



## Where are the "high cab users"?

### Top 30 LIVE BOARD Outdoor screens ranking in Japan



Tenjin CS Vision, Fukuoka ,Japan

LIVE BOARD,INC. has announced a new solution that ranks 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. To better understand the behaviours and locations of audiences who have a high propensity to frequently use taxi cabs LIVE BOARD has ranked the visions with "high cab utilization" 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 reaching "high cab users"

The Tenjin area in Fukuoka Prefecture was ranked first and second, followed by Hokkaido in third place and

other regional cities.

The results of the analysis of about 110 outdoor visions across the country showed that regional cities ranked first, with the CS Vision in Tenjin, Fukuoka Prefecture, second, the Daisan Nishidori Building in Tenjin, Fukuoka Prefecture, and third, the Watanabe Building in Sapporo, Hokkaido. Almost all of the LIVE BOARD visions in Fukuoka City and the Hakata/Tenjin area were ranked in the TOP 10, indicating a high rate of cab use in addition to trains and buses as a means of public transportation. In Tokyo, Roppongi's vision was also ranked in the top 10.



### Survey overview

Target Area: Nationwide

Target respondents: Taxi users who have used d-payment for cab use in the past month

Conditions: d-payment users

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

(Survey conducted by docomo data square®)

Data coverage period: September 2023

※Provided by NTT DOCOMO

### Referenced Press Releases:

- Oct 18th 2023 [New research reveals key locations for engaging with "Generation Z". Top 30 LIVE BOARD Outdoor screens ranking in Japan](#)
- 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 26,600 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>

#### ◆LIVE BOARD Impressions (VAC) Definition

LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.

#### ◆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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