

One year on: Ukraine humanitarian crisis “Thank you Japan” video messages delivered via LIVE BOARD



UNHCR: Support Ukraine Video [【Watch▶】](#)

LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter referred to as “LIVE BOARD”), together with the Office of the United Nations High Commissioner for Refugees in Japan (UNHCR Japan), and Japan for UNHCR, has launched a **video campaign thanking Japan for its quick response to the humanitarian crisis in Ukraine**. The video will be screened on LIVE BOARD’s Digital Out-of-Home (DOOH) screens in 9 prefectures in Japan (Tokyo, Hokkaido, Miyagi, Kanagawa, Chiba, Saitama, Aichi, Osaka, Fukuoka) starting from 24 February 2023.

A year has passed since the humanitarian crisis began in Ukraine. Since last March, LIVE BOARD has worked with UNHCR on video campaigns to highlight the Ukraine crisis, which has become the biggest humanitarian crisis in Europe since WWII. One-third of the Ukrainian population have been forced to flee their homes with no end to the war in sight. Japanese society has shown great solidarity for the crisis and UNHCR has received unprecedented support from the Japanese government, individuals, companies, organisations and local governments. In response to this, LIVE BOARD decided to support this “Thank you Japan” video campaign, produced by UNHCR Japan.

◆Comment by Ayaki Ito, UNHCR representative in Japan

February 24 marks the one-year anniversary of the Russian invasion of Ukraine. UNHCR remained on the ground to assist and protect people forced to leave their homes and continues to operate in Ukraine and in neighbouring countries. We have had tremendous support from Japan, including the government, individuals, companies, educational organisations and local governments. We created this special video message to mark this milestone and show our appreciation once again. We are delighted to be able to bring this message to everyone in Japan with the help of LIVE BOARD. However, there is still a humanitarian crisis in Ukraine and the rest of the world. We hope the people of Japan will continue to support and care for those who have been forced to flee their homes.



◆Campaign details

Start date: 24 February 2023

Screens: Total 73 LIVE BOARD DOOH screens in 9 prefectures across the country (Tokyo, Hokkaido, Miyagi, Kanagawa, Chiba, Saitama, Aichi, Osaka, Fukuoka)

URL: <https://liveboard.co.jp/en/screen/>

※ The video message will be delivered randomly between 7:00 to 24:00. Please note that the start time varies by location.

LIVE BOARD will continue supporting this type of social activities to spread messages to the Japanese society by utilizing the wide reach of the LIVE BOARD network.



◆About UNHCR (the Office of the United Nations High Commissioner for Refugees)

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the United Nations General Assembly in 1950. The agency provides humanitarian aid activities to protect and assist refugees, internally displaced persons, and stateless people who have been forced to flee their homes because of conflicts and persecution around the world. We cover a wide range of activities, including providing people with the shelter, food, and water they need to survive on a daily basis, protecting their basic human rights, helping them rebuild their lives, and giving them hope for the future. As a national partner of UNHCR, Japan for UNHCR conducts fundraising and communication activities throughout Japan to support this work.

UNHCR Japan : <https://www.unhcr.org/jp>

Japan for UNHCR: <https://www.japanforunhcr.org>



◆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-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 personalised ads, such as targeting by gender and age, that was not possible with traditional OOH.

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| Company Name | LIVE BOARD, INC |
| Representative | President and CEO: Jun Sakurai |
| Location | 7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo |
| Capital | 2.5 billion yen |
| Date of Establishment | February 1 st , 2019 |
| Business Details | DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales |
| Website | https://www.liveboard.co.jp |

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