



東京 **media**
トキョーメディア



Our Digital Signage “Tokyo Media”

Cross Ocean Media, Inc.
President
Yoshifumi Ichihara
13-Dec-2011



広告のお問い合わせは
(株)クロスオーシャンメディア
03-6416-3194

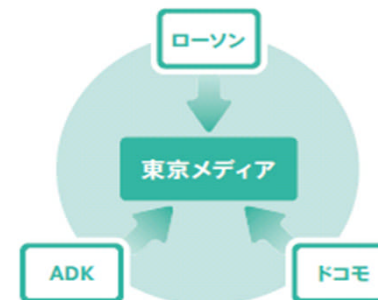


東京media

トキヨウメディア



Our Company



■ Company Name	Cross Ocean Media, Inc.
■ Capital	\$10,064,102
■ Shareholders	Lawson(42%), ADK(38%), NTT Docomo(20%)
■ Establishment	March-1-2010
■ Business Start	May-29-2010
■ Headquarter	Dai28 Arai building 4F, 2-4-5, Ebisu-nishi, Shibuya-ku, Tokyo, 150-0021, Japan
■ TEL	+81-3-6416-3193
■ HP	www.xom.co.jp

~Property from shareholders~

LAWSON

Outlets network, Pulling power,
Customer knowledge.

ADK

Know-how of AD sales activities,
Media analytical skills,
Contents planning.

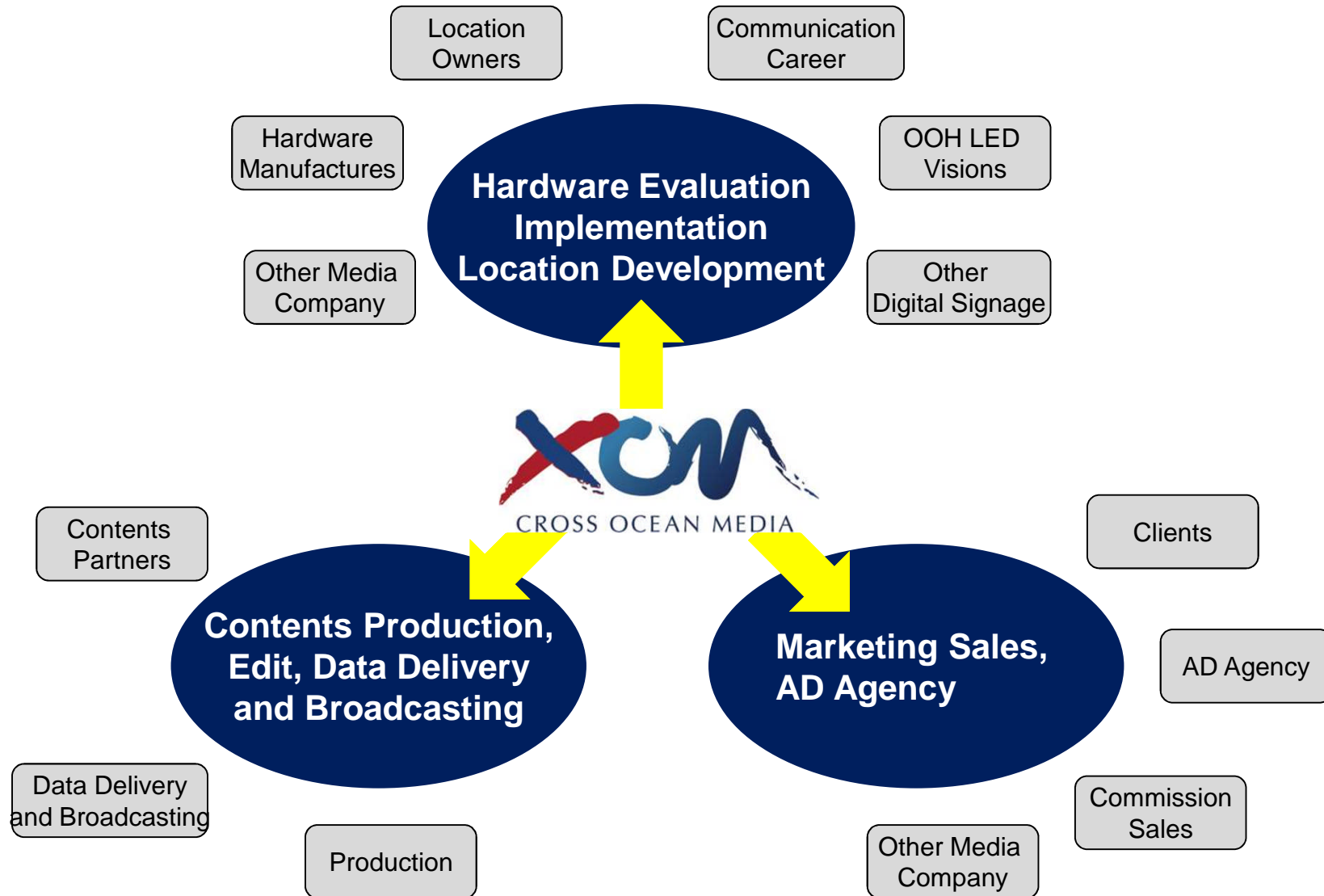
NTT Docomo

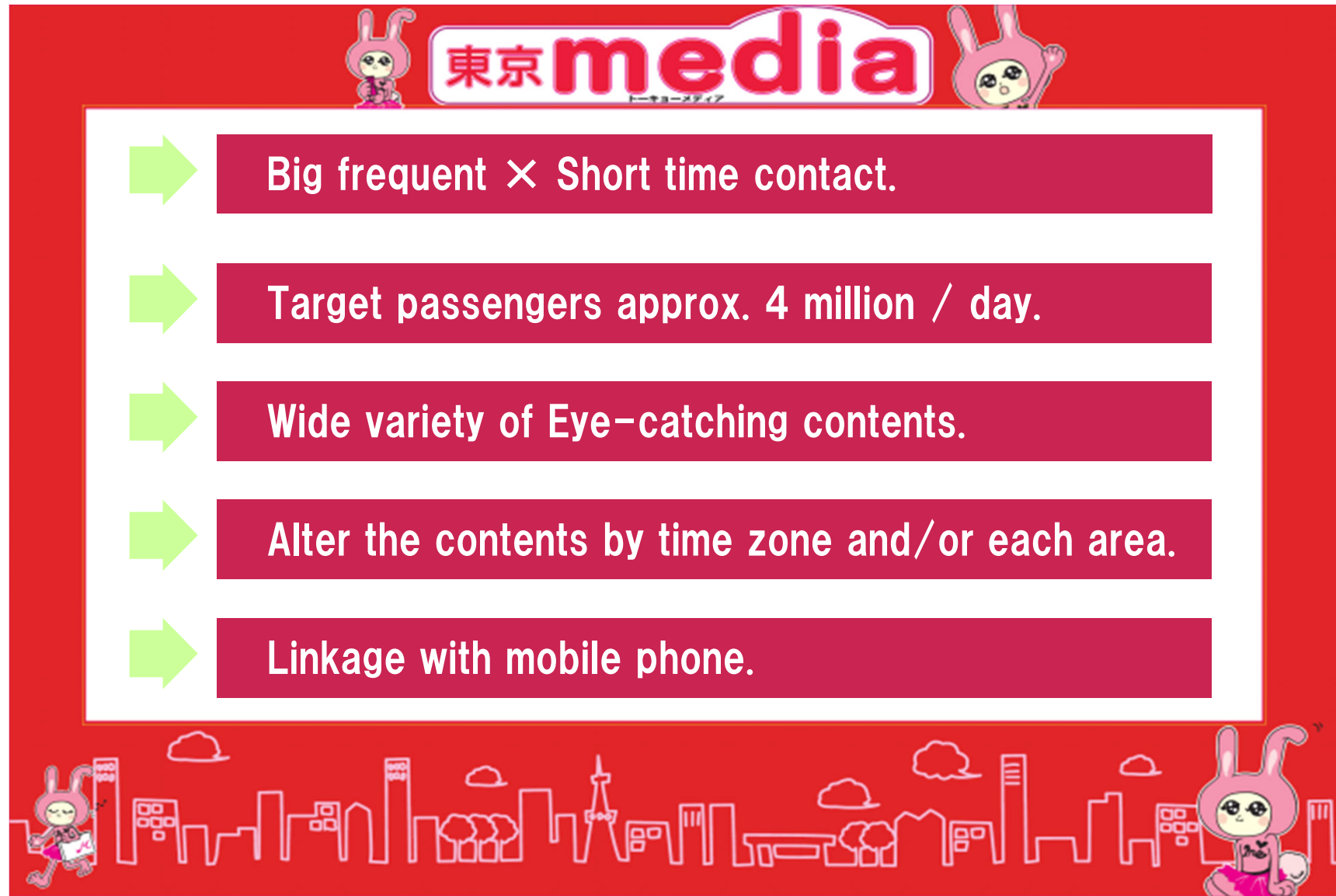
Linkage with mobile phone
(FeliCa®, WEB coupon etc)



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Our Business Functions





The graphic features a red background with a white central box containing five green arrows pointing to text. At the top, the '東京media' logo is flanked by two pink bunny characters. At the bottom, a white city skyline is shown with two more pink bunny characters.

東京media

- ➔ Big frequent × Short time contact.
- ➔ Target passengers approx. 4 million / day.
- ➔ Wide variety of Eye-catching contents.
- ➔ Alter the contents by time zone and/or each area.
- ➔ Linkage with mobile phone.

Advantage of Our Services

Feature

Big frequent × Short time contact.



【46 inch / high brightness monitor】
Monitor size 1,015mm × 570mm
1,500 cd.



【Linkage mobile phone】
Questionnaire,
Application campaign
etc.



【Directional Speaker】
Limited area
communication
around monitor.

Point 1

Locations

of outlets: approx. 300 outlets and 4 mil./day target.

Point 2

Media of bulletin board and AD

Numerous eye-catching contents.

Point 3

Alter the delivery contents by time zone and/or each area

Focusing on passenger behavior and local area situation.

Point 4

Linkage w/mobile phone

Audience participation media.

Advantage of Our Services

Feature Target passengers approx. 4 million / day.



Target Media Contact passengers

Approx. 4million / day

of the visit of an outlet: 1,300/day in Tokyo Met area.

of passengers in front of an outlet: 10 times of visit.

→ approx. 13,000

(Lawson's survey in 2009)

→ **Approx. 13,000 × approx. 300 outlets**

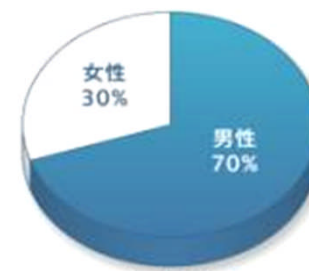


#of visit/day: **6.88million**

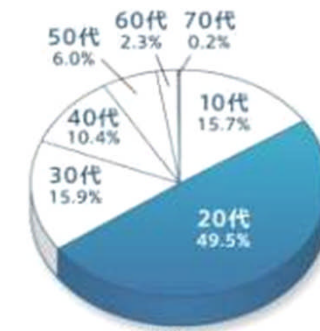
(National Ave. 800 visit /day)

Main consumer: **20s・30s**

Outlets: **9,994** (2011/Feb end)



来店者男女比

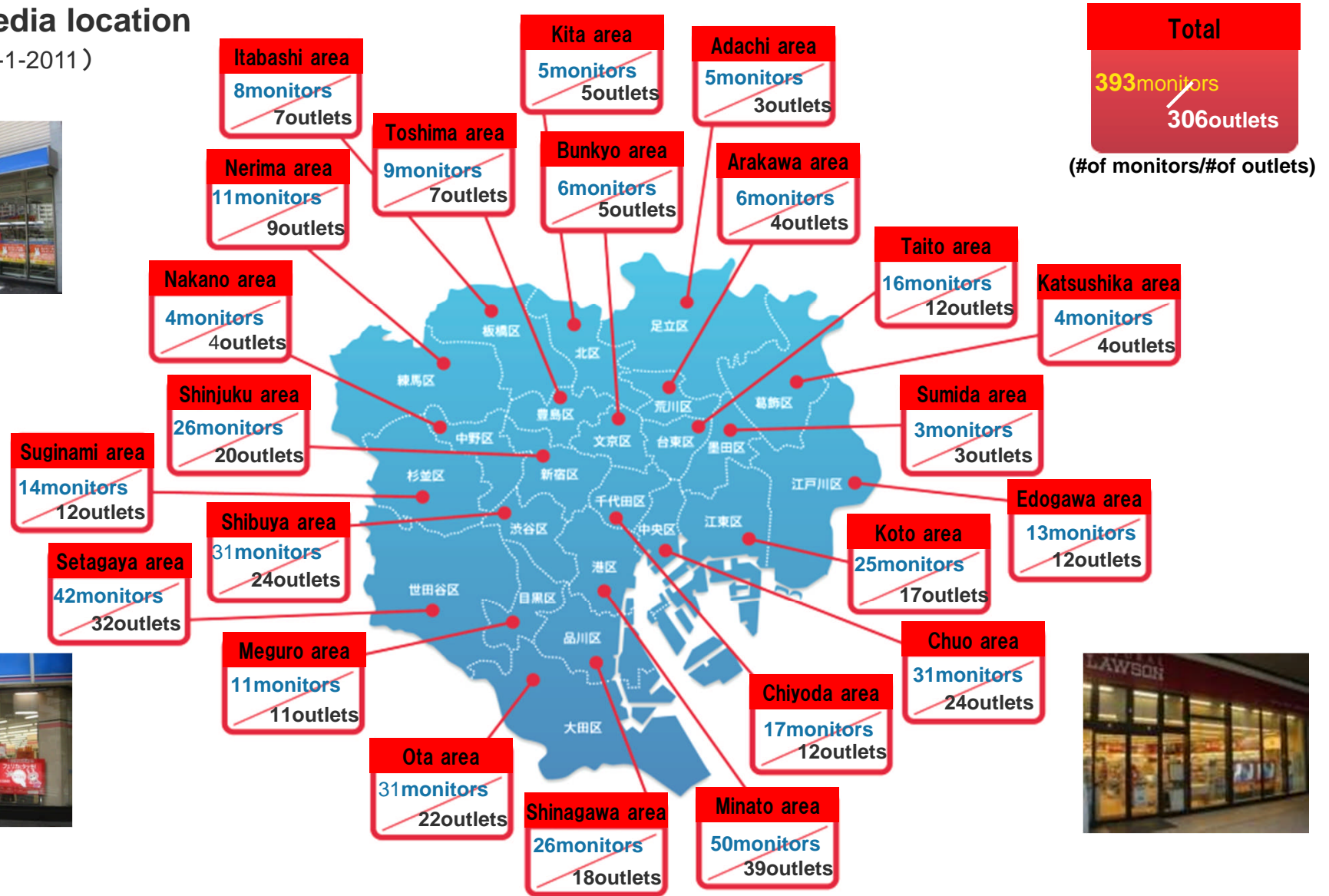


年代比率

Advantage of Our Services

Tokyo Media location

(As of Dec-1-2011)



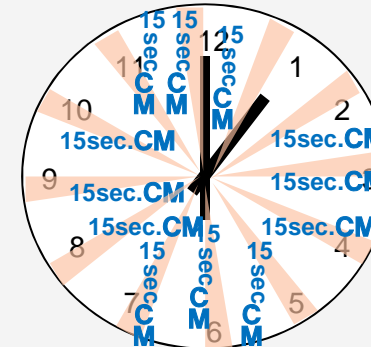
Advantage of Our Services

魅力 Alter the contents by time zone and/or each area.



放映スケジュールは1日4ゾーンで編成されています。

12 times/hour × 20hours = 240times/day



December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
11/27	11/28	11/29	11/30	1	2	3 NEW
4	5	6	7	8	9	10 NEW
11	12	13	14	15	16	17 NEW
18	19	20	21	22	23	24 NEW
25	26	27	28	29	30	31 NEW

1 week Program: Update on Saturdays.

Feature of Tokyo Media

1. Area Segment
2. Update on Saturdays, but possible to specify day of week.
3. Possible to specify the time zone.
4. Possible to broadcast at specified outlet.

Who watch on Tokyo Media?

Questionnaire results for Tokyo Media

Recognition Rate
n=1,000

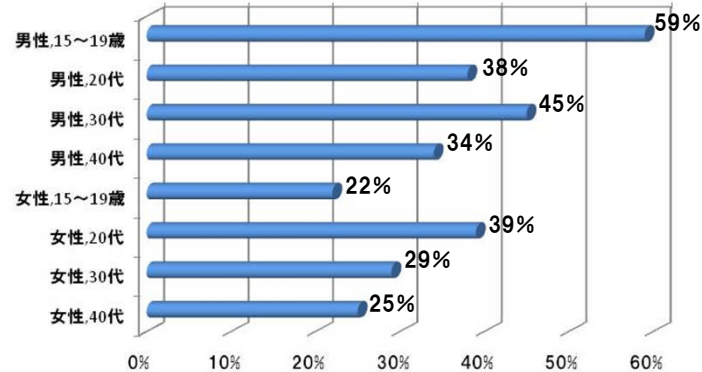
Q:Do you know about Tokyo Media?

Total: 36%
(Aug/2010 survey:22.4%)

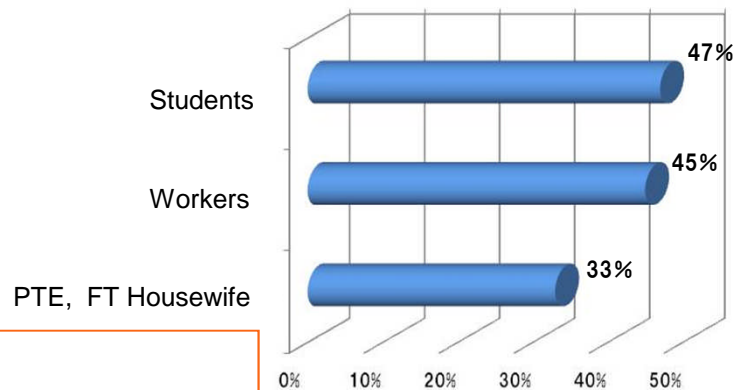
Male: 41%

Female: 30%

Recognition Rate by age n=1,000



Recognition Rate by occupation n=1,000

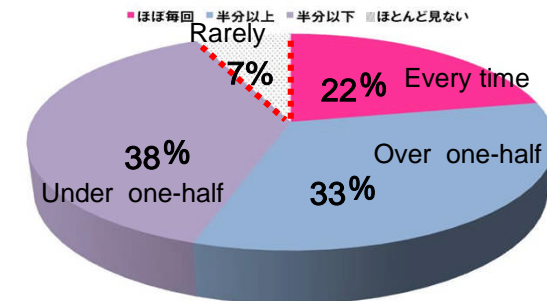


Survey Company: Macromil
Method: Web quantitative research
Survey date: Dec-8-2010~Dec-11-2010
Tagert: 15~49 male/female 1000people in Tokyo Met.

Frequency of viewing n=261

(※n=#of viewers who experienced Tokyo Media)

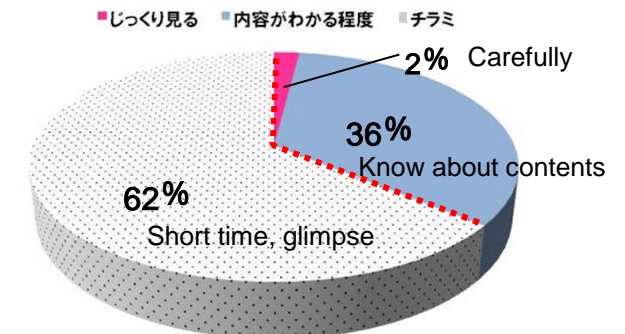
Q:How often do you watch the Tokyo Media when passing in front of outlets?



Watch Attitude n=261

(※n=#of viewers who experienced Tokyo Media)

Q:How much attention do you see the Tokyo Media?



Who watch on Tokyo Media?

Questionnaire results for Tokyo Media

View timing by time zone n=261

(※n=#of viewers who experienced Tokyo Media)

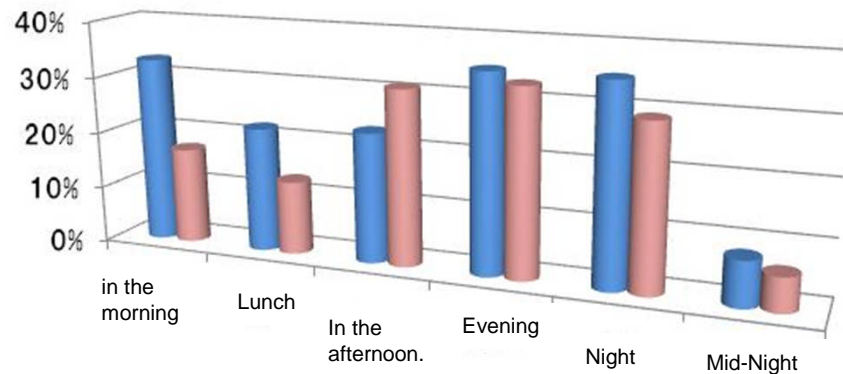
Week-day Week-end

View timing by gender n=261

(※n=#of viewers who experienced Tokyo Media)

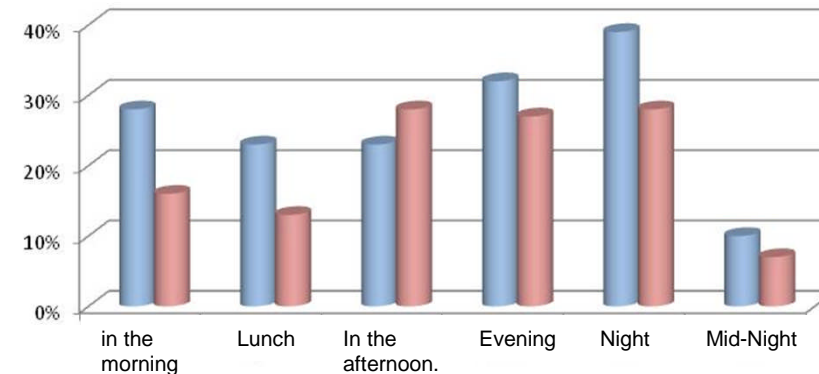
Week-day Week-end

Q:When do you watch on Tokyo Media by time zone? (MA)



All-Day

	Week-day	Week-end
In the morning	33%	17%
Lunch	22%	13%
In the afternoon	23%	31%
Evening	35%	33%
Night	35%	29%
Mid-Night	8%	6%



Male

	Week-day	Week-end
In the morning	28%	16%
Lunch	23%	13%
In the afternoon	23%	28%
Evening	32%	27%
Night	39%	28%
Mid-Night	10%	7%

Female

	Week-day	Week-end
In the morning	39%	18%
Lunch	20%	12%
In the afternoon	24%	35%
Evening	39%	41%
Night	31%	31%
Mid-Night	4%	4%

Who watch on Tokyo Media?

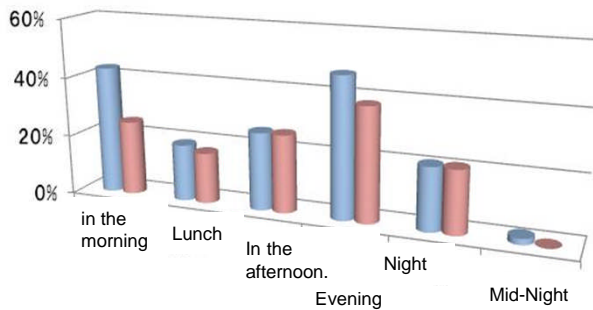
Questionnaire results for Tokyo Media

View timing by occupation n=261

(※n=#of viewers who experienced Tokyo Media)

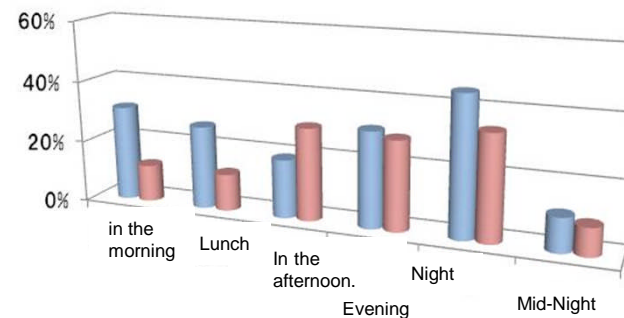
Week-day Week-end

●Students●



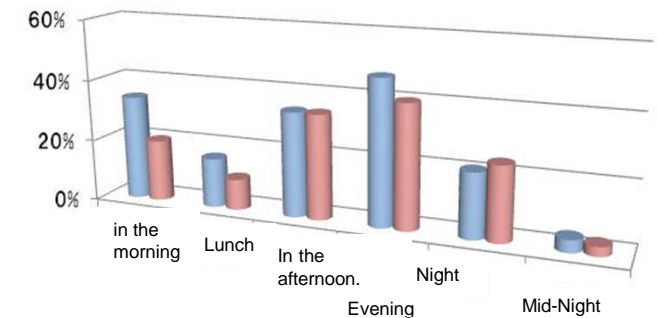
	In the morning	Lunch	In the afternoon	Evening	Night	Mid-Night
Week-day	43%	19%	26%	47%	21%	2%
Week-end	25%	17%	26%	38%	21%	0%

●Workers●



	In the morning	Lunch	In the afternoon	Evening	Night	Mid-Night
Week-day	31%	27%	19%	31%	45%	11%
Week-end	12%	12%	30%	29%	34%	9%

●PTE, FT Housewife●



	In the morning	Lunch	In the afternoon	Evening	Night	Mid-Night
Week-day	34%	16%	34%	47%	21%	4%
Week-end	20%	10%	34%	40%	24%	3%

【Consideration】

- Recognition rate is **approx.40%** in Tokyo Met area.
- Especially high rate of 10s, 30s male and 20s female.
- **Over 50%** of passengers watching on Tokyo Media when passing in front of monitors.
- **Approx.40%** of passengers watching carefully when passing.
- 3 peaks of view timing are **“in the morning”**, **“evening”** and **“night”** on weekdays. It means the time zone of commuting to work. On the other hand, peaks are **from afternoon to night** time on weekends.

Our challenges

◆ Show more concrete cost-effectiveness further.

- Effectiveness by cross media to become the media along with life work.
- Continual the effectiveness survey.

◆ Communication to clients and AD agency more carefully, and working with them as possible.

Currently in the contents initiatives phase.

- Original and unique contents needed for watch attitude of digital signage.
- Simple message.
- PDCA cycle.

◆ Consideration for society

- Higher reliability as a media.
- For mental environment.
- Effort with all of industry-wide.

Expectation for Standardization

Most important thing is the perspective from viewers, focusing on the effectiveness to them. It means the digital signage media enable viewers to obtain any useful information from any media whenever they need.

【Our point of view】

◇ Advantage

- ✓ Cost reduction for distribution system
- ✓ Manpower reduction of program configuration work.
- ✓ Driving force for contents diversion due to no encode process etc.
- ✓ Simple operation to synchronize the timing for broadcasting among different media companies and systems.
- ✓ Faster cooperation for unexpected disasters.
- ✓ Wide location – outside, inside and “at home”.
- ✓ No matter any media.

◇ Consideration

- ✓ Entry barrier to align the new rules of standardization for existing digital signage company .