

audience density around the Keio and Inokashira lines. In addition to the city centers, the top locations were within central areas of each city, including Pasqua Building, Kashiwa Plaza, Chiba, CS Vision, Tenjin, Fukuoka, and Ekimae, Sendai, Miyagi.

Where screens attract "Generation Z"?
TOP 30 LIVE BOARD outdoor screens in Japan

1	Tokyo	Tokyo Meidaimae_Amemiya Building
2	Tokyo	Tokyo Shibuya_Miami Building
3	Chiba	Chiba Kashiwa_Plaza Pascal Building
4	Tokyo	Shimokitazawa_Matsuya Building
5	Osaka	Dotonbori_TOMBORI STATION
6	Fukuoka	Tenjin_CS Vision
7	Miyagi	Sendai_Tohoku Screens
8	Fukuoka	Tenjin_Daisan Nishidori Building
9	Tokyo	Hachioji_HachiojiCity Vision
10	Tokyo	Shibuya_109 Forum Vision
11	Kanagawa	Yokohama_Yokohama Nishiguchi Building
12	Osaka	Shinsaibashi_Suncity Palace
13	Saitama	Omiya_Haikarado Building
14	Tokyo	Ikebukuro_Mixa Vision
15	Fukuoka	Hakata_SN Building
16	Saitama	Tokorozawa_NTBBuilding
17	Fukuoka	Tenjin_Shintencho Fukaya Building
18	Aichi	Sakae_Hisaya Central Vision
19	Hokkaido	Sapporo_SABRO.TV
20	Tokyo	Shibuya_SHIBUYA AI VISION
21	Aichi	Sakae_Santoku Building
22	Tokyo	Shinjuku_ALTA Vision
23	Tokyo	Kichijoji_Kichijoji Toa Kaikan Wall
24	Tokyo	Kichijoji_TOKUTAKE Building
25	Tokyo	Shinjuku_NEWNO·GS Shinjuku Vision
26	Tokyo	Kichijoji_Musashinoshi Kaihatsukosha Daisan Building
27	Fukuoka	Hakata_Hakata Dontaku Vision
28	Tokyo	Tachikawa_ISETAN TACHIKAWA VISION
29	Tokyo	Musashisakai_QuOLa VISION
30	Tokyo	Shibuya_Arai Building

<Survey overview>

Target Area: Nationwide

Target respondents: Teenagers (ages 19 and under included)

Conditions: Teenagers (ages 19 and under included) who are using DOCOMO services

Target visions: LIVE BOARD outdoor visions at approximately 110 locations nationwide

(Survey conducted by docomo data square®)

Data coverage period: July 2023

※Provided by NTT DOCOMO

Referenced Press Releases:

- Sep 20th 2023 [Where screens attract "Business people"? Top 30 LIVE BOARD Outdoor screens ranking in Japan](#)
- 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

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

Media Contact : info_press@liveboard.co.jp