

LIVE BOARD releases new whitepaper that looks at the combination of LIVE BOARD with traffic ads and large-scale OOH

Survey results show increase across service and product awareness, interest, purchase/use intention when including LIVE BOARD with traffic and large-scale OOH

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LIVE BOARD, INC. has released a white paper on “**Overlapping Effects of LIVE BOARD x Traffic Ads x Large-scale OOH: Service/Product Awareness, Interest, and Purchase/Use Intentions**”.

▼Structure of the White Paper

1. What is the meaning of adding LIVE BOARD to “Traffic Ads x Large-scale OOH”?
2. Comparison of the Effectiveness of “LIVE BOARD x Traffic Ads x Large-scale OOH” and Stand-alone Media
3. Summary

▼Recommended for

- Those who are looking for or considering the next media after TV and digital
- Those who want to know what the latest OOH using data is like.

- Those who are interested in the synergistic effects of adding LIVE BOARD (DOOH)
- Those who are considering the future of advertising

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<Survey Summary>

Survey method: Web-based quantitative survey using DOCOMO's location data

Survey area: Kanto region (inc. Tokyo, Kanagawa, Saitama, Gunma, Tochigi and Chiba prefectures)

Usage Monitor: d point club members

Target survey: "Traffic ads" and "Large-scale OOH" of LIVE BOARD pickups are surveyed individually (those that cannot be identified individually are not included).

Funnel indicators: Service/Product Awareness, Interest, and Purchase/Use Intention (not applicable to those not listed on the left)

Axis of aggregation/perspective Non-awareness, LIVE BOARD only, Traffic only, Large-scale OOH only, LIVE BOARD + Traffic, LIVE BOARD + Large-scale OOH, Traffic + Large-scale OOH, LIVE BOARD + Traffic + Large-scale OOH

(TOTAL values of funnel indicators were tabulated from the above perspectives. The recognition status of other media is not questioned.)

Date of aggregation: March 29, 2024

*Multiple surveys conducted by DOCOMO InsightMarketing, INC and compiled and analyzed by LIVE BOARD,INC.

LIVE BOARD will continue to provide research content and related information for the development of the DOOH market.

◆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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