

PRESS RELEASE

Tokyo, Japan/ August 28, 2024, LIVE BOARD,INC.

Live Board

**LIVE BOARD,INC. is proud to be speaking at Advertising Week Asia  
2024!**

**The “Now” and “Future” of DOOH Advertising Transformed by  
AI and Big Data**

**Friday, September 20, 2024, 14:20-15:00**



LIVE BOARD,INC. has been selected to speak at Advertising Week Asia 2024, which will be held at the Tokyo American Club from Tuesday, September 17 to Friday, September 20, 2024.

**◆Outline of LIVE BOARD Appearance**

**The “Now” and “Future” of DOOH Advertising Transformed by AI and Big Data.**

In recent years, AI technology has developed rapidly and its use is expanding in the marketing and advertising fields. In DOOH in particular, the combination of AI and big data has enabled new creative approaches that differ from conventional advertising. In addition, the latest trends in DOOH overseas include personalized advertising that makes full use of AI and real-time content adjustment.

In this session, we will explain how AI can innovate DOOH advertising creativity and strengthen engagement with audiences, showing our latest case studies, and introducing future possibilities.

Official site: <https://asia2024advertisingweek.com/program>

Date: Friday, September 20, 2024 14:20-15:00

Place: Tokyo American Club B1 Manhattan II

Speakers:

- Dentsu Inc.

Head of Customer Experience Creative Center / Executive Creative Director / Chief AI Master

Susumu Namikawa

• LIVE BOARD, INC.

Member of the Board of Director / Director of Client Services

Nakaba Karasawa

Please apply for entry from "Advertising Week Asia 2024 Official Website": <https://asia2024advertisingweek.com>

#### ◆Advertising Week Asia 2024" Overview

Recently, there is a growing concern that the evolution of generative AI will threaten human creativity.

On the other hand, many artists and creators are realizing how to utilize technology for creativity that is only possible for humans, and are taking on the challenge of creating new value.

2024 will be the first year in which human creativity shines in areas that AI cannot reach.

In addition, the industry needs new perspectives on marketing and communication issues such as remoteness, omni-channel, work style reform, and social contribution highlighted by Post Corona.

In 2024, the venue will be moved from Roppongi Midtown to the Tokyo American Club, and we hope to provide a venue for future discussions on "live experience" and "human interaction."

Date & Time: Tuesday, September 17, 2024 - Friday, September 20, 2024 10:00 - 18:00 (last day only, closing at 17:00)

Venue: Tokyo American Club (<https://www.tokyoamericanclub.org/index.php/jp>)

Official site: <https://asia2024advertisingweek.com>

#### ◆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](mailto:info_press@liveboard.co.jp)