

## Where are the "highest number of convenience store users"? Top 30 LIVE BOARD Outdoor screens ranking in Japan



Osaka, Osaka AD VISION ,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)<sup>\*1</sup>" and "docomo data square®<sup>\*2</sup>" and other tools to conduct the analysis. Convenience stores offer a wide variety of items such as food, daily necessities, and stationery, and are conveniently available 24 hours a day, 7 days a week. It is said that there are more than 50,000 convenience stores nationwide, including major chains and local stores in regional areas<sup>\*3</sup>. In 2023, the "retail media" market will be the focus of attention<sup>\*4</sup> as a trend in domestic and international marketing and digital advertising. LIVE BOARD has ranked the DOOH screens with the highest number of convenience store users in close proximity, from approximately 110 outdoor screens nationwide that are part of the LIVE BOARD network.

<sup>\*1</sup> 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.

<sup>\*2</sup> docomo data square is a registered trademark of NTT DOCOMO, INC.

<sup>\*3</sup> Reference: [Convenience Store Statistics](#)

<sup>\*4</sup> Reference: "[Retail Media](#)," [November 2011 article ranking] Original research, "Trend Map 2H23," tops the list of paid members' visits!

◆Outdoor screens ranking - Top 30 screens for reaching "highest number of convenience store users".

All outdoor screens in Osaka, Hokkaido, and Aichi were ranked in the TOP 30.

The result of the analysis of about 110 outdoor screens in Japan, which have the "highest number of convenience store users" in proximity, The top 3 prefectures with the highest number of convenience stores<sup>※</sup> were Osaka\_Advision (1st), Onarimon\_Yamauchi Building (2nd), and Shin-Yokohama\_Chitose Kanko Building (3rd). Furthermore, in Osaka, Hokkaido, and Aichi, all of the outdoor screens in each area were ranked in the TOP 30. Other outdoor screens in Hiroshima and Fukuoka were also ranked, indicating that convenience stores are spreading throughout Japan.

※ Reference: [Ranking of the number of convenience stores by prefecture and map of national chain power](#)

**Where screens attracts "highest number of convenience store users"?**  
TOP 30 LIVE BOARD outdoor screens in Japan

1	Osaka	Osaka_Osaka_AD VISION
2	Tokyo	Tokyo_Onarimon_Yamauchi Building
3	Kanagawa	Shin-yokohama_Chitosekanko Building
4	Osaka	Umeda_dip VISION
5	Tokyo	Shinjuku_South Avenue
6	Hiroshima	Hatchobori_Hatchobori C-Vision
7	Tokyo	Daimon_Koshin Building
8	Tokyo	Tsukiji_Urbanmates Building
9	Hokkaido	Sapporo_Watanabe Building
10	Aichi	Sakae_Hisaya Central Vision
11	Tokyo	Shimbashi_Higashishimbashi Building
12	Osaka	Dotonbori_TOMBORI STATION
13	Aichi	Nagoya_NAGY
14	Hokkaido	Sapporo_Sapporo PARCO Vision
15	Tokyo	Akihabara_Akihabara UDX Vision
16	Fukuoka	Hakata_Hakata Dontaku Vision
17	Tokyo	Shimbashi_Shimbashi Ryukakusan Vision
18	Fukuoka	Hakata_Sunlife Hotel 2
19	Aichi	Sakae_Santoku Building
20	Tokyo	Shimbashi_Igarashi Building
21	Osaka	Shinsaibashi_Suncity Palace
22	Fukuoka	Hakata_SN Building
23	Hokkaido	Sapporo_SABRO.TV
24	Tokyo	Shimbashi_Shimbashi SL Vision
25	Kanagawa	Yokohama_Yokohama Nishiguchi Building
26	Tokyo	Oimachi_Oimachi Ekimae Hayashi Building
27	Tokyo	Ikebukuro_Nishiikebukuro 39 Building
28	Fukuoka	Tenjin_SOLARIA Outer Wall Vision
29	Tokyo	Ikebukuro_Ikebukuro TS-VISION
30	Tokyo	Akihabara_Rajikan Vision

**Survey overview**

Target Area: Nationwide

Target respondents: Those who have used d-payment or d-points at a convenience store in the past month.

Conditions: d-payment users or survey respondents

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

(Survey conducted by docomo data square<sup>®</sup>)

Data coverage period: September 2023

※Provided by NTT DOCOMO

**Referenced Press Releases:**

- Dec 19th 2023 [Where are the "brand lovers"? Top 30 LIVE BOARD Outdoor screens ranking in Japan](#)
- 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 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.

URL : <https://liveboard.co.jp/en/reason>

#### ◆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 (VAC) -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