

Campaign video for "Promise of 1.5°C. Act Now to Stop Global Warming." will be available on LIVE BOARD nationwide from September 20, 2024.

Marking the 3rd Joint Climate Change Campaign by the SDG Media Compact member TV broadcasters



LIVE BOARD,INC. has once again supported the joint campaign by the United Nations and Japanese media, "Promise of 1.5°C. Act now to stop global warming." following 2022 and 2023 events^{*1}. In order to help promote this campaign, LIVE BOARD has been distributing content for the campaign on digital OOH,^{*2} a total of 70 of its screens nationwide (including Hokkaido , Miyagi, Tokyo metropolitan area, Aichi, Osaka, Hiroshima, Fukuoka and other prefectures), beginning September 20,2024.The campaign aims to show how people can limit the increase in the average global temperature rise above pre-industrial levels to 1.5°C.Original video content will feature a variety of newscasters and mascots from six TV stations.

^{*1} Reference: [Press release on September 27, 2022](#) , [Press release on September 13, 2023](#)

^{*2} Abbreviation for "Digital Out of Home." Advertising media using digital signage installed on public transportation, outdoor advertising, and in commercial facilities, etc.

◆Broadcast image



◆Distribution media overview

Start date: Friday, September 20, 2024

Displays: Digital OOH on a total of 70 screens throughout Japan (including Hokkaido , Miyagi, Tokyo metropolitan area, Aichi, Osaka, Hiroshima, Fukuoka and other prefectures)

Airing time: 7:00~24:00

* Movies are delivered at random.

* Start/end times may vary depending on each screen.

◆Increase in the number of companies participating in the “Promise of 1.5°C. Act Now to Stop Global Warming.”

This year marks the third year of implementation, and 165 companies have announced their participation in the campaign (as of July 12, 2024). All participating media are members of the SDG Media Compact, a framework for global cooperation between the United Nations and media.

◆Calling on citizens to take climate action to stop further temperature increases

In addition to media coverage and planning, the United Nations Information Center and participating media and organizations in the 1.5°C Commitment campaign are launching a social networking movement to encourage individuals to take climate action around the UN-recommended “**10 actions individuals can take**”.

During the two-month period from August 1 to September 30, the United Nations Information Center and these media and organizations will introduce climate actions such as “Eat more vegetables,” “Choose environmentally friendly products,” and “Speak up” from their respective SNS accounts with the three hashtags #1.5°C Promise, #Heat more if we do nothing, and #10 actions. Individuals will be encouraged to use these hashtags to share the actions they are already taking or have started taking on this occasion among the “10 actions individuals can take” aiming to create a virtuous cycle of sharing the actions being practiced.

◆September 29 (Sunday), NHK and six commercial broadcasters will broadcast a special environmental program in conjunction.

As part of the campaign, a special environmental program on climate change and “food” will be broadcast, bringing together NHK and commercial broadcasters in the NHK studio to present reports from around the world on the search for solutions to global warming and introduce foods that could disappear by the year 2100.

Scheduled to air: Sunday, September 29, 10:05-11:00 a.m. (NHK)

◆“[Promise of 1.5°C. Act Now to Stop Global Warming.](#)”

Global warming not only raises temperatures but also causes climate change, which greatly affects the entire planet. Various impacts and negative consequences have already arisen in the natural environment, affecting people's lives around the world. The term "climate crisis" has been used in recent years to convey the gravity of the situation. It has been pointed out that unless global warming is adequately addressed, these problems will become even more serious, and the damage will be irreversible.

Under these circumstances, the United Nations Information Center, Tokyo together with Japanese media who are members of the SDG Media Compact, launched the world's first country-level joint campaign "Promise of 1.5°C. Act Now to Stop Global Warming." on June 17, 2022. This is the Third year of the campaign. (See: https://www.unic.or.jp/news_press/info/49224/)

The video distribution is in support of an initiative by NHK and five commercial key broadcasters (NTV, TV Asahi, TBS, TV Tokyo, and Fuji TV).

Official website of the United Nations Information Center: https://www.unic.or.jp/news_press/info/50564/

Statement videos by NHK and six commercial broadcasters: <https://youtu.be/dGQnEZxa1nY>

◆**LIVE BOARD inventories across the nation**

Currently LIVE BOARD has over 64,500 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

URL: liveboard.co.jp/en/screen/

◆**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

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