

To members of the press
Press release

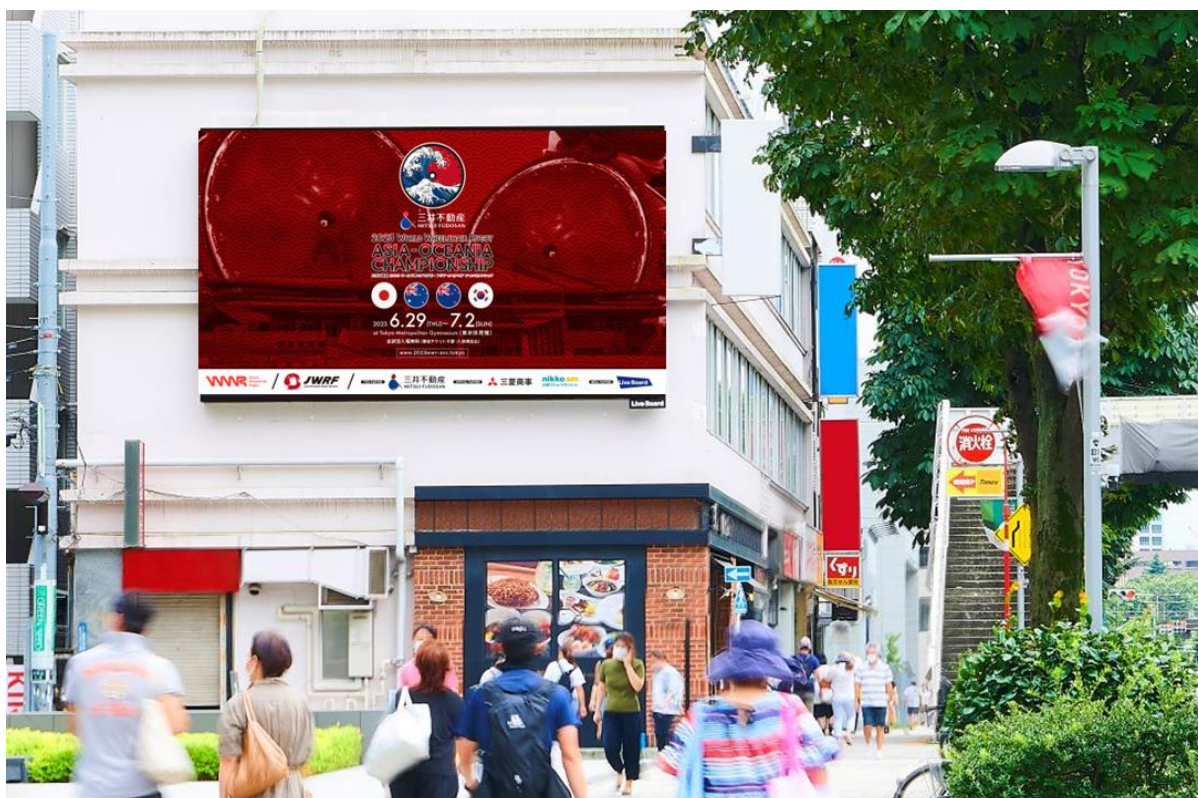
June 6, 2023

LIVE BOARD, INC.

Japan Wheelchair Rugby Federation



LIVE BOARD becomes official media partner of the “Mitsui Fudosan 2023 World Wheelchair Rugby Asia-Oceania Championship”
- The excitement of wheelchair rugby will be shared through outdoor advertising starting June 26, 2023!

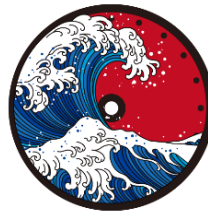
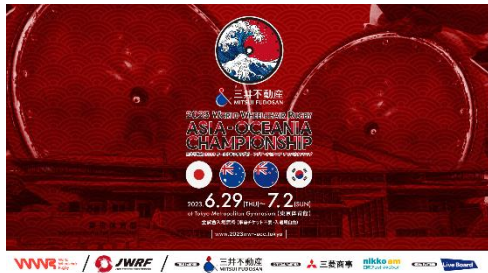


LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) has decided to become an official media partner of the “Mitsui Fudosan 2023 World Wheelchair Rugby Asia-Oceania Championship,” to be held by the Japan Wheelchair Rugby Federation (Headquarters: Minato-ku, Tokyo; Director: Kohey Takashima; hereinafter “JWRF”). [※reference: \[JWRF\] AOC Championship News](#) (in Japanese only)

LIVE BOARD will use its total of 60 digital OOH screens in the Tokyo metropolitan area (Tokyo, Kanagawa, Chiba, and Saitama) to show JWRF content and PR videos for the “Mitsui Fudosan 2023 World Wheelchair Rugby Asia-Oceania Championship” from Monday, June 26 to Sunday, July 2, 2023.

LIVE BOARD supports JWRF’s mission of “continuing to create moments in which people can share emotional experiences regardless of their ability status.” LIVE BOARD will leverage its tremendous reach to show the great excitement of wheelchair rugby, sharing the excitement and passion far and wide.

◆Conceptual image of content



◆Media details

Distribution period: Monday, June 26 to Sunday, July 2, 2023

Screens: Total of 60 digital OOH screens in the Tokyo metropolitan area (Tokyo, Kanagawa, Chiba, and Saitama)

Times: Between 7:00 to 24:00

* The videos will be delivered randomly.

* Please note that the start and end times vary by screen.

◆About Mitsui Fudosan 2023 World Wheelchair Rugby Asia-Oceania Championship

Host: Japan Wheelchair Rugby Federation

Dates: Thursday, June 29 to Sunday, July 2, 2023

Venue: Tokyo Metropolitan Gymnasium Main Arena (1-17-1 Sendagaya, Shibuya-ku, Tokyo)

Entrance fee: Free for all matches * Arena seating on Saturday, July 1 and Sunday, July 2 will be limited to spectators who purchase an exclusive T-shirt

Competing teams: Japan National Team, Australia National Team, New Zealand National Team, Korea National Team

All matches will be streamed live on official YouTube channels!

* Official WWR YouTube channel (commentary and explanations: English)

URL: <https://www.youtube.com/@worldwheelchairrugby6250>

* Official Japan Wheelchair Rugby Federation YouTube channel (commentary and explanations: Japanese)

URL: <https://www.youtube.com/@JWRF>

Official Championship website: <https://www.2023wwr-aoc.tokyo>

Inquiries: Japan Wheelchair Rugby Federation

Email: info@jwrf.jp



三井不動産
MITSUI FUDOSAN

2023 WORLD WHEELCHAIR RUGBY
**ASIA-OCEANIA
CHAMPIONSHIP**
三井不動産 2023 ワールド車いすラグビー アジア・オセアニア チャンピオンシップ

◆What is the “Mitsui Fudosan 2023 World Wheelchair Rugby Asia-Oceania Championship?”

This championship will be an extremely important one, as it will decide one of the qualifying places for the Asia-Oceania region in the wheelchair rugby games of the Paralympic Games of Paris 2024. It is also regarded as one of the legacy events of the Paralympic Games of Tokyo 2020, and plans not only to provide a place where

competitors can excel, but also, through an unprecedented level of event planning and production, to create an atmosphere where all fans can enjoy watching passionate and heated competition.

◆What is wheelchair rugby?

Wheelchair rugby was invented in Canada in 1977 by a group of tetraplegic athletes (athletes with disabilities affecting arms or legs due to cervical cord injuries, amputation, cerebral palsy, or the like) looking for an alternative to wheelchair basketball.

It is a unique sport that features elements of rugby, basketball, volleyball, ice hockey, and other sports. It is played on an indoor court the size of a basketball court and uses a special official ball invented based on a no. 5 volleyball ball. Contact (tackling) is permitted using wheelchairs, so wheelchair rugby is played using special wheelchairs that can stand up to the grueling play of the sport.



◆Japan Wheelchair Rugby Federation (JWRF)

Wheelchair rugby was officially introduced to Japan in November 1996, following the Atlanta Paralympics, and the Japan Wheelchair Rugby Federation was established in April 1997. The Japan National Team first competed in the Paralympics Games in Athens in 2000, and has competed in every Paralympic Games since then, winning the bronze medal in both the Rio and Tokyo Paralympic Games. JWRF is now conducting activities with the goal of popularizing the sport within Japan and winning gold medals at international competitions such as the Paralympic Games and the Wheelchair Rugby World Championships.

Official website: <https://jwrf.jp>

◆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 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

Website : <https://liveboard.co.jp/en/>

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