

## **Establishment of the “Japan OOH Audience Measurement Association”**

### **Providing common media trading metrics (Joint Industry Currency [JIC]) for Out-Of-Home (OOH) advertising in Japan**

On September 18, 2025, the “Japan OOH Audience Measurement Association” (JOAA) was established as a cross-industry organization comprising advertisers, advertising agencies, and media owners. The association aims to provide the standard metrics (JIC) for evaluating and trading OOH advertising, based on a transparent & rigorous methodology for measuring OOH advertising exposure. By developing and providing these industry-standard common trading metrics through transparent and reliable measurement of OOH ad exposure, JOAA seeks to create an environment in which advertisers can confidently allocate their campaign budgets to OOH advertising.

At its founding, the association welcomed one director each from the Japan Advertisers Association (JAA) and the Japan Advertising Agencies Association (JAAA), orchestrate to deliver industry-standard metrics agreed upon by advertisers, agencies, and media owners.

#### **Background of Establishment**

In Japan’s OOH advertising market, each company has historically operated with its own data standards, resulting in inconsistencies in evaluation criteria among advertisers and media owners. This has posed challenges for reliable decision-making and optimal transactions. Meanwhile, the introduction of common OOH advertising trading metrics is accelerating the growth of the OOH advertising market, with numerous examples demonstrating the success of visualizing OOH advertising value in major overseas markets. There is a growing need in Japan for transparent and comparable data infrastructure.

With the recovery of mobility post-pandemic, OOH advertising is once again drawing attention for the following reasons:

- Repeated ad exposure along daily routines such as commuting and school routes
- High visibility and impact
- Flexible targeting and approaches based on area and time

To accurately communicate these values to the market, it has become essential to establish cross-industry metrics and data infrastructure that can be jointly utilized by advertisers, agencies, and media owners.

#### **Mission**

JOAA will develop and provide audience data that can be used based on common standards by advertisers, agencies, and media owners, supporting the following areas related to OOH advertising:

- Optimization of campaign planning
- Transparency in the media buying and trading
- Visualization and tracking of campaign effectiveness

As a neutral third-party organization, JOAA will ensure fair and sustainable operations, contributing to enhanced reliability of OOH advertising.

### **Objectives**

1. Continuously provide OOH advertising measurement data
2. Promote and educate transparent OOH advertising transactions and establishment of internationally recognized, common industry-standard metrics
3. Develop and accelerate a robust OOH advertising industry that contributes to society

### **Business Activities**

1. Research related to OOH advertising measurement
2. Collection, analysis, and utilization of data including OOH advertising evaluations
3. Construction and management of necessary databases
4. Information dissemination and policy proposals related to OOH advertising
5. International exchange and cooperation regarding OOH advertising
6. Other activities necessary to achieve the association's objectives

### **Founding Members (13 members, in no particular order)**

- ADK Marketing Solutions Inc.
- NKB Inc.
- ORICOM Co., Ltd.
- Kyoritz Advertising Agency Co., Ltd.
- Dentsu Inc.
- Hakuhodo Inc.
- MCDcaux, Inc.
- JR East Marketing & Communications, Inc.
- Tokyu Agency Inc.
- PAS.Communications Inc.
- Metro Ad Agency Co., Ltd.
- LIVE BOARD, INC.
- Video Research Ltd.

### **Founding Officers**

Chairperson

Akihiko Ishikawa (President, JR East Marketing & Communications, Inc.)

Vice Chairpersons

Akiko Hayashi (Executive Officer, Dentsu Inc.)

Naoki Ishikawa (Managing Executive Officer, Hakuhodo Inc.)

Malik Roumane (President, MCDcaux, Inc.)

#### Directors

Hiroshi Nakamura (ADK Marketing Solutions Inc.)  
Shinsuke Yamaguchi (NKB Inc.)  
Mitsuro Okamoto (ORICOM Co., Ltd.)  
Yuji Ikegaya (Kyoritz Advertising Agency Co., Ltd.)  
Jun Sakurai (Dentsu Inc.)  
Takaaki Takahashi (Hakuhodo Inc.)  
Yoko Tonaka (MCDcaux, Inc.)  
Masao Hoshino (JR East Marketing & Communications, Inc.)  
Masayuki Endo (Tokyu Agency Inc.)  
Koji Yasuyoshi (PAS.Communications Inc.)  
Mamoru Furukawa (Metro Ad Agency Co., Ltd.)  
Tomohiro Takagi (LIVE BOARD, INC.)  
Satoshi Nakajima (Japan Advertisers Association)  
Hironori Takashina (Japan Advertising Agencies Association)

#### Auditors

Kazushi Yanazawa (Tokyu Agency Inc.)  
Makoto Ogi (Video Research Ltd.)

#### **Organizational Structure**

JOAA is structured with a Board of Directors, General Assembly, and specialized committees. The association will widely recruit regular and supporting members going forward.

#### **Upcoming Plans**

March 2026: Scheduled to begin providing OOH advertising measurement data to member companies

#### **Organization Overview**

Name: Japan OOH Audience Measurement Association  
Abbreviation: JOAA  
Established: September 18, 2025  
Chairperson: Akihiko Ishikawa  
Location: 6-17 Sanbancho, Chiyoda-ku, Tokyo 102-0075  
Website: <https://www.joaa.jp>

#### **Contact**

Japan OOH Audience Measurement Association  
E-mail: [info@joaa.jp](mailto:info@joaa.jp)  
URL: <https://www.joaa.jp>

#### **Overview of Founding Member Companies**

ADK Marketing Solutions Inc.  
Representative Director, President Toshiya Oyama  
Address: Toranomon Hills Mori Tower, 1-23-1 Toranomon, Minato-ku, Tokyo

Established: March 19, 1956

NKB Inc.

Representative: Takayuki Toya, President

Address: Tokyo Takarazuka Building, 1-1-3 Yurakucho, Chiyoda-ku, Tokyo

Established: February 3, 1948

ORICOM Co., Ltd.

Representative: Akemi Nakajima, President & CEO

Address: Shimbashi Center Place, 1-11-7 Shimbashi, Minato-ku, Tokyo

Established: November 23, 1932

Kyoritz Advertising Agency Co., Ltd.

Representative: Kimio Sugimoto, Chairman & CEO

Address: 13-8 Arakicho, Shinjuku-ku, Tokyo

Established: October 26, 1956

Dentsu Inc.

Representative: Takeshi Sano, President & CEO

Address: 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo

Established: July 1, 1901

Hakuhodo Inc.

Representative: Kenji Nagura, President & CEO

Address: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Established: October 6, 1895

MCDcaux, Inc.

Representative: Malik Roumane, President

Address: 3-23 Kanda Nishikicho, Chiyoda-ku, Tokyo

Established: October 24, 2000

JR East Marketing & Communications, Inc.

Representative: Akihiko Ishikawa, President

Address: JR Ebisu Building, 1-5-5 Ebisu Minami, Shibuya-ku, Tokyo

Established: May 9, 1988

Tokyu Agency Inc.

Representative: Toshiyuki Takasaka, President & Representative Director

Address: Hibiya Fort Tower, 1-1-1 NishiShimbashi, Minato-ku, Tokyo

Established: March 1, 1961

PAS.Communications Inc.

Representative: Niro Hoshino, President

Address: Showa Building 4F, 2-30 Kanda Jimbocho, Chiyoda-ku, Tokyo

Established: September 30, 1998

Metro Ad Agency Co., Ltd.

Representative: Hiroyuki Kawata, President

Address: NBF Comodio Shiodome 9F, 14-1 Higashi-Shimbashi 2-chome, Minato-ku, Tokyo

Established: February 5, 2007

LIVE BOARD, INC.

Representative: Tomohiro Takagi, President and CEO

Address: 7th Floor, Daiwa Aoyama Building, 3-1-30 Jingumae, Shibuya-ku, Tokyo,

Established: February 1, 2019

Video Research Ltd.

Representative: Yutaka Ishikawa, President & CEO

Address: 6-17 Sanbancho, Chiyoda-ku, Tokyo

Established: September 20, 1962