

## LIVE BOARD becomes a media partner of the “Mitsui Fudosan Wheelchair Rugby SHIBUYA CUP 2024”

The enthusiasm for wheelchair rugby to be held at Yoyogi 2nd Gymnasium will be distributed through outdoor advertising starting November 6, 2024!



LIVE BOARD, INC. has joined as a new media partner of the "Mitsui Fudosan Wheelchair Rugby SHIBUYA CUP 2024" to be held by the Japan Wheelchair Rugby Federation(hereinafter "JWRF").

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 Wheelchair Rugby SHIBUYA CUP 2024" from Wednesday, November 6 to Tuesday, November 19, 2024.

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.

### ◆ Media details

Distribution period: Wednesday, November 6, 2024 - Tuesday, November 19, 2024

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 Wheelchair Rugby SHIBUYA CUP 2024

Host: Japan Wheelchair Rugby Federation

Dates: Monday, November 18, 2024 - Wednesday, November 20, 2024

Venue: Yoyogi 2nd Gymnasium (2-1-1 Jinnan, Shibuya-ku, Tokyo)

Entrance fee: Free, free entry and exit

Competing teams: Japan National Team, Australia National Team

The event will be streamed live on the official YouTube channel.

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

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

Official Championship website: [https://jwrf.jp/national\\_team/shibuya-cup-2024/](https://jwrf.jp/national_team/shibuya-cup-2024/)

Inquiries: Japan Wheelchair Rugby Federation

Email: [info@jwrf.jp](mailto:info@jwrf.jp)

### ◆ What is the " Mitsui Fudosan Wheelchair Rugby SHIBUYA CUP 2024" ?



This is an international wheelchair rugby tournament held in cooperation with the Tokyo Metropolitan Government and Shibuya Ward to promote the spread of para-sports for the realization of an inclusive society.

It will be held for the first time in 2022, and this will be the second time.

With the Paris 2024 Paralympic Games, many people are now interested in para-sports, and we hope that they will experience and support the dynamic, sound, passion, and excitement of wheelchair rugby in a realistic way. We want to keep the interest in para-sport alive. It is with this in mind that we will hold this tournament. The new Japanese national team, consisting mainly of young wheelchair rugby players who will lead the future of wheelchair rugby, will play against teams from overseas.

### ◆ 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 (VAC)-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>

Media Contact : [info\\_press@liveboard.co.jp](mailto:info_press@liveboard.co.jp)