

Where are the "brand lovers"?

Top 30 LIVE BOARD Outdoor screens ranking in Japan



Shinjuku, South Avenue Tokyo ,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. Christmas, Valentine's Day, White Day, and other seasons provide many opportunities to purchase gifts. Many consumers may be shopping for gifts for their loved ones or as a gift for themselves. LIVE BOARD has ranked the visions with "brand lovers" from approximately 110 outdoor digital screens 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 "brand lovers"

The results of the analysis of the top visions for reaching "brand lovers" from approximately 110 outdoor digital screens nationwide showed that the top-ranked visions were those with department stores nearby, with Shinjuku South Avenue in first place, Ikebukuro Ikebukuro TS VISION in second place, and Futakotamagawa ARC Building in third place. In the regional areas, the most popular visions were those located near department stores and shopping malls with brand stores, such as Hatchobori C Vision in Hatchobori, Plaza PASSCA Building

in Kashiwa, and Sapporo PARCO Vision in Sapporo.

Where screens attracts “brand lovers”?
TOP 30 LIVE BOARD outdoor screens in Japan

1	Tokyo	Tokyo Shinjuku_South Avenue
2	Tokyo	Tokyo Ikebukuro_Ikebukuro TS-VISION
3	Tokyo	Tokyo Futako-tamagawa_Arc Building
4	Tokyo	Ikebukuro_Nishiikebukuro 39 Building
5	Saitama	Tokorozawa_NTBBuilding
6	Tokyo	Ikebukuro_PARCO Vision
7	Hiroshima	Hatchobori_Hatchobori C-Vision
8	Kanagawa	Yokohama_Yokohama Nishiguchi Building
9	Tokyo	Nihonbashi_Himawari Vision
10	Chiba	Kashiwa_Plaza Pascal Building
11	Chiba	Funabashi_Moriuchi Building
12	Tokyo	Shinjuku_Naganoya Building
13	Osaka	Osaka_AD VISION
14	Tokyo	Tachikawa_ISETAN TACHIKAWA VISION
15	Hokkaido	Sapporo_Sapporo PARCO Vision
16	Tokyo	Ikebukuro_Mixa Vision
17	Tokyo	Ogawamachi_Inoue Building
18	Tokyo	Ebisu_Hanazawa Building
19	Tokyo	Shibuya_Nishinaya Building
20	Tokyo	Shinjuku_Flag's Vision
21	Tokyo	Sugamo_Dai2 Tsukamotochoji Building
22	Tokyo	Oimachi_Oimachi Ekimae Hayashi Building
23	Tokyo	Gaienmae_Aoyama Street Billboard
24	Tokyo	Akebonobashi_Nihon Meter Building
25	Kanagawa	Shin-yokohama_Chitosekanko Building
26	Tokyo	Yoga_SAN-A Yoga Building
27	Tokyo	Higashinakano_Loire Building
28	Tokyo	Meidaimae_Amemiya Building
29	Tokyo	Okubo_Daiichi Kyokasyo Daini Building
30	Tokyo	Omotesando_Digital Billboard+Omotesando

Survey overview

Target Area: Nationwide

Target respondents: Those who have used d-payment at a brand store or department store in the past month, or those who responded in the survey that they are interested in fashion-related issues.

Conditions: d-payment users or survey respondents

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:

- Nov 15th 2023 [Where are the "high cab users"? Top 30 LIVE BOARD Outdoor screens ranking in Japan](#)
- 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 51,700 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

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