

PRESS RELEASE

Tokyo, Japan/ July 16, 2024, LIVE BOARD,INC.

Live Board

Seminar Report of "Digital Signage Japan 2024" Released Increasing the Attention Rate of Digital Out of Home (DOOH)! Present and Future of Content x Technology Utilization



LIVE BOARD,INC held "Digital Signage Japan 2024" at Makuhari Messe from June 12 (Wed) to 14 (Fri), 2024, and presented "Increasing the Attention Rate of Digital Out of Home (DOOH)! A seminar was held on "The Present and Future of Content x Technology Utilization". The report of this seminar is now available.

◆Outline of LIVE BOARD Appearance

Title: Increasing the Attention Rate of DOOH! The Present and Future of Content x Technology Utilization

With the recent installation of digital signage in a variety of environments and sizes, there is a growing need for advertising campaigns that capture the attention of consumers. In this seminar, LIVE BOARD introduced case studies and the effects of utilizing LIVE BOARD's unique delivery technology, such as user-participation interactive advertisements.

Date: Friday, June 14, 2024, 12:30 - 14:10

Speakers:

- Daiki Yoshimura, Senior Planner, Client Service Department, LIVE BOARD,INC.
- Yuki Okinaka, Senior Planner, Client Service Department, LIVE BOARD,INC.
- Kentaro Kita, Specialist, Tech Department, LIVE BOARD,INC.

Please click here to see the report of the panel discussion.

URL : <https://sites.google.com/liveboard.co.jp/2024-dsj?usp=sharing>

◆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