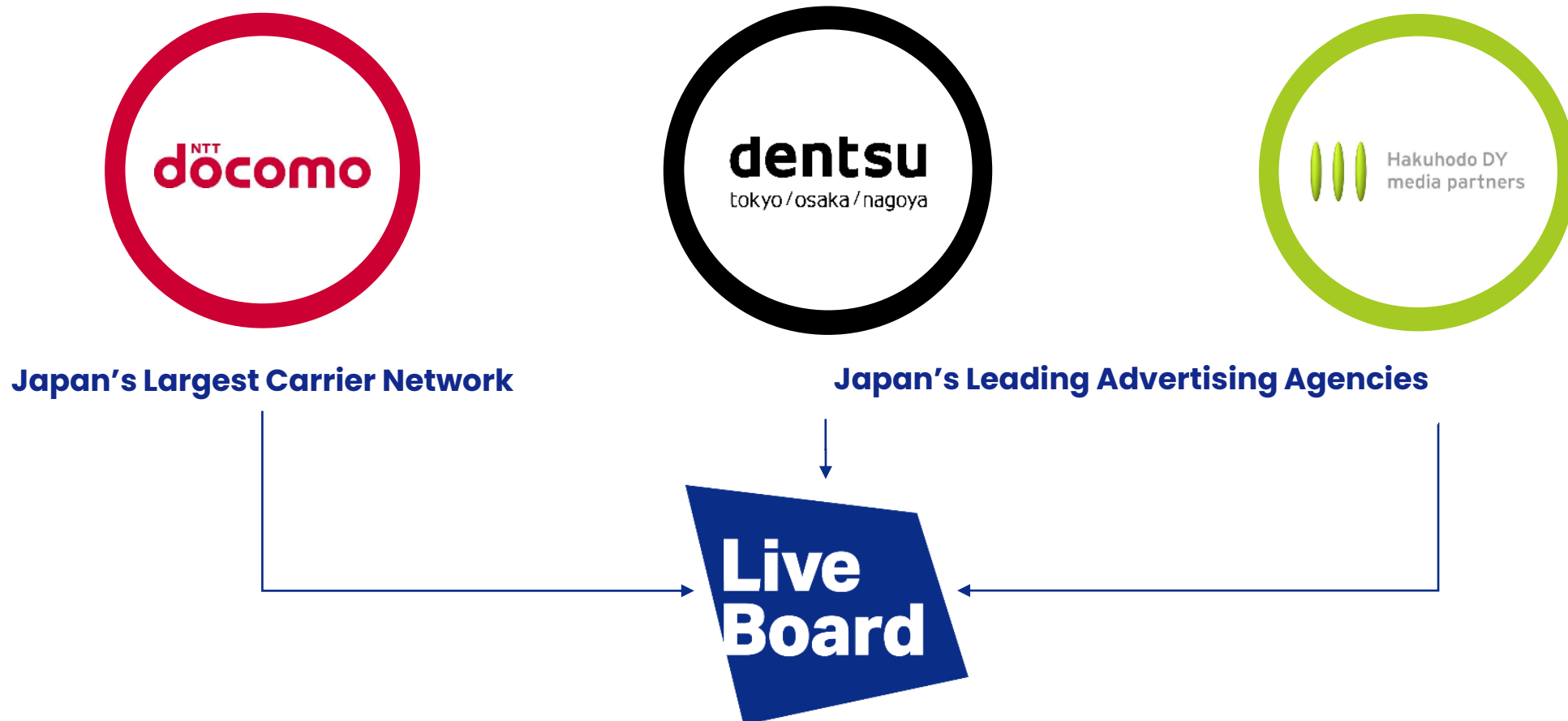# Live Board

Overview

April–June 2024

LIVE BOARD, INC.

Live Board

A joint venture between NTT DOCOMO, Dentsu and Hakuhodo DY Media Parteners that operates Japan's first and largest DOOH marketplace, leveraging NTT DOCOMO's big data.

Japan's Largest Carrier Network

Japan's Leading Advertising Agencies

Live Board

Utilizing NTT DOCOMO's big data to realize next-generation DOOH.

Impression-based Ad Serving

1 imp (VAC*)

Flexible Planning

Advertising Effectiveness Measurement

* VAC = Visibility Adjusted Contact (p.7)

NTT docomo

Japan's leading mobile carrier and network operator.
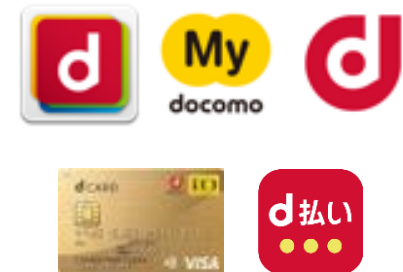
Members

93M+

One of Japan's largest membership bases

Location Data

Estimating user attributes and behavior based on location data

Members Data

Contract Information

Survey Data

Other services data

Who We Are

Japan's Fastest Growing Digital Out-of-Home Solution Company.

Media Owner/Platformer

operating Japan's largest DOOH marketplace

Data-driven Ad Operator

leveraging Japan's largest mobile carrier's big data

One-stop Hub for Various Formats

Providing a solution for advertisers to reach audiences at multiple touchpoints throughout their journey.
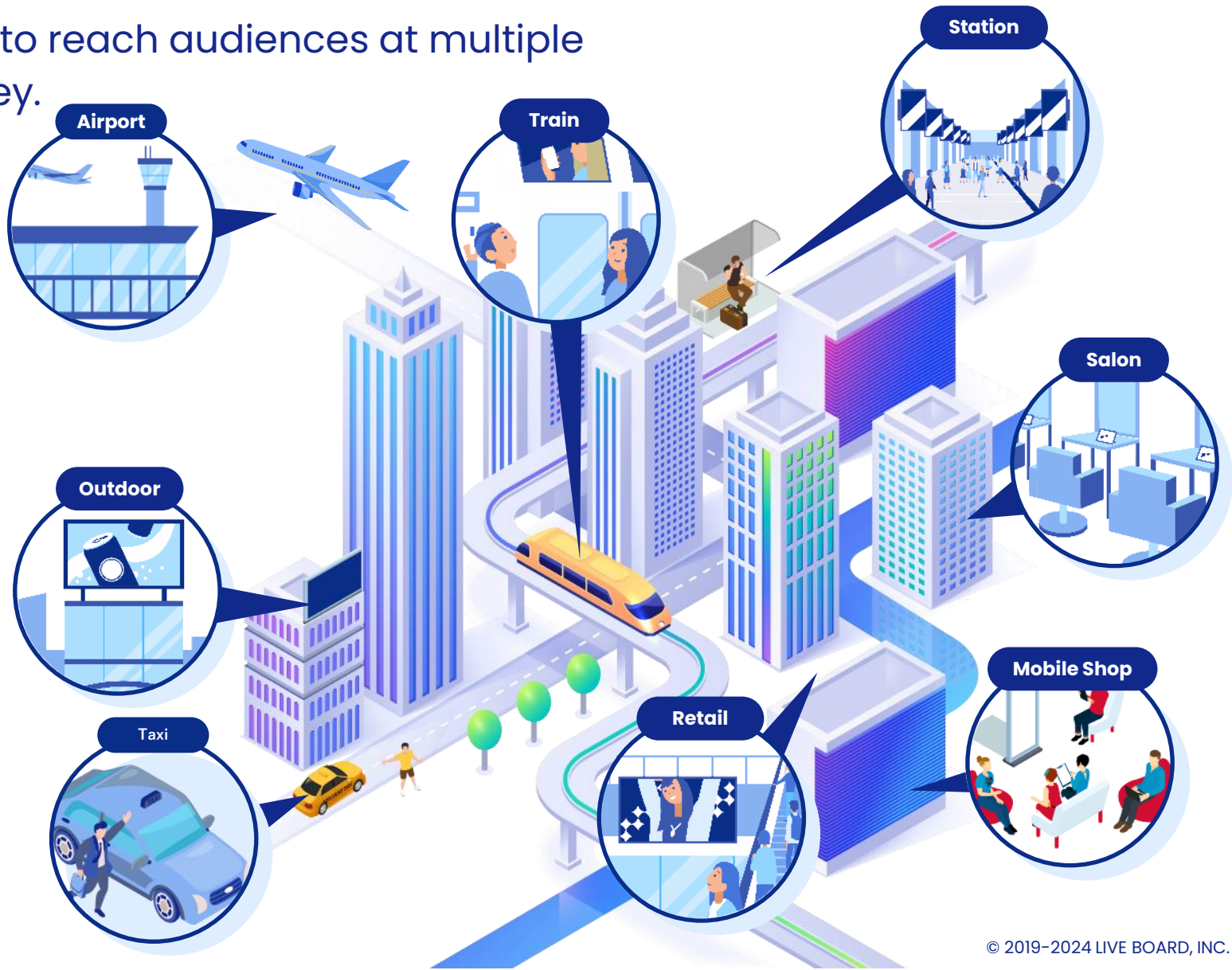
Monthly Impressions (VAC*)

900M+ *

MAU

32M+ *

* VAC = Visibility Adjusted Contact (p.7)
* Numbers as of Jan 2024

Airport

Train

Station

Outdoor

Salon

Taxi

Retail

Mobile Shop

© 2019-2024 LIVE BOARD, INC.

OOH Audience Management Metrics: Four Levels of Definition

Adopting the most precise VAC as a media currency in our approach to OOH media planning and buying, recognizing that items measured at deeper levels generally offer higher reliability and value.

Live Board

1imp

VAC

OTC

OTS

Circulation	9
OTS	5
OTC	3
VAC	1
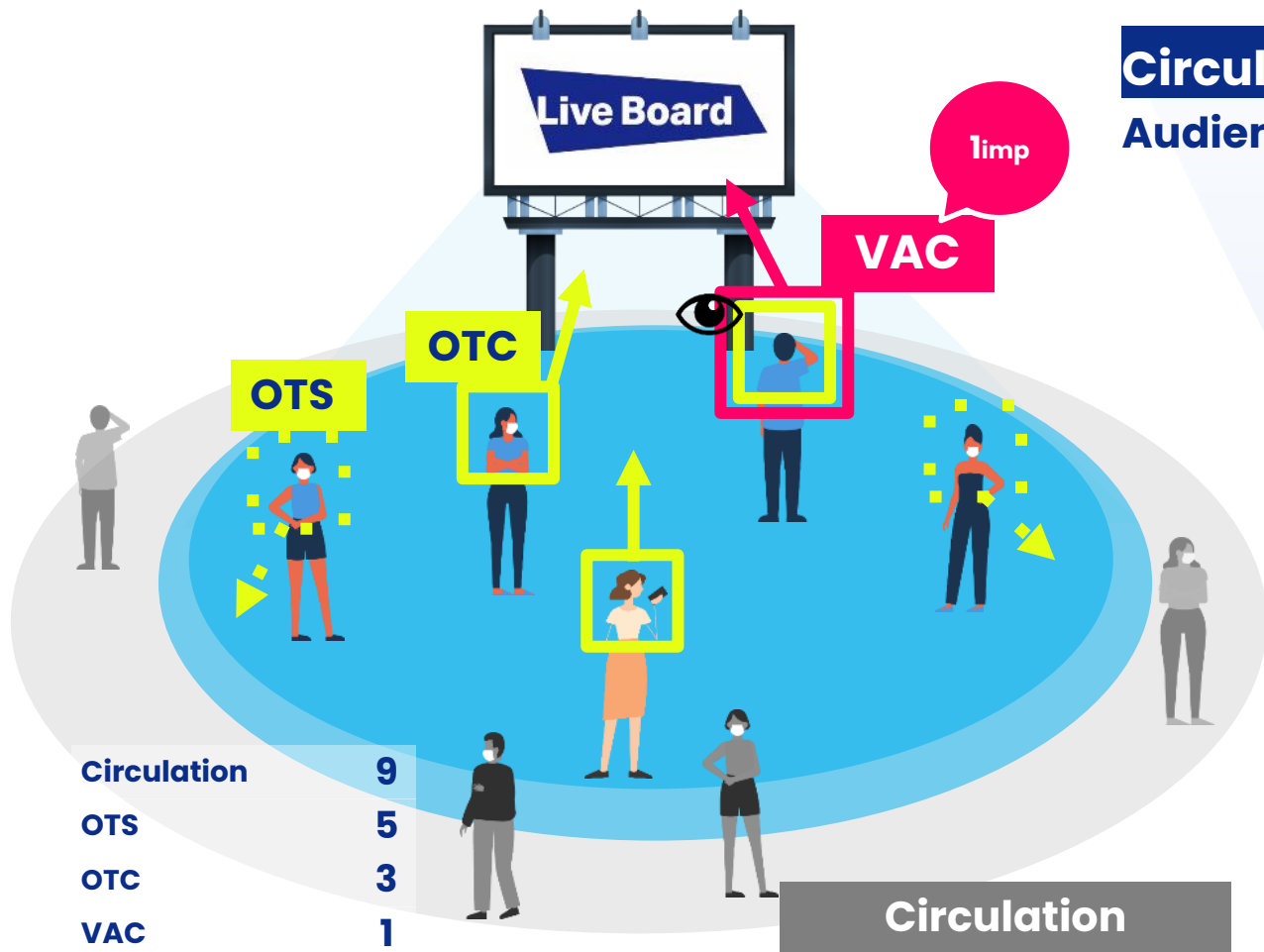
Circulation

Circulation
Audience in proximity to the media

OTS –Opportunity to See–
Audience within the visibility area
(without considering factors such as direction of movement)

OTC –Opportunity to Contact–
Audience capable of viewing the media within the visibility area, considering factors such as direction of movement and presence of obstacles.

VAC –Visibility Adjusted Contact–
Adjusted audience based on the probability of being assumed to have seen the advertisement (visibility rate) within the OTC (Out-of-Home) context.

Global guidelines stipulate that impressions should be calculated using VAC (Visibility Adjusted Contact) methodology.

NTT DOCOMO data utilization throughout the entire process

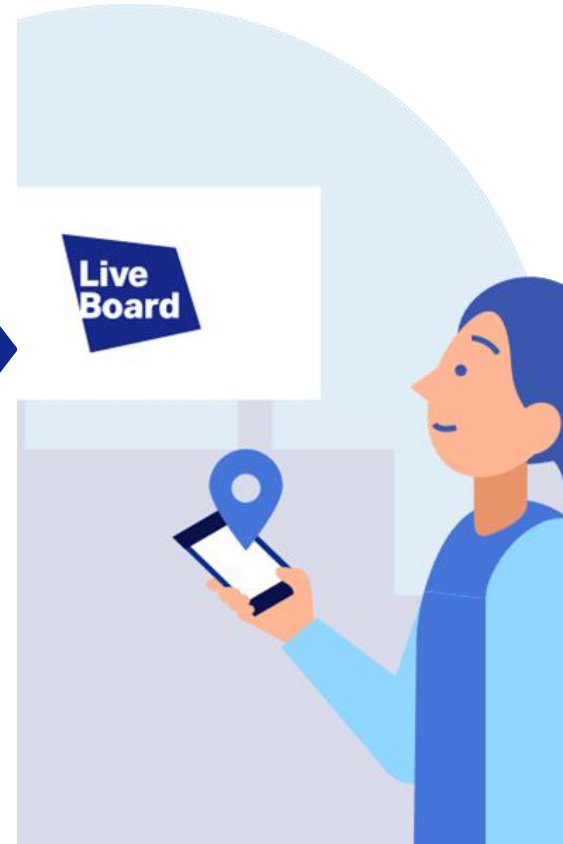Japan's largest mobile carrier and network operator, with **93M+** customers nationwide.

Impression
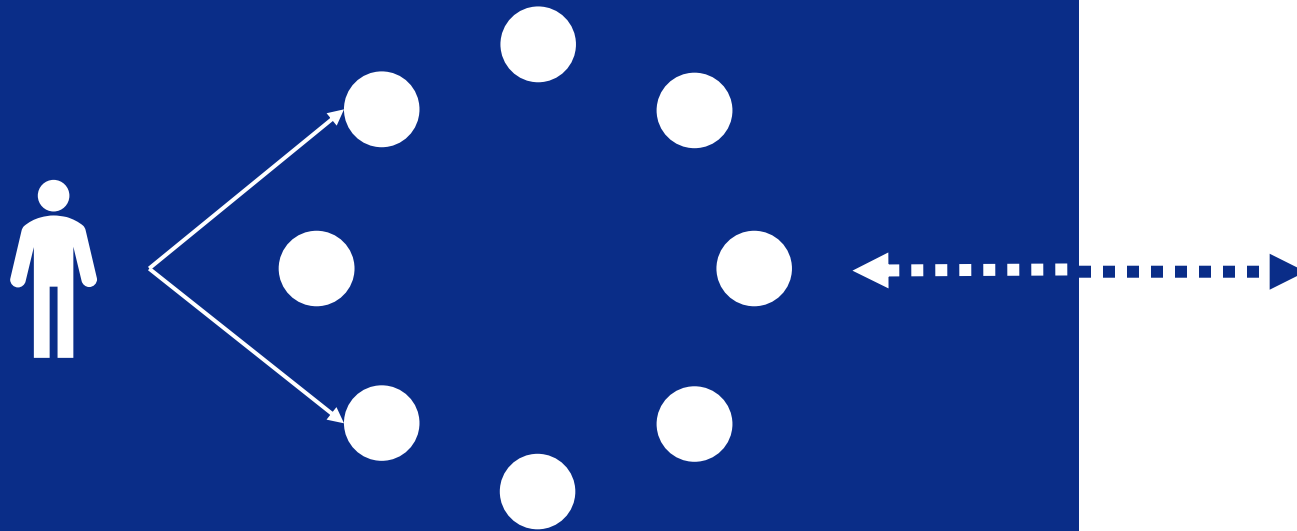Measurement

Media Planning

Targeting

Attribution
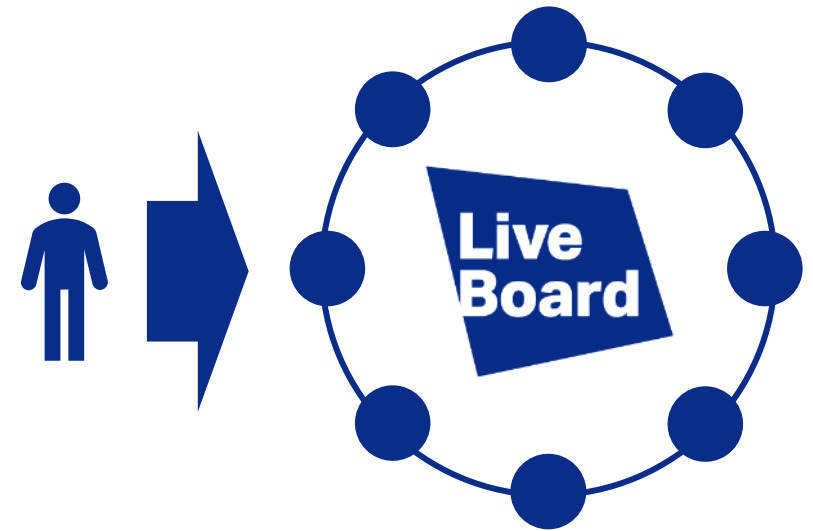Measurement

The Concept of "Programmatic OOH"

Conventional OOH

Prioritizing "where":

Obtaining each spot for points, starting from the specified "**location**."
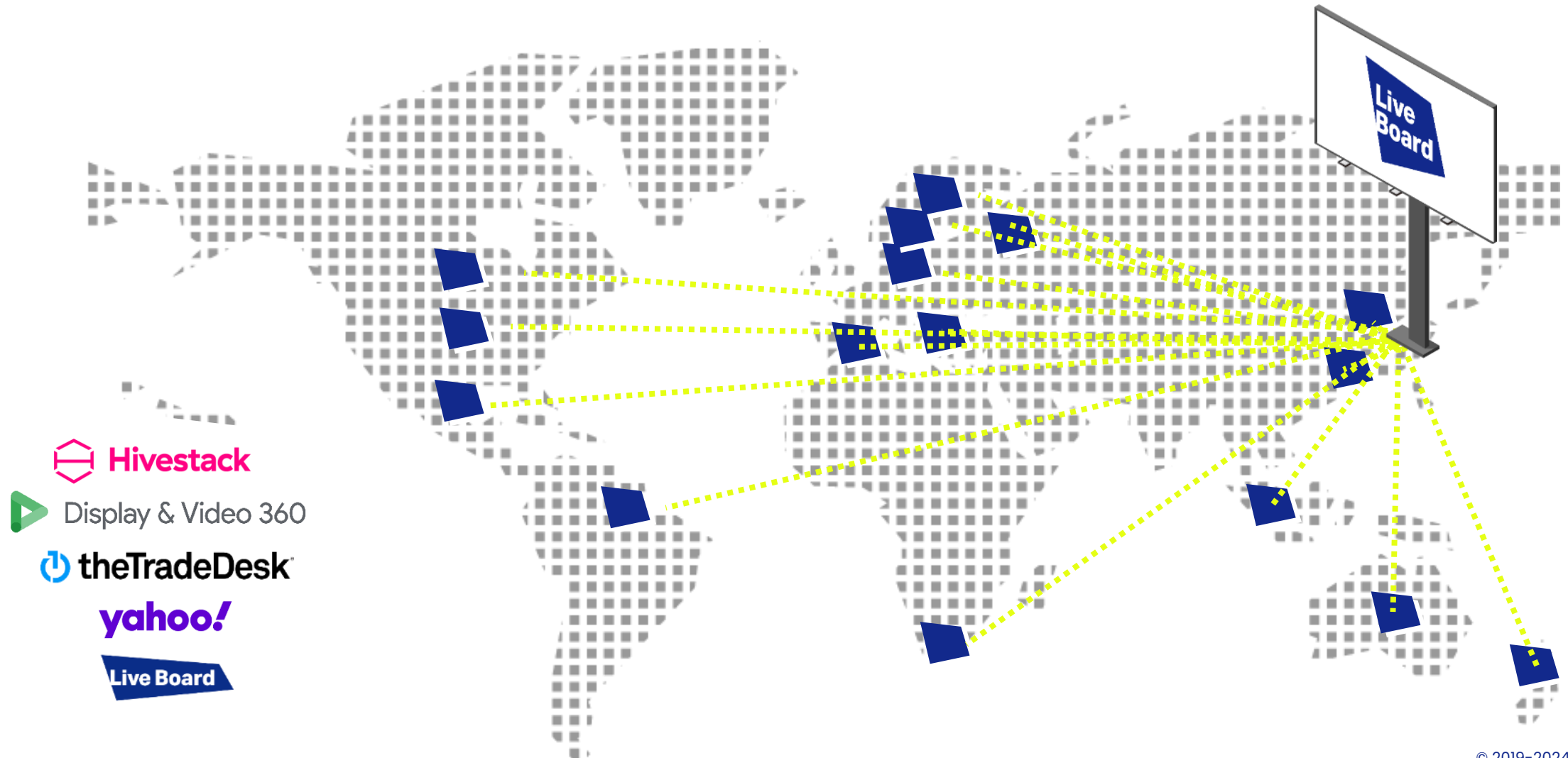
Programmatic OOH

Addressing "where, when, who, and how":

Establishing an ad network, adjusting ad delivery for relevance to "**target audience**" and "**marketing context**".

Easily Accessible via DSPs

Fully accessible for international buyers via integrated omnichannel DSPs in partnership with Hivestack Inc.

Hivestack

Display & Video 360

theTradeDesk

yahoo!

Live Board

Multiple Advertising Awards Won

Jurassic World

TOHO-TOWA COMPANY, Ltd.

DPAA「DOOH-E AWARDS 2023」Most Creative Campaign
Grand Prize winner (THE TELEPATHIC T-REX)

Digital Signage Award 2023
Excellence Award (RAPTORS' RULES TOKYO)

"Take a Chance!" with McDonalds

McDonalds Japan

WOOAward2023 Digital Creative Division
Grand Prize winner

ACC 2022 Media Creative Division
ACC Sliver Award

Digital Signage Award 2023
Grand Prize winner

76th Dentsu Advertising Awards
Innovative Approach
A. New Communication Silver Award

Matrix Resurrections

Warner Bros.

Adweek's 2022 Experiential Awards
Best Use of Celebrity in an Experiential Activation

Lights for the chefs

USEN Media Inc.

Digital Signage Award 2021
Excellence Award

See It All

Intel Corporation

Digital Signage Award 2021
Excellence Award

Inventory
Lineup

Outdoor ： **114** screens
Indoor ： **27,476** screens
Station： **699** screens
In-Train ： **35,168** screens

63,450+

Google Map

https://t.ly/B3E8c

Screen List

https://t.ly/kun4g

Shibuya

Shinjuku

Digital Billboards (Tokyo)

Aoyama

Akihabara

Digital Billboards (Regional Areas)

Fukuoka

Sapporo

Sendai

Hiroshima

Osaka

Nagoya

© 2019-2024 LIVE BOARD, INC.

Keio Line
Inokashira Line（K-DG Channel）

Tokyo Metro（Tokyo Metro Vision）

JR West（WEST vision）

In-Train Channel

Train/Subway Stations

Tokyo Metro（Metro Wall Vision）

Shinjuku K-DG King Wall

Toei Shimbashi Station Digital Signage 16 screen set

Osaka Metro Network Vision

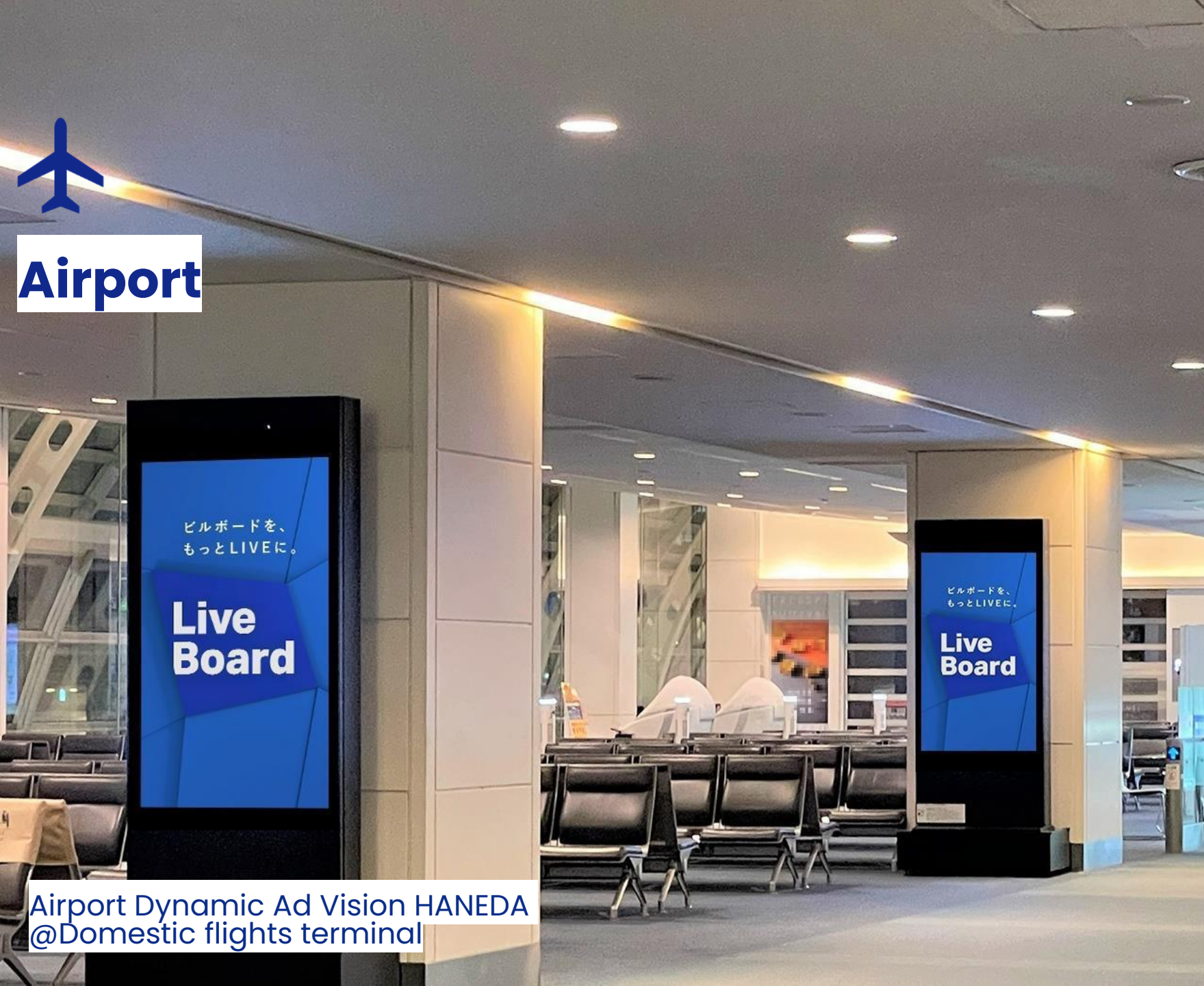Nagoya Station Square Vision

Osaka Shinsaibashi Concourse Vision

© 2019-2024 LIVE BOARD, INC.

Airport

Airport Dynamic Ad Vision HANEDA
@Domestic flights terminal

Keikyu Station Vision Haneda
@ Haneda Airport Station

Retail

Mobile (DOCOMO) Shops @ 47 Prefectures

Hair Salons @ Major Cities

Shopping Centers @Nagoya

Newly Connected Media

Tokyo Station Area

Marunouchi Vision

The screens are installed at building entrances, refreshment rooms, elevator halls, and other places where businesspersons and the likes are heavily present.

No. Of Screens: 99

Marunouchi Link Signage I

Maru Building, Shin-Maru Building and Marunouchi Park Building, Marunouchi Oazo, and other locations in the heart of Marunouchi Area.

No. Of Screens: 52

Marunouchi Link Signage II

Maru Building, Shin-Maru Building, Spacious and bright area right next to the "Tokyo Station" ticket gates.
This is a 38-sided digital signage with continuity installed in the underground plaza connecting to Tokyo station.

No. Of Screens: 38

Train Station

Tokyo Metro Concourse Vision

The screens installed continuously along the concourse of Tokyo Metro stations. Placed on multiple sides of pillars along user pathways, with high visibility to passengers making it possible to appeal to many people using the station.

Nihombashi

Iidabashi

Takadanobaba

Ueno

Otemachi
(Marunouchi Line)

Otemachi
(Hanzomon Line)

Otemachi
(Hanzomon Line)

Otemachi
(Chiyoda Line)

Otemachi
(Chiyoda Line)

Train Station

Nagoya Station Twin Vision

The Shinkansen ticket gate area is the gateway to the Chukyo area and one of the most popular meeting spots at Nagoya Station.

No. Of Screens: 2

J.AD vision Central Nagoya Station

This is a continuous multi-screen digital signage with 14 60-inch screens installed in the "Gate Walk" underground shopping mall of Nagoya Station. Located on the flow line to Dainagoya Building, JP Tower Nagoya, and JR Gate Tower, and close to the ticket gates of Nagoya Station on the Higashiyama Subway Line, the signage is expected to appeal to users of each facility and subway users.

No. Of Screens: 14

Keio K-DG Pirie (Shinjuku)

A total of 39 digital signage screens cover the department store exit, west exit, and JR transfer entrance of Keio Shinjuku Station.
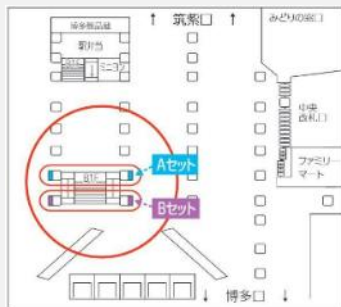
No. Of Screens: 39

Train Station

Hakata Station Digital 4 Signage Set

High-profile digital signage near the central and north ticket gates of Hakata Station.

No. Of Screens: 4

Hakata Station Eki-Vision

A 120 Inches large digital signage with a high impact on viewability to all passers through the concourse.

No. Of Screens: 1

In Taxi Signage

In Taxi Signage Media "GROWTH"

Covering approximately 42% of taxi users in Tokyo, its audience includes decision-making business professionals and affluent individuals with high purchasing power.
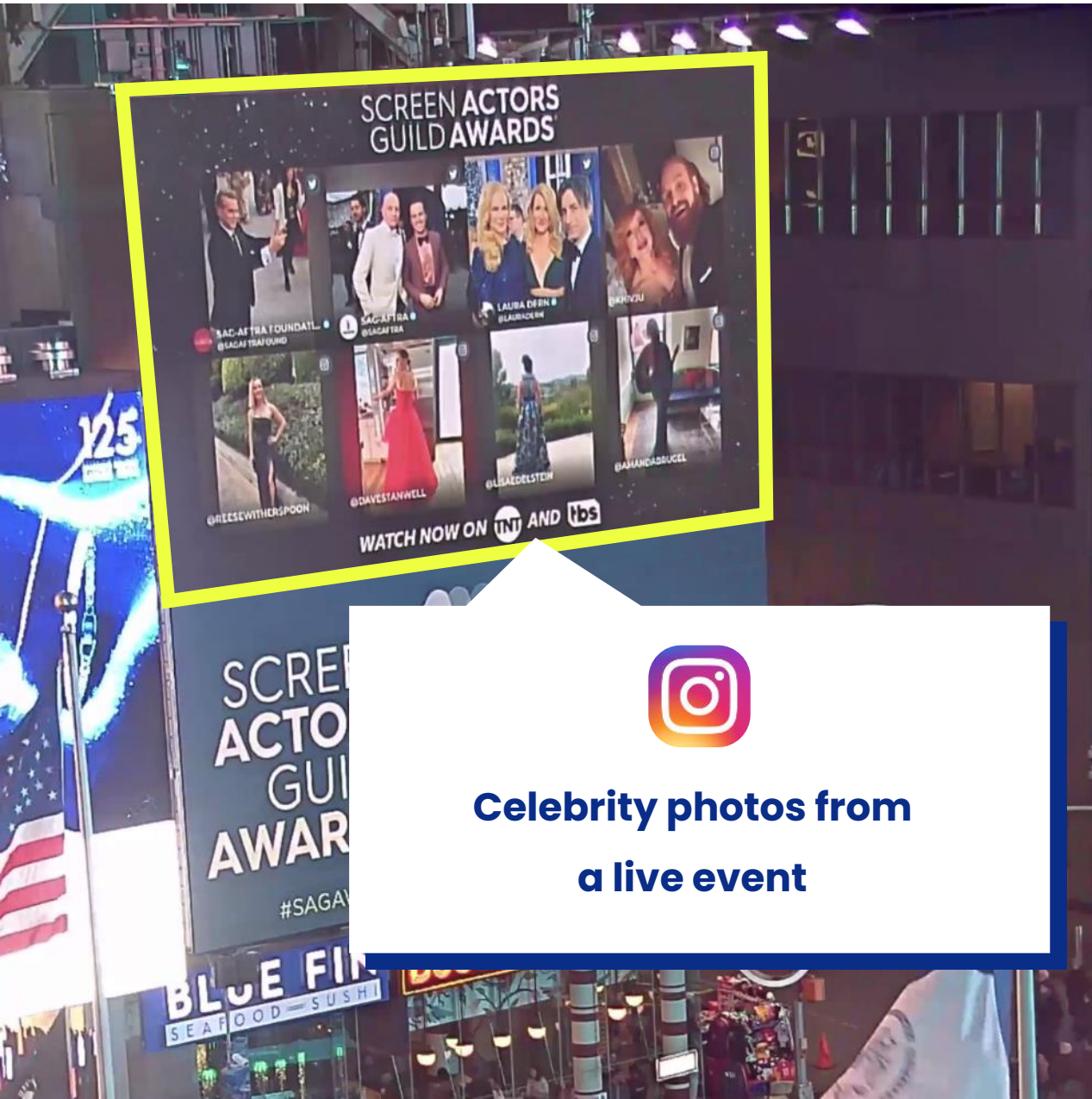
Number of taxies installed: **11,500**

New Features

X Connectivity

Social-linked DOOH trending globally!

Celebrity photos from a live event

Match updates airing

X posts and polls display system on DOOH

Displaying users posts and poll results from X on LIVE BOARD screens in almost real time!
Expanding the online excitement to the offline world.
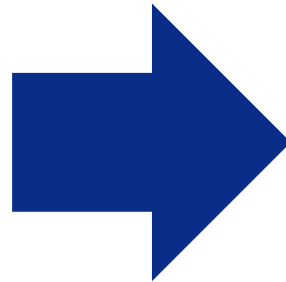
Targeting Capabilities

Activate screens based on pre-defined segments/ triggered by real time events.

Segmented by Location

- Downtown
- Luxury Area
- Tourist Area
- Nearby XXX
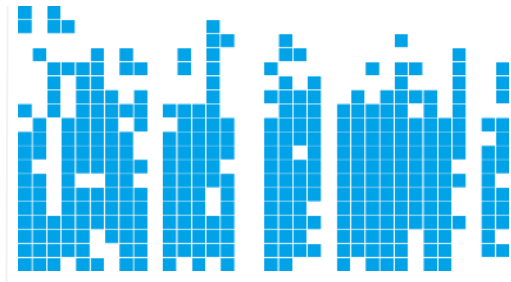
Triggered by Demographic

- Age Group
- Gender Group

Triggered by Weather

- Weather
- Temperature
- Pollen Level
- UV Level

Triggered by MAID Segment

- Business Executives
- Game Fans
- High-Incomes
- Sports Enthusiasts

Case
Studies

Aoyama Street
Billboard

Demographic Targeting + Weather Targeting

Ajinomoto "Hotpot Cube"

Aired only during the coldest times of the day with "sizzling" creative appeals

Area： **Tokyo + Osaka**

Target： **Women of a specified age group x
Temperatures below a certain threshold**
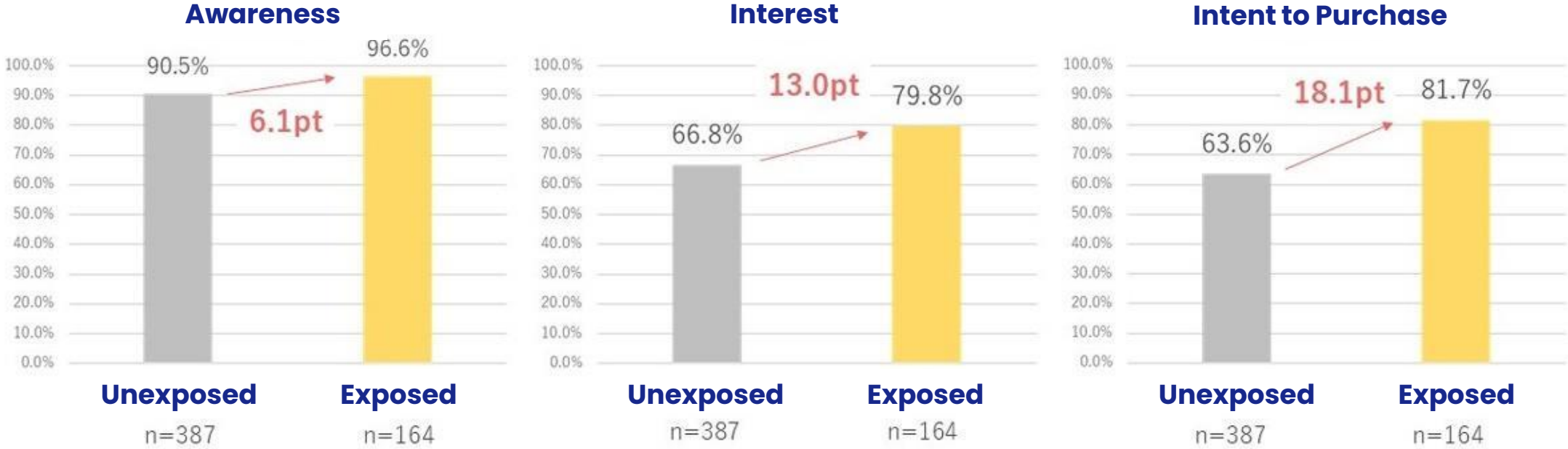
Aoyama Street
Billboard

Weather Targeting + Dynamic Creative

McDonald's Japan "Take a chance!"

Boosted use of mobile order pay by dayparting lunch hour with dynamic creative optimization

Area： **Major cities, nearby McDonald's restaurants**

KPI： **Use of mobile order pay**

CLICK TO WATCH THE CAMPAIGN VIDEO

DYNAMIC CREATIVE OPTIMIZATION

Sunny Weather

晴れた日は、
テイクアウトで
ピクニック！

Cold Weather

寒い日は、
マクドナルドで
あたたまろう！

Cloudy Weather

予測できない天気には、
予測できないランチを！

@ Shibuya for Students

渋谷の
オシャレ学生に
朗報です！

@ Ebisu referring to "Ebi/Shrimp"

恵比寿で
エビが出れば、
超ラッキー！

@ Shin-yokohama for Business

仕事とたたかう、
新横浜の
サムライに。

TARGETED SCREENS NEAR
McDonald's

Nagoya

Fukuoka

Sapporo

Osaka

Tokyo

Sapporo Watanabe Building

Affinity Targeting + Interactive Format

Tokyo FM + NISSAN "Collaborative Support Message Board"

Real-time participatory billboards experience designed to enhance excitement for the radio program

Area：**Major cities**

Target：**Businesspeople of a specified age group**

KPI：**Driving audience to the radio program**

Shinsaibashi Suncity Palace

Shintencho Fukaya Building

Displaying real-time audience messages on digital billboards

01. Scan the QR code with your smartphone to create a message

02. Your message will be displayed on LIVE BOARD's screens nationwide
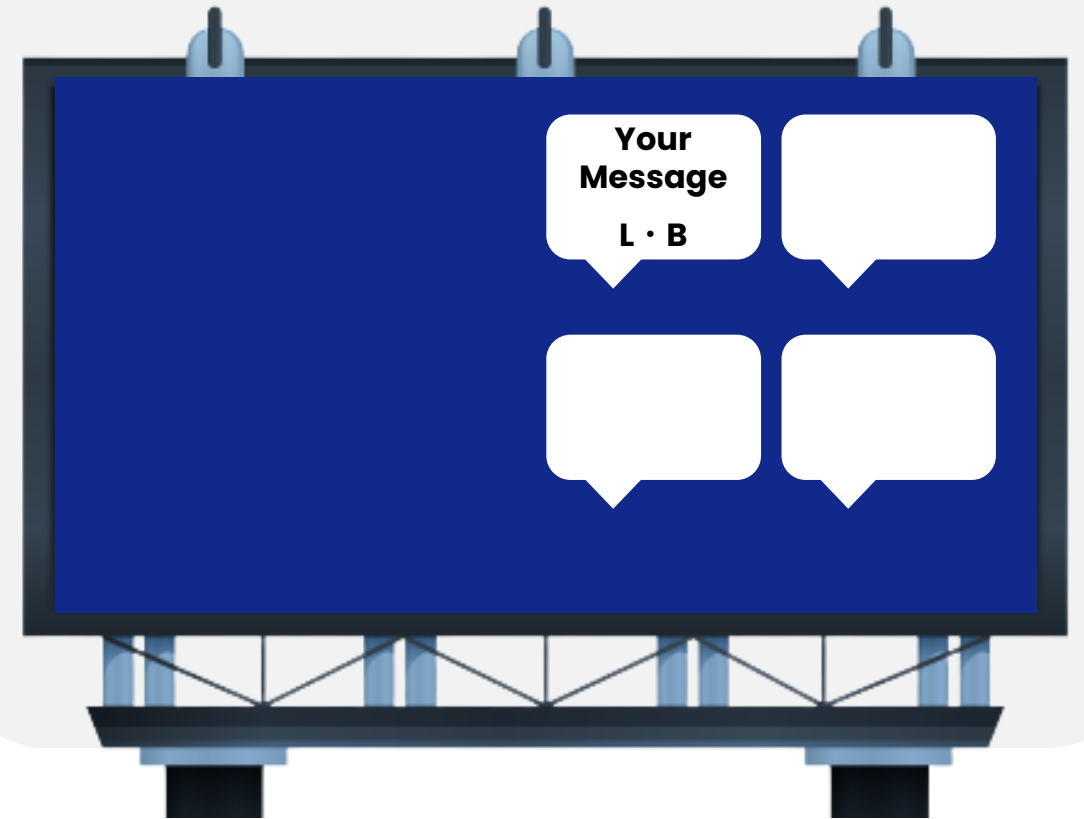
HOW IT WORKS

Aoyama Street Billboard   **View Online**

Shinjuku Naganoya Building

Area Domination + 3D Creative

TOHO-TOWA Jurassic World "THE TELEPATHIC T-REX"

A new experience of talking to dinosaurs

Area： **Shinjuku, Tokyo**

KPI： **Awareness**

CLICK TO WATCH THE CAMPAIGN VIDEO

SOCIAL-LINKED CAMPAIGN

Famous comedians also participated in the promotion of the movie.
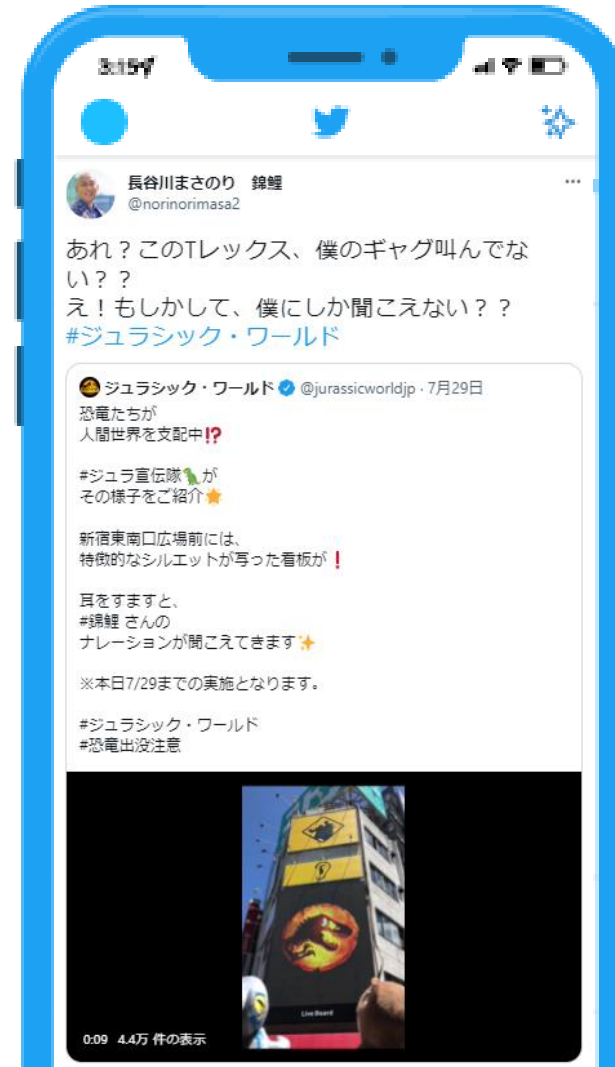
EFFECTIVE SOUND USE

Special directional speakers that can be used outdoors are utilized to ensure that only people entering a specific area can hear the system.

CAMPAIGN SHOWCASES

Aoyama Street Billboard 3D dinosaurs dominate major cities in Tokyo

View Online

Ikebukuro Parco Vision Triggered by the weather and time, different dinosaurs appeared to amaze passersby

View Online

Planning & Targeting

'docomo data square' utilization

By utilizing 'docomo data square (dds),' NTT DOCOMO's data clean room, it is possible to understand the attributes of the audience in the vicinity of the screen and even to measure the effectiveness of the ads.

Attribute

Attribute information to be collected when signing up for a cell phone contract

Purchasing information

Purchase history generated from the use of various payment services

Approx. 93M member

d POINT CLUB

Location

Cell phone location-based activity history

d Menu usage history

Content usage/search history in d menu

App Usage information

Application usage history of Android users who permit tracking

Questionnaire data

Questionnaire to be answered by users

Data-driven Planning

Audience analysis using 'docomo data square,' NTT DOCOMO's data clean room.

Location Data

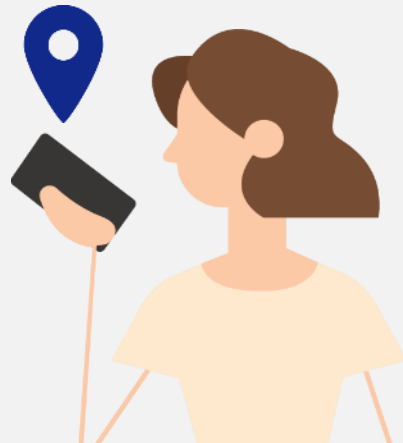Leverage NTT DOCOMO's mobile data with **93M+** nationwide customers

Audience Data

Analyze the attribute/behavioral pattern and estimate the affinity
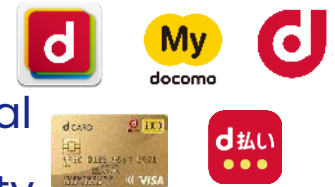
Payments	Installed Apps	Online behavior	Contract info	Survey

➡ **LIVE BOARD analyzes the characteristics of each site to recommend the most relevant screens for each campaign to activate.**

Sample Segment

Demographic

e.g.

Male / Female
MF1
F1-2
Gen-Z

Attribute

e.g.

Business Decision Maker
Businessperson
Families with Small Child
University Student

Income

e.g.

5M~6M JPY
8M JPY~
10M JPY~
15M JPY~

Questionnaire

e.g.

Recent Event

Married
Moved

Interest

Travel
Game

Location to Visit

e.g.

Convenience Store
Convention Center
Coffee Shop
Airport

Installed App

e.g.

TikTok
Instagram
Game App
Payment App

Planning Example 1

Customer Information

Attribute: **15M JPY+ Yearly income**

Top Screens to Target "High Income Individuals"

Where are High income individuals at?

LIVE BOARD Announces TOP30 DOOH to target High income individuals

👑1	Tokyo Akasakamitsuke_Konparu Building
👑2	Nishitokyo_Tomony Vision Hoya
👑3	Tokyo_MetroWallVision Akasakamitsuke Station

No.	City	Screen
4	Tokyo	Tokyo Metro Marunouchi Station Vision Akasakamitsuke Station
5	Tokyo	Shiodome Station Platform Vision
6	Tokyo	MetroWallVision Gaiemmae Station
7	Tokyo	Tokyo Metro Marunouchi Station Vision Tokyo Station
8	Tokyo	Kubokiku Building
9	Tokyo	Nishiazabu Building
10	Tokyo	Higashishinbashi Building
11	Tokyo	SEISHIDO VISION
12	Tokyo	Gran Aoyama
13	Osaka	Osaka Metro Network Vision Higobashi

No.	City	Screen
14	Tokyo	Inoue Building
15	Tokyo	Roppongi Station Platform Vision
16	Tokyo	MetroWallVision Shinochanomizu Station
17	Osaka	Osaka Metro Network Vision Tanimachi 4-chome
18	Tokyo	Kitaaoyama Building
19	Tokyo	Azabu yuken Building
20	Tokyo	CHINTAI Roppongi Vision
21	Tokyo	Nagahama Building
22	Tokyo	Himawari Vision
23	Tokyo	MetroWallVision Roppongi Station
24	Tokyo	MetroWallVision Omotesando Station
25	Tokyo	Nojiri Building
26	Tokyo	MetroWallVision Suitengumae Station
27	Tokyo	Tokyo Metro Yurakucho Station
28	Tokyo	Igarashi Building
29	Tokyo	Yasuda PK
30	Tokyo	Odakyu Station Vision Seijyogakuen_mae

No.1 　No.2 　No.3

Planning Example 2

Customer Information

Attribute

15M JPY+ Yearly income

✕

Action Log

Installed Apps

Rakuten Travel

Agoda

Airbnb

etc.

Top Screens to Target **"High income individuals x Travel Lovers"**

Where are High income individuals who like travelling at?

LIVE BOARD Announces TOP30 DOOH to target High income individuals who are interested in travelling

👑1	Tokyo_Nagahama Building
👑2	Osaka_UMEDA dip VISION
👑3	Tokyo_Himawari Vision

#	City	Screen		#	City	Screen
4	Tokyo	Koshin Building		14	Tokyo	Akihabara UDX Vision
5	Tokyo	Komaesansaro VISION		15	Tokyo	SEISHIDO VISION
6	Tokyo	Urbanmates Building		16	Tokyo	Y's Vision
7	Tokyo	Yamauchi Building		17	Tokyo	Hayata Building
8	Tokyo	Shimbashi Ryukakusan Vision		18	Tokyo	Inoue Building
9	Osaka	Suncity Palace		19	Tokyo	Higashishinbashi Building
10	Tokyo	Yasuda PK		20	Tokyo	Aoyama street Billboard
11	Tokyo	Azabu yuken Building		21	Tokyo	Igarashi Building
12	Tokyo	Konparu Building		22	Tokyo	Fuji Building
13	Tokyo	CHINTAI Roppongi Vision		23	Tokyo	TSD Building
				24	Tokyo	Lions Mansion Kinshicho Dai3
				25	Tokyo	Shimbashi SL VISION
				26	Chiba	Plaza Pascal Building
				27	Tokyo	Shinmitsu Building
				28	Tokyo	Rajikan Vision
				29	Tokyo	Nishiazabu Building
				30	Nishi Tokyo	ISETAN TACHIKAWA VISION

No.1

No.2

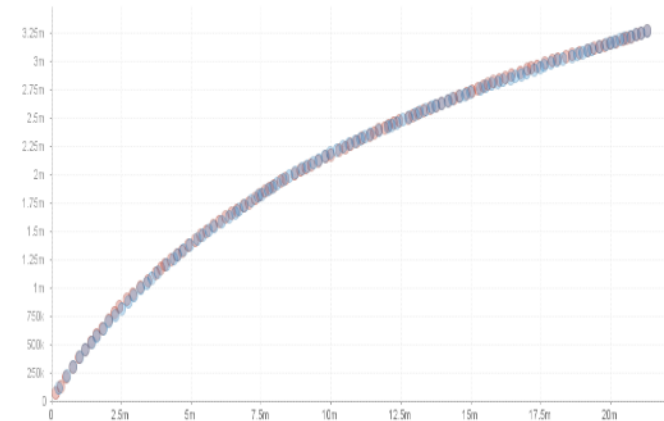**No.3**

Reach & Frequency Simulation

Calculate estimated reach and frequency for effective planning using NTT DOCOMO's mobile data.

1. Set Simulation Conditions
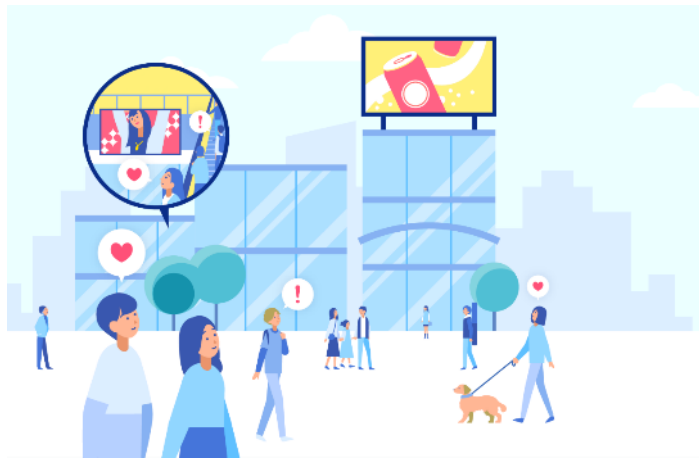
Select venues, campaign length, and impression volume.

2. Estimate Reach

Expand the calculation to include NTT DOCOMO's market share and simulate visibility adjusted reach.

Attribution Measurement

Brand Lift Studies

Either of the two brand lift studies is available with a minimum spend

01. Questionnaire

We ask mobile users who were in the area where the screen is to fill out a questionnaire.

Attitude change

Recognition, Interest, Intention to Use

- Had Contact with ads or not
- Based on age
- Number of times exposed to ads

Behavior change

Online search, Social media, shop

- Had Contact with ads or not
- Based on age
- Number of times exposed to ads

Media recognition

unrecognized

Web Ads

SM Ads

DOOH

DOOH recognition only

We can also conduct research on medias other than LIVE BOARD

02. Log-based Analysis

By utilizing NTT DOCOMO's membership log-based (ID unit) data, LIVE BOARD's advertising effectiveness can be measured.

Footfall analysis

Visitors rate

- Had Contact with ads or not
- Based on age
- FQ analysis
- Based on distance

APP analysis

APP download rate, usage rate

- Had Contact with ads or not
- Based on age
- FQ analysis

*With the exception of advertisers who have their own stores, the measurement of visits to stores will be done on a category basis. Unless the advertiser has a store of his/her own, the measurement of store visits will be made on a per category basis.

Report Sample

Attitude Change
by media mix
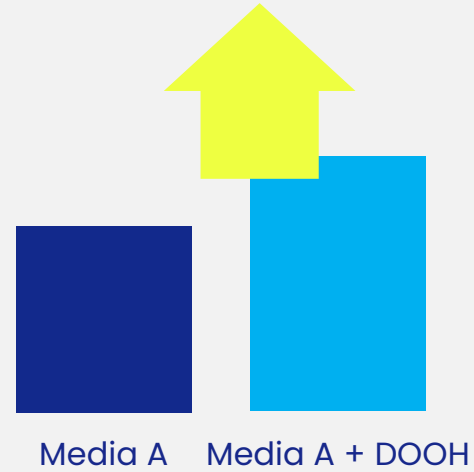
Media A   Media A + DOOH

Action Change
by media type

Media A   Media B   Media C   DOOH
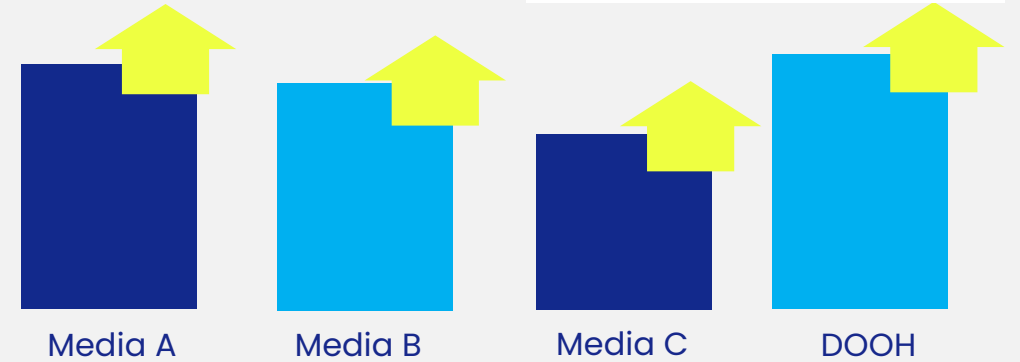
Attitude Change
by age/gender group

F1   F2   F3   M1   M2   M3

App Launch/Download
by audience group

Unexposed   Target A   Target B   Target C

Thank you

For further information,
feel free to contact us!

client_services@liveboard.co.jp